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Analysis the Influence Factors of Influencer on Tourist's
Cognitive styles, Loyalty and Satisfaction---A case study of
Macau SAR

Dissertation to Universidade Católica Portuguesa to obtain a
master's degree in communication studies: Communication,
Marketing and Advertising

By

Xinyu Liu 132222021

Faculdade de Ciências Humanas

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Professor Doutor Alexandre Duarte

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Abstract

The study examines the new communication mode of influencers on social medias networks, focusing on the various mechanisms and boundary conditions on social media platforms that impact cognitive style, customer loyalty, and customer satisfaction among Macau tourists. For example, influence communication can effectively attract tourists' interest through short videos, live broadcasts and blogs. These interesting contents and useful topics induce tourists' cognitive styles, such as high-value travel experiences, convenient tips, useful shortcuts, or preferential promotions and discounts, so that tourists are willing to follow, which leads to increased customer loyalty and satisfactory consumption results. The three main influencing factors provides an effective and new theoretical reference for the sustainable development of communication, marketing and advertising. The paper establishes a mediation model based on the three influencing relationships, and Macau tourism as a case study for collect data and measure variables through questionnaire survey. The following conclusions have been reached:

- 1) The changes in cognitive style exert a significant positive influenced to customer satisfaction;
- 2) Customer loyalty plays a mediated effective between cognitive style and customer satisfaction, and cognitive style positively influenced customer satisfaction by enhancing customer loyalty;
- 3) The power of influence's communication is mediated by the effective between cognitive style, customer loyalty and satisfaction. The influence's communication plays an adjustment role between cognitive style customer loyalty and satisfaction. The changes of cognitive style are positive affected to the connection between customer loyalty and satisfaction;

Key Words: Influencer, Communication, Tourism, Mediated moderation model, Macau.

Resumo

O estudo examina o novo modo de comunicação dos influenciadores em plataformas de redes sociais, com foco nos diversos mecanismos e condições que impactam o estilo cognitivo, a lealdade do cliente e a satisfação do cliente entre turistas de Macau. Por exemplo, a comunicação de influência pode atrair efetivamente o interesse dos turistas por meio de vídeos curtos, transmissões ao vivo e blogues. Esses conteúdos interessantes e temas úteis induzem estilos cognitivos dos turistas, como experiências de viagem de alto valor, dicas convenientes, atalhos úteis ou promoções e descontos preferenciais, fazendo com que os turistas fiquem dispostos a seguir, o que leva ao aumento da lealdade do cliente e resultados de consumo satisfatórios. Os três principais fatores de influência fornecem uma referência teórica eficaz e nova para o desenvolvimento sustentável da comunicação, marketing e publicidade. O artigo estabelece um modelo de mediação com base nas três relações de influência, usando o turismo de Macau como estudo de caso para coletar dados e medir variáveis por meio de questionários. As seguintes conclusões foram alcançadas:

- 1) As mudanças no estilo cognitivo exercem uma influência positiva significativa na satisfação do cliente;
- 2) A lealdade do cliente desempenha um papel mediador entre o estilo cognitivo e a satisfação do cliente, e o estilo cognitivo influencia positivamente a satisfação do cliente ao melhorar a lealdade;
- 3) O poder da comunicação de influência é mediado pela efetividade entre estilo cognitivo, lealdade do cliente e satisfação. A comunicação de influência desempenha um papel de ajuste entre estilo cognitivo, lealdade do cliente e satisfação. As mudanças no estilo cognitivo afetam positivamente a conexão entre lealdade e satisfação do cliente.

Palavras-chave: Influenciador, Comunicação, Turismo, Modelo de mediação moderada, Macau.

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Introduction

The number of social communications induced by digital influencers' communication has increased primarily due to social media, which has established a new frontier of virtual opportunities (Kadekova, 2018). The rapid development of online communication in Asia has brought significant advancements in influencer communication, especially in the fields of marketing and tourism. The importance of word-of-mouth in travel and tourism is reinforced by influencer communication (Gretzel, 2017). Influencer marketing is becoming a popular strategy used by many travel locations to market and draw tourists. This transformation has had a long-lasting effect on new media communications (Femenia-Serra, 2020). The National Bureau of Statistics' "2022 Chinese E-Commerce Development Report" states that China's online consumption revenue reached an incredible US\$1.89 trillion.

Influencer marketing has revolutionarily impacted to many industries, that created a mutually beneficial situation (Gretzel, 2018). For sellers in merchant market, the value of labor has undergone rapid transformation, allowing companies to quickly obtain funds for market and reinvestment in new product development, consistent with Barrett's observation in 2019. The fast-selling product cycle not only reduces capital backlog and unsalable risk, but also strengthens the introduction period in the product life cycle, ensures better operational sustainability, and fosters an optimistic outlook for marketing development (Barrett et al., 2019). For buyers, choosing what they need from a variety of products can enrich the shopping experience and reduce waiting time (Lee et al., 2018). However, effective media communication facilitated by influencers and intermediaries plays a key role for companies to quickly identify and connect with consumers. As Duarte (2023) highlighted the communication interplay between influencers, businesses, and consumers creates a new symbiotic relationship, with

influencers effectively helping to increase market awareness, consumers can directly find relevant content, and businesses successfully navigate the fast-paced online consumption landscape (Duarte, 2023).

As the phenomenon, what are the core influencing factors that caused this revolutionary breakthrough? Exploring scientific theories holds substantial importance in fostering the sustainable advancement of communication, marketing, and advertising.

Chapter 1 Tourism as Source of Economic Value

1.1 Tourism and Tourism Economic

According to Camilleri (2018), tourism is the result of combining economic operations that facilitate travel with leisure activities. "People who travel to and stay in locations outside their usual environment for leisure, business, or other reasons, for a period ranging from a minimum of 24 hours to a maximum of one year," is how the World-Tourism-Organization (WTO) defines tourism. Both internal and foreign aspects of tourism exist, with the latter having an impact on a nation's balance of payments through inward and outward flows (Gunn & Var, 2002).

Tourism can be represented as a modern service industry because it is a source of economic creation and drives a series of related industries to form an interactive effect with a ratio of 1:9, such as tourism is positively driving the business of food and beverage, accommodation, transportation, entertainment, etc., and also negatively driving the simultaneous development of community work, employment, education, tax revenue, and urban construction in negativity (Song et al., 2012). Based on the statistics released by the World-Tourism-Organization (WTO) on January 19, 2024, the international tourism revenue will reach \$1.4 trillion in 2023, accounting for about 95% of the \$1.7 trillion in tourism destination revenues compared with 2019.

The tourism economy is created by tourists' consumption behaviors in purchasing tourism products, such as booking air tickets or hotel rooms, and tourism can be derived from a series of industrial operations, including providing catering, accommodation, shopping, entertainment, and air tickets to the destination (Song et al., 2012). Travel intention is usually based on a certain purpose, such as vacation, wedding, visiting

relatives and friends, studying abroad, business negotiations, etc. But sometimes, tourists are suddenly tempted by some discounts and promotions and arrange crazy travel plans, such as air ticket promotions and off-season hotel discounts. These commercial promotions stimulate the intentions of tourists and attract them to buy air tickets in a hurry to start their travel itinerary. Therefore, the tourism industry relies on market advertising or social media for timely publicity and promotion (Shimp, 2000).

On the other hand, market downturns are inevitable in the tourism industry. According to projections made by the United-Nations-World-Tourism-Organization (UNWTO), the percentage of visitors worldwide could drop from 58% to 78% by 2025. It is predicted that foreign tourism would generate between 0.9 trillion and 1.2 trillion US dollars in revenue. Despite significant expansion in the last ten years in rising source markets such as China, Russia, and Brazil, the epidemic is predicted to cause a severe decrease in foreign tourism in 2024. Thus, the tourism industry's commercial tactics to break the impasse include creating new tourism source markets, offering discounts to direct travelers or travel agencies, and identifying efficient communication intermediaries (Ozbay et al., 2022).

For marketing promotion, optimize tourism resources with low-priced, effective promotions and attractions for travelers, and change their tourism intentions. For example, a tourism company launching new attractions or offering discounted air tickets as a promotional hotspot will burn up a tourism host, which will not only attract travelers, but also drive the interactive operation of the tourism industry (Ozbay et al., 2022). Whenever discounted air tickets are launched, travelers will be induced to do some crazy behaviors because tourism promotions often post attractive advertisements on social media, which cause office workers to leave their busy work and run to their

long-dreamed travel itinerary. Therefore, it is said that the creation of the tourism economy begins with tourism intention, social communication and market advertisement are the important tools of tourism promotion, which make the doldrums of doldrums muddy and become the market hotspot, and only this timely communication channel can make the tourism publicity play the role of promotional utility (Archer et al., 2012).

Tourism promotion has both beneficial and adverse effects on tourist destinations, affecting various aspects including the economy, politics, social culture, environment and scenery (Archer et al., 2012). On the positive side, tourism marketing successfully attracts tourists to destinations, directly driving the development of the catering, hotel, retail, and entertainment industries. It also creates employment opportunities, increases government tax revenue, improves medical insurance, accelerates urban construction, and attracts investment in tourism-related projects (Dajah, 2020). In other hand, there are drawbacks to tourism promotion as well, like deterioration of the environment, deterioration of culture, and increased costs of living for locals. Thus, in order to minimize adverse effects and maximize positive ones, it is especially crucial to maximize the resources available for tourist attractions and create efficient tourism markets (Ozbay et al., 2022).

1.2 Tourism Marketing and Promotion

Tourism marketing is a strategic approach designed to fulfilling tourists' satisfaction by offering tourism products and services tailored to their specific needs (Ibrahim & Gill, 2005). Tourism promotion is a communication behavior that combines the unique local

tourism characteristics, transmits tourism information through the media, and attracts actual consumers and potential customers to travel to the destination (Uysal, 2013).

Inducement is to guide someone to do something through a certain target benefit, while advertising promotion is based on a certain target role, function and ability as inducement, and the success of advertising promotions determines the significance of relevance in advertising inducement (Abramowicz, 2010). Tourism promotion collaborates with intermediaries for more effective publicity (Shimp, 2000). The addition of intermediaries enhances the market response and attracts hot consumer groups (Tuten, 2008).

One of the most effective elements of the marketing mix is advertising promotions (Morgan & Pritchard, 1998). Social media has emerged as a result of the development of internet technology, attracting a lot of attention and quickly becoming a popular means of communication (Ozbay et al., 2022). The novelty brought by influencer communication is particularly prominent (Kaye et al., 2021). In this regard, effective media channels are highly significant for promoting the tourism market. The communication interplay between influencers, the tourism economy, and consumers creates a symbiotic relationship, with influencers helping to increase market awareness, consumers finding relevant content, and businesses successfully navigating the fast-paced online consumption landscape (Kardes, 2011).

Social media has created a symbiotic relationship between influencers, the tourism economy and consumers. Influencers increase market awareness through audience attention; the tourism industry is seeking the most recognized market to increase the tourism economy; and consumers fill their lives with entertainment from well-known

fashion. Influencer fashion is gradually penetrating different fields in a novel way (Zhang, 2022).

High technology has significantly changed traditional communication and social culture, and making cultural expression easier. It has not only enriched the color of culture, but also enhanced the power of communication, enabling people to gain a rich and colorful cultural experience. The rapid growth of innovative technology also creates a supportive environment for culture. Influencers shape core aspects of human communication by leveraging these technological advancements to engage with their audiences more deeply. Their ultimate objective in influencing tourism is to mold travelers' opinions, foster a sense of loyalty and contentment, and ultimately propel the growth of tourism. It is necessary to study important ideas like social influence theory, social learning theory, and cognitive sharpening theory to comprehend how influencers achieve this (Duarte, 2023).

How the influencers make an impact from fundamental humanistic communication? What is its goal in influencing tourism? What are its theories of reference? Exploring scientific theories from the basics, there are important theoretical references for the sustainable development of communication, marketing and advertising.

Chapter 2 Influencers Marketing

2.1 What is Influencer's Communication

Douyin and TikTok, both originating from the Chinese tech company ByteDance, are essentially two versions of the same social media platform. Douyin was initially launched in China in September 2016, primarily catering to a Chinese audience (Kaye et al., 2021). This platform can available for users to generate and distribute brief videos employing a range of creative tools and effects (Liu & Liu, 2023).

In a strategic move to expand globally, ByteDance introduced an international version called TikTok, which was officially launched in September 2017. TikTok retains the fundamental features and functionalities of Douyin but is branded differently to resonate with an international user base. (ByteDance - Inspire Creativity, Enrich Life, 2023). Despite originating from the same core platform, Douyin and TikTok are distinct in their branding and regional focus. Douyin operates within China, following local regulations and content guidelines, while TikTok serves as the global counterpart, gaining widespread popularity beyond China's borders. Both platforms share a common infrastructure, emphasizing the global appeal of short-form video content creation (Ozbay, et al., 2022).

TikTok (douyin) is one of new social media platform and established in 2017 that quickly grew to become the most downloaded app in the world (Dias & Duarte, 2022a). Its main function is to create a diversified media intermediary between influencers and audiences (Klug, 2020). On the media platform, influencers could show trendy themes to the audience by uploading short videos, live broadcasts, and blogs (Appel et al., 2020).

In a remarkable financial trajectory, ByteDance, the parent company of popular platforms like TikTok, has surged to entrepreneurial prominence. The world's top start-up, ByteDance boasts a staggering market value exceeding \$353 billion, reflecting its robust financial performance and ability to leverage the popularity of its platforms, particularly TikTok, to achieve remarkable profitability (Perdana & Bharathi, 2023).

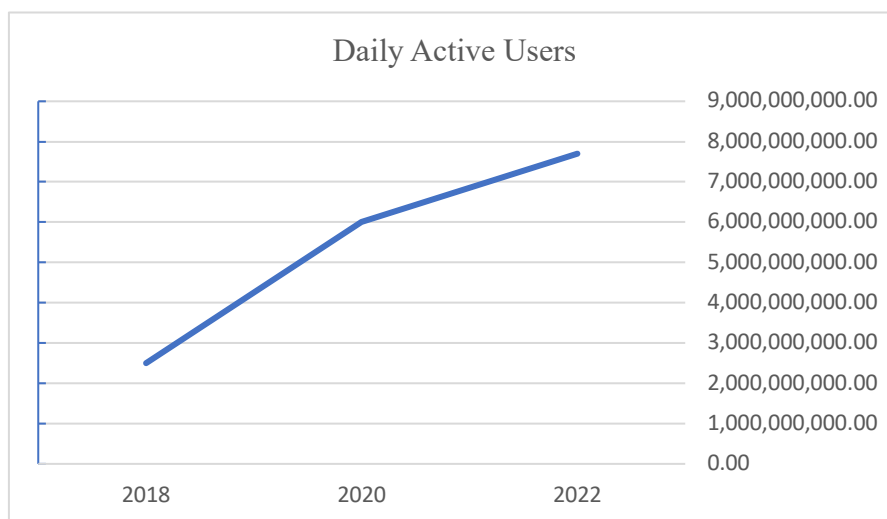
The fast-paced growth of Internet technology has brought a new and convenient transformation to social media. Social media sites like YouTube, Instagram, Facebook, TikTok and Douyin have benefited from that convenience and advancements of internet technology. Compared with fixed desktop computers, the social media and lightweight mobile phones bring portable functions to all users, and users can receive and read a large amount of information anytime and anywhere outdoors (Chinnery, 2006). The portable function also provides a two-way and convenient advantage because the two-way function also provides every user with one-on-one communication opportunities, such as timely likes, comments, etc. The function allows both parties to interact, so influencers are better encouraged and continue to create more attractive videos or blogs with various themes for users (Leung et al., 2022). Through the portable screen of mobile phones, a repeat playback function allows influencers to directly and thoroughly review a topic with the audience, and the audience also easily understands its meaning and never misses it. This convenient communication allows the audience to learn more interesting knowledge, enhance communication and shorten the distance between each other (Cao, 2023).

People of different ages can utilize this platform to see films that cover a variety of topics, including storytelling, food, and landscapes (Du et al., 2020; Kaye et al., 2021). During the Covid-19 pandemic, these videos serve as a source of stress reduction in

addition to improving the lives of their viewers. The average daily volume of video searches during COVID-19 pandemic has surpassed 400 million, according to a Wall Street Journal article published on December 21, 2021. This suggests that the user base is steadily growing (Shara, 2021).

Concurrently, Covid-19 has had a significant influence on day-to-day living, particularly in the travel and tourism sector. It has been characterized by governmental limitations and safety worries that have reduced travel options (Tran et al., 2020). Users looking for an alternative satisfy their travel dreams by watching TikTok travel videos (Cao et al., 2021). Surprisingly, this experience not only quells their current need for travel but also encourages a desire to go somewhere in the future. When seen from this angle, quick videos on TikTok significantly impact destination marketing and have a significant influence on judgments made about travel locations.

Figure 1: The daily active users by TikTok



Source: Douyin, 2023

In just a few short years, Douyin has witnessed remarkable growth in its user base, establishing itself as a dominant force in the realm of short-form video content. Starting with 2.5 billion users in 2018, the platform experienced an impressive surge to 6 billion users by 2020. This meteoric rise continued, reaching a staggering 7.7 billion users in 2022 (Cao, 2023). These numbers highlight Douyin's indisputable allure and widespread impact, solidifying its place among the most widely used and significant social media networks. With such exponential growth, Douyin establishes itself as a major participant in the ever-changing digital content creation market by showcasing the platform's capacity to engage audiences and adjust to changing user preferences.

Influencers can use social media sites like Facebook, Instagram, YouTube, and TikTok as fashionable means of showcasing their skills. These social media channels offer influencers a stage to present their skills, allowing them to create content through short videos, live broadcasts, or blogs. Influencers are creators of talent who have a significant impact on their audiences through engaging topics, especially short videos (Cao, 2023). Influencers demonstrate exceptional creativity and utilize the platform's diverse features, including music, stage, and special facilities, to produce visually appealing story plots. Digital Influencers span a variety of fields, showcasing talents in dance, comedy, beauty, fashion, lifestyle and more. Digital Influencers display a range of extraordinary talents, spanning diverse disciplines, and contribute to the platform's dynamic content landscape. These influencers are adept at grabbing their audience's attention through a variety of engaging content styles (Fan et al., 2023).

Digital Influence's programs are extremely attractive because they contain many engaging topics and themes. On the surface, some of the videos show just ordinary themes for the audience to share moments of life and entertainment. But some videos

show different themes, such as wonderful experiences, valuable knowledge, unusual real things, or uncommon visual pictures, these rare themes undoubtedly aroused the interest and tracking of many audiences (Gordon et al., 2019). These fascinating themes bring different happiness and perceptions to audiences, so they are willing to track and share for rich knowledge and value. As a result of their continuous efforts, the influencers have accumulated many fans, and TikTok has also formed a new and highly influential social communication channel. With this interactive communication and development, the development of humanities, culture, education, health, advertising, and business are gradually incorporated (Cao, 2023).

2.2 Influencers Promotes Social Interaction

Digital Influencers often create and share content that resonates with their audience, sparking conversations, comments, and interactions (Leung et al., 2022). Their capacity to establish a personal connection with their followers, impart similar experiences, or offer insightful content stimulates social interaction within their virtual communities. As a result, the term implies that digital influencers play a role in cultivating a more interactive and dynamic social media environment by actively engaging their audience and encouraging them to participate in discussions and activities (Li et al., 2023).

In the current information age, the Internet creates an interaction effect to social communication, the Internet provides high-speed transmission, turning the world into a global village (Wang, 2019). Social media has established a variety of communication methods, allowing text, sound, images, and videos to be widely disseminated through this type of network communication. Influencers improve audience communication and exchanges in culture, art, technology, and education by using social media as a platform for short films, live broadcasts, and blogs (Keane, 2020).

Communication is the basis of humanistic and social interaction, and information is an important resource for people to improve their knowledge. If people want to survive or gain a competitive advantage in today's highly competitive society, they must have more information, knowledge, and skills to promote themselves. Modern communication tools are an essential way to enhance communication (Leung, 2022). For example, the daily news contains a lot of information about politics, finance, culture, art, education, etc. While this information may seem ordinary to most people, politicians, businessmen, investors, and academic researchers often see it as valuable and seek to leverage it for value creation. (Amit et al., 2017) Nowadays, the emergence of smartphones not only breaks the traditional bottleneck of watching TV and listening to radio stations, but also allows people to communicate through convenience social media, such as watching different themed TV and reading their favorite articles (Wang, 2019).

These convenient facilities not only enhance people's interaction, but also improve the level of communication. In the post-pandemic era, as COVID-19 restrictions gradually recede, digital influencers on platforms such as Douyin and TikTok continue to act as a crucial role in shaping personal tourism experiences (Wang, 2019). TikTok is also used as a communication tool in special situations. When the impact gained during lockdown continues, Influencers are constantly transmitting different travel attractions and other related information, leading people to free and exciting destinations. After the epidemic was effectively controlled, influencers expressed a variety of stories of freedom, and the world witnessed the recovery of the national tourism economy (Leung, 2022). During the 2020 National Day holiday, check-ins at national scenic spots via Douyin skyrocketed, marking a tenfold increase compared to the Spring Festival period. Wuhan

emerged as the most popular city of 2020 on Douyin, accumulating over 8.3 billion likes, with Beijing and Chengdu following closely behind. (Douyin, 2021).

Social media has brought people richer topic information, and people can selectively choose their favorite information methods according to their needs and watch theme videos, theme live broadcasts and theme articles, which promote people to know more about theme knowledge and professional skills. In other words, the convenience function of social media also makes it easy for everyone to become an influencer, only one smartphone can make their own theme video, live broadcasts or blogs with their personal interests and talents. The convenience operation has not only improved communication functionality but also brought the rich and poor closer together, made expensive video production cheaper, and made it within reach (Li et al., 2023).

2.3 Influencers Bring Diverse Information

The emergence and development of digital influencers have brought many advantages to our lives, including the convenience and diversity of communication. The digital influencer is more conducive to transferring effective information, and it is timely and complete information, which helps to make high-level decisions, thereby improving work performance. In a digital influencer's communication channel, influencers come from thousands of people with different job backgrounds and social classes, their diverse occupations and knowledge provide rich topics and themes in the influencer's communication. Such as extraordinary life skills, haute cuisine cooking, powerful sports and fitness, health care tips, consumption discounts, etc. These novel themes have greatly attracted the audience and have become a trend to follow. The influencer can possess distinct characteristics of fame through interesting video sharing, emotional online journals, or amazing blogs (Leung, 2022).

Under the concentration diversity characteristics, influencers' communication is directly connecting to a broad audience through new Internet media and successfully combining the audience's demand with humanities and culture, living customs, daily life, consumption discounts and the experience of using certain products. So that the influencer's communication becomes attractive and the audience is sure to find their favorite program among thousands of communication channels (Gordon et al., 2019).

The quest of taste and brand is inextricably linked to a high-quality lifestyle; influencer and brand synergy is the cornerstone of contemporary marketing. Brands seek to leverage the authenticity and trustworthiness of influencers, leveraging their ability to engage their target audiences with engaging and relevant content across different platforms. Partnering with influencers can diversify a brand's marketing channels, providing social proof and credibility through recognition. Some brands choose to form long-term relationships, turning influencers into ambassadors with ongoing representation. Negotiating a partnership requires careful consideration of salary, deliverables, and value alignment. Metrics and analytics are essential for evaluating the success of influencer campaigns, while ensuring brand safety requires a careful assessment to guarantee alignment. Influencers and companies continue to form a strategic alliance that adjusts to shifting customer preferences and the state of influencer marketing as trends change (Keane, 2020).

2.4 Influencers Form a Reliable Partner

The rise of digital influencers' communication can be a good way for modern urbanites to relieve stress. Through to communication on social media, rich knowledge and skills make our lives simpler and our work more enjoyable (Qualman, 2012). The

communication and interaction via internet media, audiences can gain a deeper understanding of various topics, leading to stress relief and a sense of spiritual happiness (Geysler, 2022). This psychological satisfaction contributes to their overall happiness. Also, the opposite is true. Some studies demonstrate the anxiety that social media users experience (Duarte, 2023).

In a highly competitive society, daily work is inevitably stressful. People are under fierce competition and pressure. The busy work and pressure stimulated us every day. When we open the mobile app and see the first funny videos from influencers, the joy they bring has undoubtedly become a way to relieve stress. (Leung, 2022). The novel themes, funny stories, and wonderful life are shown in attractive videos and live broadcasts by influencers, which are always addictive when the audience watches; they like it very much and can't put it down. The tracking mentality stimulates the audience to often hold their phone in hand and watch when free time is at work or at home, or never give up any free time to look at their mobile phones while waiting in line for the bus or doing something. This is the most distinctive social phenomenon, influencers' interesting videos bring people relaxation and happiness, making them forget the pressure of work temporarily. And entertainment makes people's lives balanced and enhances the positive attitude and optimism towards life. These positive emotions and attitudes help enhance people's quality of life and encourage them to thrive in a digitally connected world with elevated values (Wang, 2023).

Influencers bring us different types of entertainment and provide a new search and study method. The method is different from previous exploration searches, and it's broken the limitations of text and replaced it with a short video. The Influencers introduced the theme content through a short video. The whole process of video shooting involves

collecting themes, screenwriting, acting in a play, and editing. The final video is shown in relaxed, cheerful, and leisurely forms, which make the complex content simple and easy to understand for the audience. Similarly, the live broadcast also uses the same process for making and playing in-depth content. For example, when we search the topic of Portuguese cuisine on the influencer's communication channel, there will be many famous influencers and chefs or housewives acting to introduce that cuisine, and through the interpretation of the entire cooking process, the audience can easily understand and cook the same delicious food as well. Through the change in the way influencers spread information, the videos on the topic make it easier for the audience to obtain relevant content. The process of the video allows the audience to have a more real and comprehensive understanding of the entire topic. This video, instead of articles, makes the video content easier for the audience to understand, allowing the audience to have a deeper understanding of knowledge and obtain important knowledge value (Goyal, 2017).

After gaining popularity, businesses man flocked to package them as a produce team, and influencers have developed complete TV programs and production lines (Appel et al., 2020). Influencers also create numerous vivid short videos and colorful experiences for mobile users (Hennig-Thurau et al., 2015). Users can easily access this channel anytime and anywhere. Influencers effortlessly attract a considerable viewership (Pittman & Reich, 2016). Tourism is an attractive program since it encompasses multiple themes produced by different influencers, such as beautiful scenery, exotic customs, countries with different cultures, local cuisine, leisure atmosphere, low-cost consumption, and often the dream destinations of tourists (Leung, 2022). As the level rises, high-value programs are thus generated, for example, sports, running, etc. during the tour are presented according to the sports theme, the gastronomy of the tourist area

according to the gastronomy theme, and the medical treatment of the tour according to the beauty theme (Femenia-Serra, 2020).

However, influencers also face several challenges, including fierce competition, algorithm changes, and compliance with platform regulations. Staying informed of Platform's policies and trends is crucial for influencers to stay relevant and address potential challenges. As the case, being an influencer requires not only creativity and authenticity, but also adaptability to the evolving landscape of the platform. Influencers have the unique ability to inspire and trend quickly. The vitality of the platform enables trends to spread rapidly, with influencers taking the lead in initiating and amplifying these trends through their innovative and entertaining content (Wang, 2023).

In essence, being an influencer in today's dynamic marketing landscape is not just about creating visually appealing content but also about understanding the economic, social, and technological dynamics that underpin the success of this influential role. As influencers continue to redefine the narrative of new media communication, their influence on business, consumer behavior, and the broader digital ecosystem remains a captivating and transformative force (Leung, 2022).

Short video platforms have successfully shifted their focus towards engaging users through psychological interactions. In the contemporary landscape, individuals consistently participate in various social media interactions. Consequently, short video platforms effectively guided enterprises not only to prioritize content creation and marketing video promotion but also to actively interact with their audience (Keane, 2020). On one hand, the implementation of interactive communication with fans enabled companies to gain valuable insights, actively address user needs, and develop

a stronger sense of belonging and trust in the brand. This proactive strategy increased the credibility of short video platforms such as Facebook, Instagram, and TikTok by converting potential customers into devoted brand champions. On the other hand, enterprises successfully engaged in meaningful interactions with users by incorporating their feedback. This strategic approach allowed businesses to adapt products and strategies according to the evolving needs of their audience, fully realizing the advantages and potential of short video marketing (Chen et al., 2020).

2.5 Influencers Offer Consumption Benefits

Making and sharing content on social media has become a daily routine for a lot of individuals. Information technology and participatory culture advances have enabled and encouraged travelers to share their travel experiences through various images, videos, and narratives on online platforms, frequently serving as influencers themselves, in the field of tourism-themed content (Xiang & Gretzel, 2010; Kang & Schuett, 2013).

Digital influencer communication plays an effective media intermediary role in tourism (Femenia-Serra & Gretzel, 2020), and ordinary video sharing resonates with similar travel experiences. Exaggerated or overly luxurious travel enjoyment is often regarded as a step that cannot be climbed by ordinary people because they live in a relatively similar class. Influencers gradually go from ordinary sharing to some real-life things that are worth referencing. Ordinary tourists need to see these simple and authentic situations every day because exaggeration and luxury are beyond their consumption level. And tourists who follow it will get the same benefits and an authentic experience. Such a result not only allows the audience to clearly understand the detailed information about the travel destination but also to obtain some uncommon secrets. The aspect of travel information includes the best features of the scenic area, the most favorable hotel

discounts and periods, the cheapest transport tickets and shortcuts, unmissable delicacies, and authentic steak that comes from farm-to-table. The traveler who follows such recommended secrets will never suffer losses (Terlutter & Capella, 2013). The difference is that influencers enhance the tourism impression through new communication channels, allowing tourists to obtain valuable tourism consumption intelligence, thereby changing the tourists' cognitive form of the tourist destination.

Essentially, TikTok plays a vital role in promoting tourism by exposing various well-known and lesser-known attractions to a wider audience. The platform's extensive reach has triggered a swift surge in the popularity of various destinations, boosting tourism and engagement in previously undiscovered locations (Leung, 2022).

2.6 Influencers Become Popular Tourism Promoters

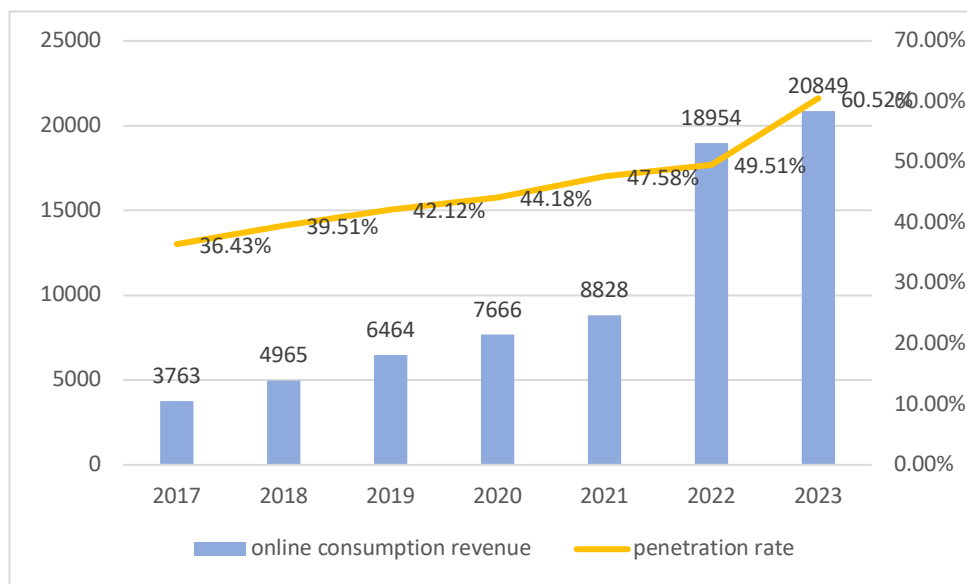
Internet exposure serves a crucial function in today's digital environment, where online consumption has established mechanisms for information dissemination, consumer feedback, and platform oversight. These mechanisms aim to create fair conditions for publicity and consumption (Liu, 2020). The exposure rate also becomes a criterion for tourists. When there is a need for travel, the first action of young travelers is to search for influencers' channels for reference and consider them in their travel planning because these recommendations are reference-able and trustworthy. In fact, the travel experience has also become a kind of honest feedback. When tourists go on a trip, the travel experience is the same as the travel experience recommended by the influencer, which verifies the integrity of the influencer and assists tourism promotion (Wang, 2023).

Tourists travel by themselves based on the recommendations of influencers, and the travel experience they get is the same as that recommended by influencers (Zhang, 2022). The discount secrets recommended by Influencers allow travelers to obtain consumer benefits and experience the joyful meaning of travel. Influencers, therefore, become trustworthy figures for travelers. When travelers designate their next destination, the recommendations of Influencers become reference materials for travelers, and Influencers become loyal followers of travelers (Ozbay et al., 2022).

In 2020, many previously unknown tourist attractions will gain exposure through Douyin. "Yinqi Animal Kingdom" in Zhengzhou, Henan Province, has the fastest surge in popularity on Douyin in 2020, with an astonishing increase in likes exceeding 3086%. Little-known scenic spots such as Tianxia Tourist Area in Sanming, Fujian and Laojun Mountain Scenic Area in Luoyang, Henan, have gained wide recognition through Douyin, with more than 10 million likes (Douyin, 2020).

Based on the "China E-commerce Development Report 2017-2023" issued from the Chinese National Bureau of Statistics in February 2024, Chinese online consumption revenue reached an astonishing US\$2.23 trillion. The following are the statistics for China's online consumption revenue and growth rate from 2017 to 2023:

Figure 2: China's online consumption revenue and growth ratio from 2017 to 2023

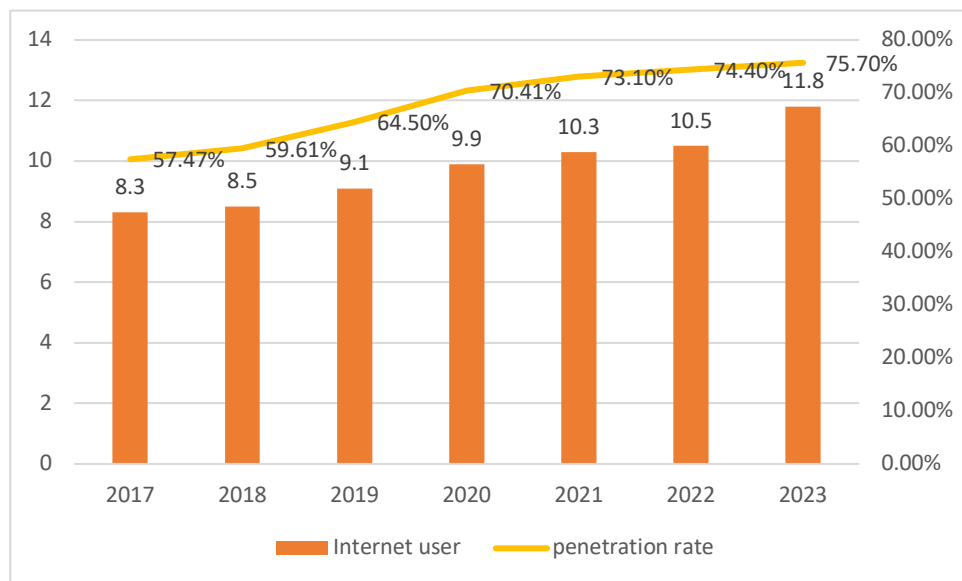


Source: Chinese National Bureau of Statistics

The surge in online consumption is a revolutionary communication, and with the continuous increase in internet users and penetration rate, it has created a mutually beneficial and win-win situation for both production and marketing. The following are the statistics of the Chinese national bureau of statistics for China's Internet user scale and penetration rate from 2017 to 2023. For corporations, when the value of labor has undergone rapid transformation, allowing companies to quickly obtain funds for reinvestment in new product development, this is consistent with Bryan's observation in 2015. For sales marketing, the dynamic cycle of product development not only reduces business risk, but also strengthens the introduction period in the product life cycle, ensures better operational sustainability, and fosters an optimistic outlook for marketing development, as Mossoff and Adam pointed out in 2012. On the other hand, the new media communication has established an ingenious connection between production, marketing, and consumption, making effective media communication facilitated by digital influencers and intermediaries a key role for companies to quickly

identify and connect with consumers (Chen et al., 2020). Therefore, communication intermediaries make marketing promotions more effective in terms of market response and mass consumer groups (Tuten, 2008), and the effects of development methods and scientific theories have important constructive significance for communication, marketing and advertising.

Figure 3: China’s Internet user scale and penetration rate from 2017 to 2023

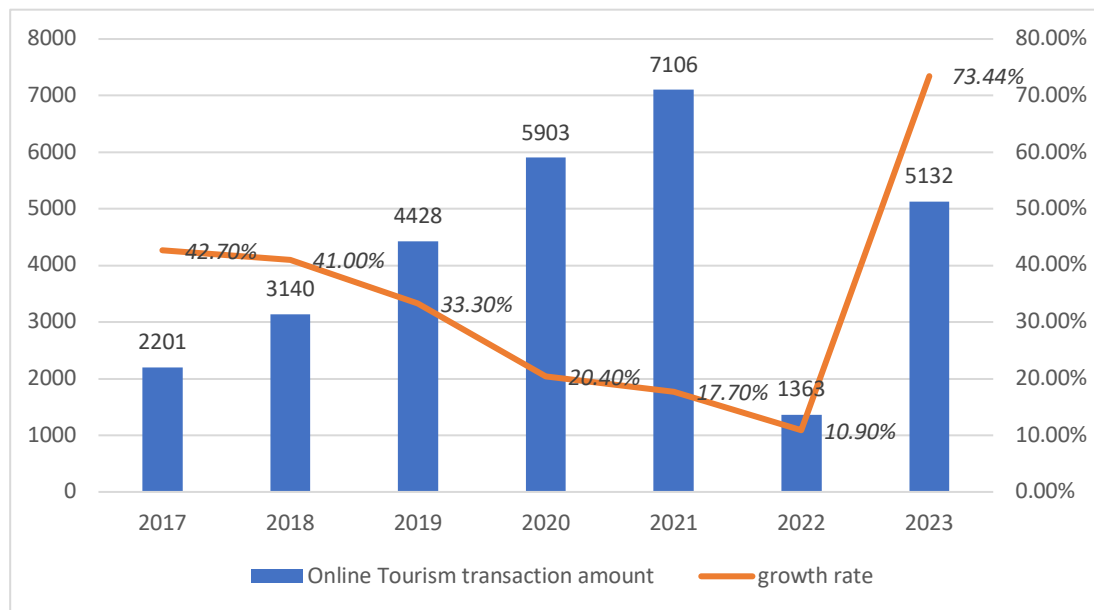


Source: Chinese National Bureau of Statistics

The Internet has developed at a quick pace, and online travel agencies (OTAs) have achieved remarkable results. Online travel continued its rapid rise from 2017 to 2023, reaching 5.132 million users, according to the Chinese Culture and Tourism Bureau's 2017–2023 online tourism industry study report. The national tourism income scale continued to rise steadily by double digits, and the annual market transaction size increased by 73.44% to surpass 7.106 billion yuan. The COVID-19 pandemic in 2023 had an impact on transaction amounts, although the tourism industry still contributes

significantly to the economy. The Chinese internet travel transactions shown below show the growth rate from 2017 to 2023.

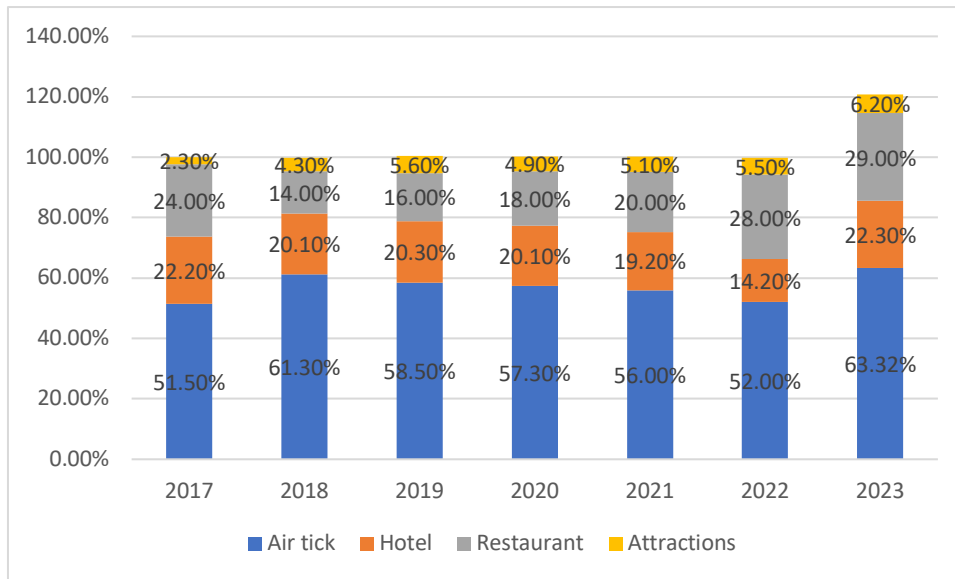
Figure 4: China's On-line Tourism Transaction and Growth rate from 2017 to 2023



Source: Chinese Culture and Tourism Bureau

Influence's communication circulated tourism promotions into market hot spots, making casual consumption become a popular necessity. Online travel agencies provide an Internet booking platform between tourists and tourism in terms of air tickets, hotels, restaurants, and tourist attractions. Through online services by mobile phone, tourists can reserve services in advance to avoid problems during the trip, and the tourism department will also be happy to receive arrival notifications to facilitate and convenience business operations. Attractive discounts can be enjoyed by booking and paying in advance, making online services very popular among tourists. The following are the Chinese Online travel market segments from 2017 to 2023 by the Chinese Culture and Tourism Bureau (Chen et al., 2020).

Figure 5: Chinese Online travel market segment from 2017 to 2023



Source: Chinese Culture and Tourism Bureau

The emergence of influence communication promoted tourism information and circulated it to tourists. The influence introduced many tourism attractions and funny stories through different types of short videos, live broadcasts, or blogs, which made tourism information widely disseminated. Travelers find cheap airline tickets, hotel reservations with perks, meal deals, quick routes for sightseeing, etc. to be quite appealing. The number of Internet users is rising dramatically due to the telephone Internet's quick expansion and widespread adoption, which is opening new growth prospects for the travel industry. The expansion of this effect sparks travelers' curiosity and encourages the quick growth of the travel and tourism sector (Wang, 2023).

In that time, social media marketing has progressively developed into an essential part of travel industry marketing. User-generated-content (UGC) is being used by an increasing number of locations to draw tourists at the same time (Buhalis et al., 2013; Neuhofer et al., 2015; Buhalis et al., 2020).

Douyin has played a transformative role in shifting consumer consumption patterns. The platform has influenced a transition from traditional search-and-buy behaviors to a more engaging approach of watch-and-buy. Influencers on Douyin, who share compelling videos, have become instrumental in shaping consumer intentions and driving purchasing decisions. As consumers engage with influencer content, the platform effectively stimulates their desire to consume, marking a significant shift in the dynamics of e-commerce and consumer behavior. (Deloitte, 2023)

The symbiotic relationship between influencers and travelers continues, with influencers not only inspiring their audiences but also being influenced by the ever-changing dynamics of travel. Users engage through comments, likes, and shares, allowing influencers to customize content based on their followers' changing interests and preferences, creating a vibrant and interactive travel community.

In an era of ubiquitous social media, the dynamics of travel have profoundly shifted. As the digital realm increasingly shapes the ideal journey, the function of social media influencers is increasingly becoming a pivotal force in shaping the preferences and decisions of today's travelers. The travel industry benefits as influencers share first-hand experiences, providing valuable insights into accommodation, local cuisine, and hidden gems. In addition to traditional travel guides, influencers offer a more personal and relevant perspective that resonates with their audience (Ozbay et al., 2022).

Additionally, influencers contribute to the travel ecosystem by sharing practical tips, travel tips and safety guidance, especially in the context of the ongoing resurgence of the pandemic. This information helps travelers stay abreast of changing travel

restrictions and health protocols, ensuring a smoother, more informed travel experience. In the post-pandemic scenario, influencers act as virtual travel guides, providing a wealth of ideas and suggestions for tourism destinations to visit, things to do, and experiences to try. The visually engaging short film creates a sense of wanderlust, inspiring people to explore destinations they may not have noticed (Srouf, 2022).

Table 1. The Perception Type of Influences communication

Communication type	Program Theme	Perceptions
Live-broadcasts	Funny story / share	Entertainment
Short-video	High-quality life/ skill/	Knowledge
BLOG	technology	Cognitive style
Photo	Travel biography/ study	Value perception
Music	Attraction introduces/study	Skill promotion
	Education/study	Customer loyalty
	Exercises/health improvement	Customer satisfaction
	Gourmet cooking/skill promotion	
	Discount / benefit	

Source: Author own elaboration

In conclusion, influencers on platforms such as Douyin and TikTok are continuing to be a driving force in shaping online consumption and travel trends with their transformative influence on online communication and marketing. Their ability to inspire, inform and engage ensures individuals embark on their journeys well-prepared and armed with ideas for enriching and unforgettable experiences.

The research on influencers is still in a relatively new stage, and there are still few studies on the overall effectiveness of influencer communication, especially in terms of integrated effects between influencers, customer loyalty, and customer satisfaction. The theory can be used as some influencing factors for a company to establish an effective business strategy, help the company quickly grow in the market, and reduce business risk. The intermediaries also affect communication to quickly identify the market and create connections with consumers. Understanding the relevant influencing factors in this area is crucial for enhancing the effectiveness and sustainability of communication, marketing, and advertising. Therefore, studying these internal factors, identifying relevant academic theories through literature reviews, and applying them to explain the foundation of effective influencer communication is vital for strengthening tourism promotion and ensuring sustainable development (Zhang, 2022).

The study takes into account the overall operational goal and expectation between influencers, new media, communication, marketing, consumer behavior, and the tourism market, as well as the changes between tourists' interest, attitude, purchasing behavior, perception, and final reaction in order to examine the combined effects of influencer communication, marketing, and advertising in the literature. The different changes can be exposed in how two types of tourism respond to influencer's communication with customers.

Chapter 3. Influencers communication and Consumer Behavior

3.1 The relationship with influencers, Marketing & Consumer Behavior

Communication plays an important interactive role in culture, art, education, science, life, business, and other fields, and its interactive relationships promote social development and humanistic construction (Duarte, 2023). In the highly competitive business and advertising markets, communication—not only interaction but also multidiscipline and multi-technology—is required to highlight its unique advantages (Bob Stone, 1991). These various components are also essential for improving the friendliness and allure of travel (Chen et al., 2020). Therefore, studying the influence factors of influencers on tourists must be approached from the perspective of basic theories and relevant literature. The following are relevant theories and literature studies (Carlson, 2002).

3.1.1 Communication

Communication is defined as the transmission of information (Luhmann, 1992); communication channel refers to a physical transmission medium, connection over the consumer market by telecommunications and computer networking (Yousuf & El-Shafei, 2007). The continuous development and promotion of internet technology has resulted in the rise of new media forms and formats within the communication business, as stated by De Vries and colleagues in 2013. Traditional communication is actively integrated and transformed, by optimizing organizational structure, enriching content forms, improving communication methods, and diversifying revenue models. Communication is defined into six types according to the development content of new media: Communication encompasses transmission, sharing, and interaction; it involves control, spreading, and power; and it can even be seen as a game (De Vries et al., 2013).

3.1.2 Marketing

The commercial activity of selling or promoting goods or services is known as marketing (Kotler, 2012). Advertising uses a range of strategies and tactics to draw in customers and market a good or service (Kotler et al., 2016). Public relations are built on communication, and advertising is a communication tool used to inform the public about products. Radio, television, newspapers, and other traditional advertising channels are examples. As internet technology has developed, social media has grown in popularity as a venue for advertising. An informational bridge is created between businesses and consumers through advertising communication in order to accomplish marketing communication and promotion between businesses and consumers (Asghar, 2015). They are all communication relationships, and advertising is extremely creative, using artistic methods to spread more attention-grabbing information to the public and strengthen marketing purposes (Dyer, 2008).

Communication and marketing are more like a parallel relationship, while advertising tends to be a more attractive means of marketing communication (Dwivedi et al., 2015). Internet social media has become a major communication channel and a new career route for influencers due to the rapid progress of new media technology (Appel et al., 2020). In the influencer's communication channel, the influencer can achieve network interaction through live broadcasts, online interactive, and short video messages (Hennig et al., 2015). The installation of new media functions on mobile phones makes influencer communication closer, more flexible, and more convenient (Chinnery, 2006). Influencers can easily attract large audiences by creating highly engaging topics (Pittman & Reich, 2016).

3.1.3 New media

New media encompasses digital communication platforms like social media, blogs, and streaming services, which facilitate interactive and user-generated content (Lievrouw & Livingstone, 2006). These platforms enhance interaction between users and between users and content (Wardrip-Fruin, 2003). Social media marketing involves advertising and promotional activities conducted through social media websites. The term was introduced by Harvard professor Jeffrey Rayport in 2005.

Benefits of social media include minimal cost, quick distribution to a large audience, and improved user involvement (Vance et al., 2009). As noted by Porter and colleagues in 2015, contemporary new media has optimized communication's organizational structure. This has improved human communication's form and substance while also progressively making it an essential tool for improvement. Modern Internet platforms rely on the integration of technology and capital advantages with the real economy to continuously add socially diversified needs to communication, thus turning traditional communication into an important bridge between humanities, culture, and business (Porter et al., 2015).

3.1.4 Influencers

Influencers are individuals who have established credibility and authority in a specific industry or niche, typically through their expertise, knowledge, or social media presence. Because of their perceived authenticity and wide audience, they have the power to sway the beliefs, actions, and purchases of their audience (Brown & Hayes, 2008). Influencers are becoming increasingly popular and permeating various human cultures (Hoot Suite, 2019).

Influencers often publish relevant hot topics on social media platforms, and after attracting and promoting these exciting hot topics for a long time, they have accumulated a large amount of online reputation and attracted online followers (Geyser, 2022).

3.1.5 Social interaction

Social media platforms have transformed the landscape of social engagement, redefining how individuals connect and communicate (Van Dijck & Poell, 2015). The breakdown of geographical barriers has given rise to a profound sense of closeness among people, with influencers playing a pivotal role in enhancing this connection (Brown & Hayes, 2008).

Social interaction, as delineated by Yu et al. in 2023, encompasses the active involvement of individuals in the establishment and cultivation of interpersonal relationships, constituting a dynamic tapestry of human connections. This complex fabric is shaped by shared experiences, verbal and nonverbal communication, and ongoing negotiation of the advantages and disadvantages of social relationships (Taillon et al., 2020).

Crucially, influencers actively participate in social interaction by fostering interactive communication (Ngai et al., 2020). Through comments, direct messages, and various interactive features, influencers create a dynamic, two-way communication channel. This engagement makes followers feel not just part of an audience but valued participants, deepening the bond and infusing a more personalized connection into the digital relationship (Geyser, 2022).

Moreover, the trust that followers place in influencers' opinions and recommendations elevates the personal aspect of this communication (Purwandari et al., 2022). Followers rely on influencers as trusted sources, transforming the interaction into a more intimate experience. The personal connection established through this trust amplifies the impact of influencers' insights and experiences, making the overall communication feel more authentic and tailored to the individual follower.

Within the social media domain, platforms serve as virtual spaces that facilitate worldwide connectivity, interaction, and communication. In this setting, the exchange of ideas, information, and emotional expressions across various digital platforms is the essence of social interaction (Stieglitz & Dang-Xuan, 2013). Users on these platforms partake in the formation and sustenance of virtual relationships, spanning friendships, professional associations, and community affiliations. Activities such as commenting, liking, sharing content, direct messaging, and participation in online communities constitute the interactive landscape (Haythornthwaite, 2007).

3.1.6 Valuable information

The dynamics of social interaction with influencers introduce a distinctive amalgamation of social relationships, aspirational content consumption, and direct engagement (Moon & Bai, 2020). Followers perceive a semblance of connection with influencers, despite the inherent one-sided nature of the relationship. Influencers strategically reveal facets of their personal lives, expertise, or lifestyles, crafting a digital persona that resonates with their audience.

Throughout history, humans have consistently sought, organized, and utilized information to address challenges and ensure survival (Spink & Cole, 2006). The

constant need for diverse information is inherent in the human experience, as it is essential for adapting to changing circumstances. In modern times, influencers are pivotal in conveying this information to the public, embodying a new and effective form of communication (Sundermann & Raabe, 2019). Their ability to share a variety of content through digital platforms contributes to the accessibility and dissemination of valuable information, reflecting the evolving patterns of human information behavior in the pursuit of survival and well-being.

Influencers carefully curate their content, tailoring it to reflect their interests, expertise, and the preferences of their audience. This diverse content creation encompasses a broad range of subjects, including lifestyle, education, current events, and more. On the other hand, active engagement forms a crucial facet of the relationship between influencers and their audience because stand out as an influencer has become a global phenomenon, they get together in web and actively participating in comments, likes, and shares, influencers cultivate a virtual community (Dias & Duarte, 2022a).

By actively participating in comments, likes, and shares, influencers cultivate a virtual community. This interactive dialogue not only fosters a sense of connection but also provides influencers with valuable insights into audience interests, facilitating a more targeted delivery of content. (Nistor & Selove, 2023)

In navigating the intricate landscape of digital communication, influencers skillfully manage digital elements. At the same time, becoming famous is not an easy task because they have to face the torture of competition. Those influencers who want to stand out must have a specialist. It's not just a matter of applying the basics; the creation also requires the weight of personal talent. For example, when elements of culture, art,

fashion, storytelling, and design are captured on video, the details of the story's plot, the frequency of the sound, the lighting of the camera, and the level of interpretation are undoubtedly unstinting challenges. Because, not only are there traditions in the virtual world of creation, but there are also new elements and rules that are born. Influencers must flexibly apply traditional and emerging digital elements to reach thousands of discerning online audiences. In navigating the intricate landscape of digital communication, influencers skillfully manage digital elements. Collectively, these elements define influencers' roles as adept conveyors of diverse information within the context of contemporary communication paradigms to disseminate varied and comprehensive information to the public (Dias & Duarte, 2022a)

Collectively, these elements define influencers' roles as adept conveyors of diverse information within the context of contemporary communication paradigms to disseminate varied and comprehensive information to the public.

3.1.7 Reliable partner

In the business and communications landscape, influencers are valuable allies for companies aiming to boost brand awareness and extend their reach to a broader audience. These people usually have large fan bases on a variety of social media sites, and they make good use of their influence to spread their words and advertise goods and services (Yu et al., 2023). Influencers use novel short videos, live streams, and blogs to raise awareness and attract business partners while projecting a favorable image for their audience. These influencers typically amass sizable fan bases across a range of media, and they make efficient use of their platform-specific followings for advertising their goods and services. As trusted advocates in their respective fields, influencers play a key role in fostering brand credibility as well as connecting

businesses with diverse audiences. As such, their efforts are transparent in their business partnerships (Dias & Duarte, 2022b).

As trusted voices in their fields, influencers play a key role in cultivating brand credibility and connecting businesses with diverse audiences. Partnerships between influencers and businesses exemplify the evolving landscape of modern communications, where authenticity and relevance contribute to effective messaging and brand success (Campbell & Farrell, 2020).

In digital marketing, influencer marketing holds significant importance. Social media influencers use their platforms to endorse services and products for their followers. The degree of collaboration between the influencer and the company fundamentally shapes the efficacy of influencer marketing endeavors (Jordas, 2023).

Companies prefer long-term partnerships with influencers (Kosunen, 2020). Building lasting collaborations with influencers is a favored approach for companies. This strategic preference emphasizes recognition of the ongoing impact and benefits of long-term influencer partnerships (Frank et al., 2014).

3.1.8 Consumer behavior

Consumer behavior examines the factors that affect individuals' purchasing decisions, including psychological, environmental and societal influences (Kardes, 2011). It is shaped not only by needs and consumption patterns, but also by personal preferences and product-related information, such as usage, occasions for use, loyalty, brand promotions, and willingness to provide recommendations. Accordingly, referrals from friends, family, athletes, and other social circles are important in determining how

customers behave; they are important sources of influence that are comparable to opinion leaders and brand influencers (Cheung et al., 2021).

Consumer behavior is frequently swayed by third-party factors, especially during moments of indecision. Exaggerated introductions and persuasive tactics can significantly impact purchasing decisions, particularly when consumers encounter new products or unfamiliar brands (Cronin Jr, 2000).

For an analysis of regional consumer behavior, Reisch and Zhao analyzed it in 2017; consumer behavior loyalty and satisfaction can be reflected on the customer relationship management (CRM) database. For example, sales volume reflects the level of consumer acceptance. The data shows that repeat purchase intention, consumer retention, loyalty and other behaviors become the main inducers, such as willingness to provide positive recommendations, become brand advocates or participate in consumer activities (Reisch & Zhao, 2017).

3.1.9 Tourism promotion

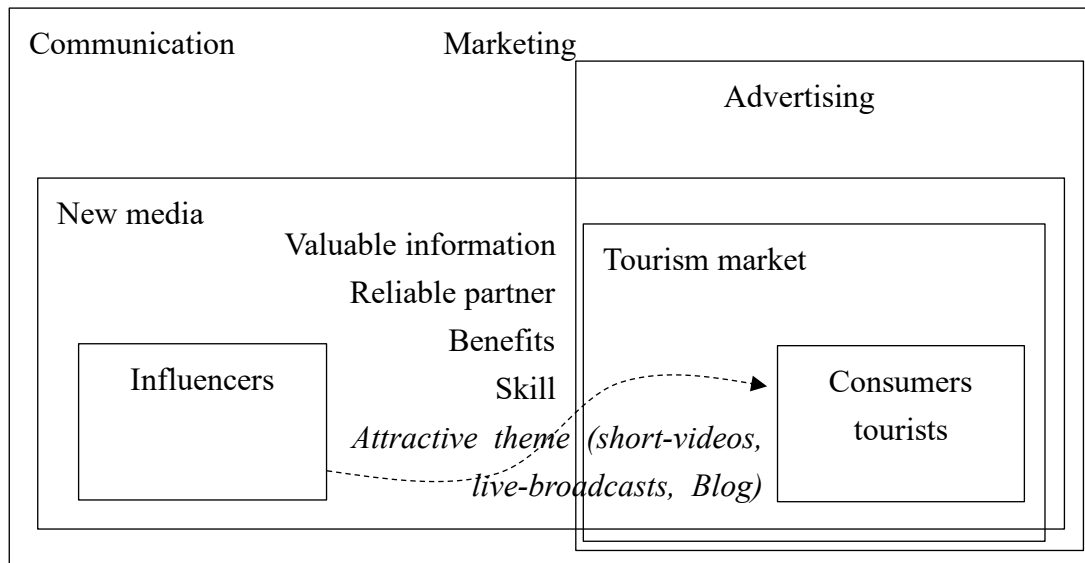
The tourist destination is characterized as a place that tourists are most eager to visit due to its natural attributes, cultural significance, historical richness, and perceived value (Mendes et al., 2020). Using social media to promote a business Because of the rapid improvements in technology and the necessity for businesses to take advantage of the new opportunities presented by social media platforms, influencers have become increasingly prominent. Influencer marketing, which capitalizes on the influence and engagement potential of these platforms, plays a critical role in advertising strategies within the dynamic realm of digital communications. The tourist sector is skillfully

using influencers to efficiently promote its goods and services in line with current digital trends, as social media continues to change consumer behavior (Dajah, 2020).

Using social media influencers to promote items on websites like YouTube and Instagram is an option available to businesses and individuals (De Veirman et al., 2017). Influencer marketing helps the general public by using reputable influencers to spread useful knowledge and consumer education (Lou & Yuan, 2019). These collaborations promote transparent and informed purchasing decisions, enrich social media communities, and promote inclusivity by amplifying diverse voices. Additionally, influencers often support social causes, raise awareness, and contribute to positive social change. For influencers to effectively market products for an organization, they must possess a dedicated and trustworthy following. Social media influencers often use strategies like discount codes, giveaways, affiliate marketing and the creation of valuable content to promote products (Mendes, 2020).

In the era of over-information, the competitive market requires more effective communication methods to achieve business communication, and effective publicity relies on modern and effective media tools and inducing customers to accept useful products. (Correia et al., 2023). The spread of new media has been expedited by the rise of influencers (Hoot Suite, 2019). The new media has formed a series of new market patterns in customer cognition (Kleis et al., 2018). On the other hand, there is a duality in the effect of communication, some media communications are positive and become a valuable resource for people, while others have a negative effect (Kram, et al., 2017).

Figure 6. The relationship with influencers, communication, marketing and advertising



Source: Author own elaboration

Based on the above figure 6, influencers have won the attention of many audiences through attractive topics (i.e., short videos, live broadcasts, Blog). The various types of influencers satisfy different types of consumers, making influencer communication become one of the valuable information, reliable partners, and benefit information providers (i.e., discount, promotion), which creates a new communication channel in the fields of communication, marketing, and advertising.

Overall, in the digital age, influencer marketing enhances consumer experiences, fosters community engagement, and promotes social responsibility (Lemon & Verhoef, 2016). An overview of the literature on influencer communication are found below:

Table 2. Summary of literature review for influencers communication

Authors	Titles	Sources	Findings
Cronin Jr, (2000)	Assessing effects quality, value, and customer satisfaction on consumer behavioral service environments	<i>Journal of retailing</i> , 76(2), 193-218.	Consumer behavioral intentions in service environments based on customer satisfaction.
Dias & Duarte, (2022a)	How Portuguese adolescents relate to influencers and brands on TikTok.	<i>Journal of Digital & Social MediaMarketing</i> ,10(1),82-95.	Influencers seek to build awareness and trust, good example, & beneficial relationships.
Dias & Duarte, (2022b)	TikTok practices among teenagers in Portugal: a uses & gratifications approach.	<i>Journalism and Media</i> , 3(4), 615-632.	The two main reasons people use the site are for entertainment and self-expression.
Duarte, (2023)	The relationship between brands and consumers. In <i>Social Brand Management in a Post Covid-19 Era</i>	<i>Routledge</i> . (pp. 3-16).	Brand as a social interactive process, brand value as a perceived value-in-use, brands' social concern: political consumerism.
Gordon et al., (2019)	A comparison of approaches to advertising measurement	<i>Marketing Science</i> , 38(2), 193–225.	Incremental information enables observational to successfully measure communication effects.

Leung, (2022)	Online influencer marketing.	<i>Journal of the Academy of Marketing Science</i> , 1-26	Active relationships and interaction with their followers.
Leung, (2022)	Influencer marketing effectiveness.	<i>Journal of Marketing</i> , 86(6), 93-115.	Influencer marketing aim to promote through social media.
Pittman & Reich, (2016)	Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words.	<i>Computers in Human Behavior</i> , 62, 155-167.	Because social media provides more intimacy, loneliness has decreased.
Pinto, Duarte & Dias, (2023)	The influence of YouTubers on children (8-12 years old): current issues and brands.	<i>Doxa Communication</i> , 2023(36), 321-340.	Some of virtual characters on social media are changing the way children think and cognitive style, such youtuber, core-player, etc.
Sora, Jordà & Codina, (2017)	Chasing real-time interaction in new media: towards a new theoretical approach and definition	<i>Digital Creativity</i> , 28(3), 196-205.	New media interaction in social community.
Trudel, (2019)	Sustainable consumer behavior.	<i>Consumer psychology review</i> , 2(1), 85-96.	Consumer behavior intentions are based on the third-party introductions and persuasions.

Wang & Chan, (2023)	Decoding influencer marketing from a community perspective:	<i>Asia Pacific Journal of Marketing and Logistics</i> , 35(8), 1839-1856.	Actively engaging and encouraging the audience to participate in discussions and activities.
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3.2 Influencers Communication and Customer Loyalty

According to Oliver (1999), customer loyalty is the commitment to make additional purchases of goods or services. Customer loyalty is considered a key component of effective marketing management (Migacz, 2015). To understand the influence of marketing, it is essential to explore customer intentions and how loyalty correlates with emotional relationships and customer satisfaction. (Kumar & Petersen, 2005).

Customer loyalty plays a special role in creating a certain memory impression and repeating behavior (Uncles et al., 2003). For example, customer loyalty is influenced by many factors, like quality, price, and service. Consumers prefer a service or product and keep coming back for more when they have a pleasant experience with it (Frank et al., 2014). The issue of loyalty has attracted much attention, with much focus on causal issues and measurement methods (Sweeney, 2008). Customer loyalty and cognitive style and personal traits can be strongly correlated in the setting of segmentation. In particular, loyalty frequently indicates a strong correlation between a person's general attitude and their propensity to make repeat purchases (Rai & Srivastava, 2012). Simultaneously, as human factors evolve, loyalty relationships are influenced by situational factors and social norms. Loyalty is shaped by the regulation of cognition, emotion, motivation, perception, and behavioral outcomes (Suttikun, 2021).

Customer loyalty consists of repetitive behaviors and motivated by strong internal preferences. The extent of repetitive behaviors is caused by strong internal preferences and attitudes. Therefore, the loyalty measures can be based on a combination of personal attitudes and internal preferences (Migacz, 2015). On the other hand, loyalty is influenced by a personal internal preference, which is often embedded in their personality in subtle and less apparent ways. The relevant reasons may be secret

business in negotiations or embarrassing psychological problems. The relevant factors of these loyalty measurements have been extended to behavioral consequences such as cognition, emotion, intention, motivation and perception (Suttikun, 2021).

Based on Yi and Jeon (2003), a loyalty program is a marketing tactic used to foster consumer loyalty by offering rewards to loyal customers. A fundamental goal of marketing strategy is client loyalty, which may be leveraged through marketing initiatives to create a competitive advantage that is both long-lasting and sustainable (Migacz, 2015). Loyalty programs are often motivated by a precaution for the competitive market (Rai & Srivastava, 2012). Loyalty programs provide additional incentives to customers by linking company products and services, which results in attracting broad customer interest (Frank et al., 2014). The growing interest of customers in these incentive programs is widely believed to foster customer loyalty (Uncles et al., 2003).

By giving customers more happiness and value, loyalty programs aim to increase customer retention in profitable sectors (Bolton et al., 2000). Loyalty program provides reward offers and promotional giveaways when designed and implemented by many companies (Frank et al., 2014). Loyalty programs are prevalent worldwide, and the core programs focus on packaged goods through rewarding offers and promotions and make customers feel more benefited (Rai & Srivastava, 2012). To establish influencing factors, the impact is strategically applied across various dimensions. For example, emotional literacy affects the influencer effect and plays a moderating role in intervention. (De Jans et al., 2018).

In order to reaching celebrity-like status and influence, influencers use all means and use all kinds of novel performance techniques and all possible commercial tactic (Khamis et al., 2017). Influencers use multiple accounts to establish communication platforms on multiple social platforms, or purchase specially promoted accounts to appear on celebrity account pages set up on special networks, thereby enabling influencers to have a large number of fans on multiple platforms (De Veirman et al., 2019).A large number of fans is a crucial bargaining chip for influencers, which may be the result of the influencers' painstaking efforts, because this outstanding performances are exactly what advertisers need influence, and advertisements can convey commercial information through this unique communication channel, bringing commercial operation benefits to advertisers and influencers, thereby establishing various interest chains and loyalty with each other (Liao et al., 2023).

The following is a summary of a literature review about consumer loyalty.

Table 3. Summary of literature review for loyalty

Authors	Titles	Sources	Findings
Amine, (1998)	Consumers' true brand loyalty: the central role of commitment	<i>Journal of Strategic Marketing</i> , 6(4), 305-319.	The topic of loyalty has attracted a lot of attention, especially when it comes to measuring techniques and causative elements.
Dick & Basu, (1994)	Customer loyalty: Toward an integrated conceptual framework	<i>Journal of the Academy of Marketing Science</i> , 22, 99-113.	Loyalty factors contribute to cognitive, affective, motivative, perceptive, and behavioral outcomes.
De Jans et al., (2019)	How an advertising disclosure alerts young adolescents to sponsored vlogs	<i>Journal of Advertising</i> , 47(4), 309-325	emotional literacy affects the influencer effect and plays a moderating role.
Frank et al., (2014)	Affect versus cognition in the chain from perceived quality to customer loyalty	<i>Journal of Retailing</i> , 90(4), 567-586.	Loyalty focus on the packaged goods through rewarding offers and promotions.
Griffin, (1995)	Customer Loyalty	<i>Book: How to Earn It, How to Keep It, Jossey-Bass.</i> (p. 135).	Customer loyalty is shaped by recurring behaviors rooted in robust internal preferences.

Jacoby & Kyner (1973)	Brand Loyalty Vs. Repeat Purchasing Behavior	<i>Journal of Marketing Research</i> , 10(1), 1-9.	At first, brand loyalty is distinguished from simple recurring business.
Kumar (2004)	Customer satisfaction and profitability: is there a lagged effect?	<i>Journal of Strategic Marketing</i> 12(3), 129-144.	satisfaction has a positive effect on current profitability.
Kumar & Petersen, (2005)	Using a Customer-Level Marketing Strategy to Enhance Firm Performance: A Review of Theoretical and Empirical Evidence	<i>Journal of the Academy of Marketing Science</i> , 33(4), 504-519.	Understanding marketing's influencing factors involves exploring customer intention. Loyalty is then expanded to encompass emotional connections and customer satisfaction.
Liao et al., (2023)	The impact of oppositional loyalty on brand identification in online brand communities	<i>Current Psychology</i> , 42(30), 26651-26662	Influencers can now broadcast live and open their own online stores thanks to new media.
Migacz, (2015)	Let justice be done, from coach to first class: examining service recovery through justice theory	<i>Travel and Tourism Research Association: Advancing Tourism Research Globally</i> (2015, p. 3)	Customer loyalty is crucial for effective marketing management.

Oliver (1999)	Whence consumer loyalty?	<i>Journal of Marketing</i> , 63(4_suppl1), 33-44.	consumer loyalty and satisfaction are linked inextricably
Rai & Srivastava (2012)	Customer Loyalty Attributes: A Perspective	<i>NMIMS management review</i> 22(2), 49-76.	Loyalty, cognitive style, and personal characteristics context, customer loyalty can be seen as a robust connection.
Suttikun & Meeprom, (2021)	Examining effect of perceived quality of product, perceived value, satisfaction on customer loyalty	<i>Cogent Business & Management</i> , 8(1), 1976468	Loyalty factors involve the regulation of cognition, emotion, cognition, motivation, perception, and behavioral consequences.
Sweeney & Swait, (2008)	The effects of brand credibility on customer loyalty	<i>Journal of retailing and consumer services</i> , 15(3), 179-193.	The issue of loyalty has attracted much attention, with much focus on causal issues and measurement methods
Uncles et al., (2003)	Customer loyalty and customer loyalty programs	<i>Journal of Consumer Marketing</i> , 20(4), 294-316.	Customer loyalty plays a unique role in forming lasting impressions and fostering repeat behavior.

Based on the above literature, customer loyalty is affected by the recommender (influencer's communication), and thus changing the cognitive style. With the recommendation of useful information and effective value, the audience has tried and verified that what the influencer said is true and correct. Therefore, an honest relationship has been established between audience and influencer, and audiences hereby follow influencers to enhance their knowledge, thinking, perception and memory. Therefore, it can be understood that the influencer's behavior has created a strong attraction through the valuable short videos, constant live broadcasts and blogs for the audience, and loyalty is established accordingly. The hypothetical data can be established based on this to test its functional relationship. The hypothesis is as follows; ***Hypothesis 1 (H1).*** *Customer loyalty has positive influences on customer satisfaction;*

3.3 Influencers Communication and Cognitive Styles

According to Messick (2021) cognitive style is characterized as a preferred mode of thought that is founded on an individual's comprehension of how to interpret outside information. A person's cognitive style influences how they perceive the world, think, remember things, and solve problems. These patterns can be introspective, impulsive, heuristic, analytical, experiential, rational, or intuitive (Sternberg et al., 2014). An individual's interests, perceptions, judgments, and emotional reactions to others are influenced by their cognitive styles, which are associated with creativity, problem-solving, and decision-making (Kozhevnikov, 2007).

Cognitive style reflects how an individual prefers to process and understand information, while learning style indicates how they prefer to learn based on that processed information and their thinking style (Riding et al., 2013). Cognitive styles are manifested in the different roles each style plays in information processing

(Sternberg et al., 2014). Cognitive styles vary with an individual's personality and reflect different forms (Schwarz & Bless, 1991; Pacini & Epstein, 1999). Different cognitive styles are recognized at different information processing stages, ranging from perception to metacognition, based on preferred materials or activities. Frequently, they are classified according to the kind of regulatory role they fulfill (Kozhevnikov, 2007).

Cognitive styles vary with an individual's educational background and are reflected in different levels of cognition (Armstrong, 2000). Cognitive style is a behavioral preference or characteristic that an individual exhibits in the cognitive process of processing information. With the different cognitive abilities of individuals, there will be different cognitive styles (Bellisle, 2004). It is an adaptive behavior that helps individuals solve problems effectively (Sadler-Smith & Riding, 1999). If the cognitive style of the students is like that of the teacher, the students will have a more positive learning attitude, and their learning will improve (Guastello et al., 1998). Likewise, players with similar cognitive styles will also have more positive feelings about participation. Cognitive style matching will make participants feel more comfortable working with others, although it does not in itself guarantee a winning outcome (Kozhevnikov, 2007).

Cognitive styles vary with circumstances and reflect different cognitions and reactions (Bellisle, 2004). Advertising induces an influence in the formation of audience's perception of advertising, which better explains the influence of situation-induced emotions on advertising (Armstrong, 2000). When consumers have access to clear evidence, their judgment of product quality is higher than objective physical evidence, and advertising influences quality consumer judgments by influencing the coding of

physical evidence (Kozhevnikov, 2007). The following are summary of literature review about cognitive styles.

Table 4. Summary of literature review for Cognitive Styles

Authors	Titles	Sources	Findings
Armstrong, (2000)	The Influence of Individual Cognitive Style on Performance in Management Education	<i>Educational Psychology</i> , 16(1), 81-106.	Cognitive styles differ based on education levels and manifest in varying cognitive capacities.
Berkowitz, (1993)	A Different View of Anger: The Cognitive-Neoassociation Conception of the Relation of Anger to Aggression	<i>Aggressive Behavior</i> , 38(4), 322-333.	Cognitive style is how you process and learn information. Learning style is how you prefer to learn based on processed information and thinking style.
Bagozzi, (1996)	Construct validation of a measure of adaptive-innovative cognitive styles in consumption	<i>International Journal of Research in Marketing</i> , 13(3), 201-213.	perception, thinking, memory for problem solve and decision making.
Bellisle, (2004)	Effects of diet on behavior and cognition in children	<i>British Journal of Nutrition</i> 92(S2), S227-S232.	Cognitive style describes an individual's preferred method of processing and learning information, whereas learning style, which

			includes thinking style, describes how they choose to learn based on that information.
Guastello & Peissig, (1998)	Authoritarianism, Environmentalism, and Cynicism of College Students and Their Parents	<i>Journal of Research in Personality</i> , 32(4), 397-410.	When students share a cognitive style with their teacher, it enhances their learning attitude and contributes to improved academic performance.
Gilchrist et al., (1996)	Grouping and Extinction: Evidence for Low-level Modulation of Visual Selection	<i>Cognitive Neuropsychology</i> 13(8), 1223-1249.	Students tend to develop a more positive learning attitude and experience improved learning outcomes when their cognitive style aligns with that of their teacher.
Kozhevnikov, (2007)	Cognitive styles in the context of modern psychology: Toward an integrated framework of cognitive style.	<i>Psychological Bulletin</i> 133(3), 464.	Cognitive styles vary in preferences for elements or activities, identified across various levels of information processing, and grouped based on regulatory functions.

Messick, (2021)	Structural relationships across cognition, personality, and style. In <i>Aptitude, learning, and instruction</i>	<i>Routledge</i> . (pp. 35-76)	cognitive styles to vocational preferences
Pacini & Epstein, (1999)	Some basic issues regarding dual-process theories from the perspective of cognitive-experiential self-theory.	<i>The Guilford Press</i> . (pp. 462-482).	Cognitive styles change by different personality.
Riding et al., (2013)	Cognitive styles and learning strategies: Understanding style differences in learning and behavior	<i>David Fulton Publishers</i> . 224, 9781315068015	Interests, perceptions, judgments, emotional
Sternberg et al., (1997)	Perspectives on thinking, learning, and cognitive styles.	<i>Routledge</i> , 63(6), 518.	Individuals with different cognitive types take on different responsibilities when processing information.
Sadler-Smith & Riding, (1999)	Cognitive style and instructional preferences	<i>Instructional Science</i> 27, 355-371.	An individual's preferred method of processing information is known as their cognitive style,

			whereas adaptive behavior aids in problem-solving.
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Based on the above literature, the modern new media technology is bringing entertainments, conveniences, and updated knowledge to audiences through influencers, which is changing the audience's existing cognitive style. The enhancement of cognitive style can change an individual's memory, perception, and thinking. The influencer can be seen as a constructed communication model designed to engage audiences through short videos, live broadcasts and blogs. By updating knowledge, influencers aim to alter the audience's cognitive style, thereby enhancing their awareness of interesting thoughts, perceptions, and memories. Therefore, based on the changes in cognitive style, hypothesis data can be established to test its relationship. The hypothesis is as follows;

***Hypothesis 2 (H2).** Cognitive styles have positive influences on customer satisfaction;*

3.4 Influencers Communication and Customer Satisfaction

In the opinion of Abdallat et al. (2008), customer satisfaction is defined as the customer's assessments both before and after they purchase a good or service. These assessments can be categorized as the perception following an experience or as one that is prompted by outside information. When a customer's needs, desires, and expectations are met or exceeded over the course of a product's lifespan, it creates a psychological perception known as customer satisfaction, which in turn creates a psychological motivation for future repurchase intentions (Giese et al., 2000).

Churchill and Surprenant's studies assess multiple constructs, including perceived expectations, performance evaluation, disconfirmation, and satisfaction. The results suggest that initial expectations and disconfirmation influence satisfaction, with the direct link between performance and satisfaction accounting for most of the variation in satisfaction levels (Cronin Jr et al., 2000). Customer satisfaction influences trust,

which is essential for loyalty. When trust is established through a brand's products or services, it creates a motivational factor linking awareness to purchasing behavior. This loyalty can drive repeat purchases and boost sales (Farris et al., 2010).

Loyalty and satisfaction have a dynamic relationship. Loyalty results from satisfaction, while satisfaction is influenced by loyalty. Contentment has the capacity to gather and preserve memories, creating a long-term consciousness. Word of mouth from satisfied customers will spread to others (Abdallat et al., 2008). High levels of consumer satisfaction frequently translate into higher levels of brand loyalty, which has consequences for corporate profitability. In order to mediate the relationship between customer loyalty and service quality, customer happiness is a crucial evaluative factor (Bowen & Chen, 2001).

As stated by Dick and Basu (1994), the process of giving and receiving is a determinant in the perceived value of loyalty elements. Customer satisfaction is the primary prerequisite for building customer loyalty, and customer loyalty is the foundation of customer satisfaction. Customer loyalty and customer happiness together become the measure of client acceptance (Oliver, 1999). With the improvement of product marketing value, customers' perceptions of satisfaction also increase; customer satisfaction and loyalty put forward higher conditions and create higher perceived requirements for high customer value (Heskett, 2002). Therefore, the influencer's influence factors are crucial to building fans' satisfaction and loyalty because these influence factors create the necessary conditions for effectively attracting brand intermediaries.

The following is a summary of a literature review about consumer satisfaction.

Table 5. Summary of literature review for Satisfaction

Authors	Titles	Sources	Findings
Abdallat & Emam, (2008)	Customer satisfaction	<i>Journal of King Saud University</i> , 17, 45-60	a measurement of what a consumer has paid for a good or service.
Bowen & Chen, (2001)	The relationship between customer loyalty and customer satisfaction	<i>International journal of contemporary hospitality management</i> , 13(5), 213-217.	Favorable attitudes toward target product repeat purchases, lifetime value, customer acquisition.
Churchill & Surprenant, (1982)	An investigation into the determinants of customer satisfaction	<i>Journal of Marketing Research</i> , 19(4), 491-504	Performance is the primary factor that influences changes in customer satisfaction, and performance determines customer contentment.
Cronin Jr et al., (2000)	Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments.	<i>Journal of retailing</i> , 76(2), 193-218.	Most of the variance in satisfaction can be attributed to the performance-satisfaction connection.

Dick & Basu, (1994)	Customer loyalty and satisfaction toward an integrated conceptual framework	<i>Journal of the academy of marketing science</i> , 22, 99-113.	Consumers' give-and-take processes are the elements that influence the perceived value of loyalty.
Farris, (2010)	Crafting integrated multichannel retailing strategies	<i>Journal of Interactive Marketing</i> , 24(2), 168-180.	Perceived expectations, performance evaluation, disconfirmation, and satisfaction.
Giese et al., (2000)	Defining consumer satisfaction	<i>Academy of marketing science review</i> , 1(1), 1-22	Repurchase intentions, thereby forming a psychological motivation.
Heskett, (2002)	Beyond customer loyalty	<i>Managing Service Quality: An International Journal</i> , 12(6), 355-357.	A high level of customer value is believed to be based on customer happiness and loyalty.
Oliver, (1999)	Whence consumer loyalty?	<i>Journal of Marketing</i> , 63(4_suppl1), 33-44.	Satisfaction and customer loyalty are intrinsically related.

Based on the above literature references, the strength and weakness of cognitive style brings valuable perception and memory to the audience, thereby attracting the audience to become followers and established loyal relationships, and constitutes a factor that affects this loyalty. In response to this situation, this study proposes the following hypotheses:

Hypothesis 3 (H3). *Customer loyalty have positive influences on Cognitive styles;*

The influence's real recommendations enable the audience to obtain a large amount of valuable information and discounts from short videos, live broadcasts and blogs. This useful knowledge, and related consumption advantages make the audience benefit and feel satisfied. Therefore, it can be understood that the influence's behavior is bringing satisfaction to the audience, and hypothesis data can be established based on this to test its relationship. The hypothesis is as follows;

Hypothesis 4 (H4). *Customer loyalty and Cognitive styles have positive influences on customer satisfaction;*

The hypotheses H1 is independently consider the influence of customer loyalty on satisfaction, and hypotheses H2 also independently consider the influence of cognitive style on satisfaction; Hypothesis H4 considers the additive interference influencers of customer loyalty and cognitive style, and the two additive influences form different interferences, the hypotheses are testing the interference measurement of SAT on customer loyalty plus cognitive style in the hierarchical regression method (Evans et al., 2019).

3.5 Moderating Role of Influencers Communication

According to the research of Kram et al., the communication effect is dual, some of media communications are positive and become a valuable resource for people, while others have a negative effect (kram, et al., 2017). In fact, there are also dual changes caused by the influences. In influencer's communication, influencers are using a novel media technology to reach the audience, the communication channel is just achieving the goal of proximity advantage, where the focus is that different influences are bringing different communication effects. Therefore, the research considers a mediated moderation to indicate different levels of influence.

For the audience, the enhancement of cognitive style brings valuable perception and memory to the audience, making the audience feel satisfied by becoming loyal with the advantage of useful value. Therefore, the influencer's communication is influenced cognitive styles are positive influences to customer loyalty; the hypothetical data can be established based on this to test its functional relationship. The hypothesis is as follows;

Hypothesis 5 (H5). *Influencer's communication influencing in cognitive styles have positive influences on customer satisfaction;*

After review the above literature references, improving cognitive style helped the audience see and remember important information, which satisfied them and encouraged them to stick with the benefit of practical value. At the same time, the influence of different Influencers will also change the cognitive style of the audience, changing customer loyalty without dissatisfaction (kram et al., 2017). Hypothetical data can be established based on this to test its functional relationship. The hypothesis is as follows:

Hypothesis 6 (H6). *Influencers' communication influences customer loyalty have positive influences to customer satisfaction;*

According to an opposite theory, assume the influence just bring a relationship to close to the audience through modern new media technology, but fail to bring benefits and value for the audience, the cognitive style can be decreases, thereby changing loyalty and satisfaction. Therefore, it can be understood that the behavior of Influencers has a reciprocal relationship with the audience. Like leverage, when Influencers recommend excessively, it will have a counter-effect on the audience. Hypothetical data can be established based on this to test its functional relationship. The hypothesis is as follows.

Hypothesis 7 (H7): *Influencers' communication through cognitive styles and customer loyalty has positive influences to customer satisfaction;*

The following is a theoretical model for influencing the power of influencers' communication between enhances of cognitive style, customer loyalty and customer satisfaction.

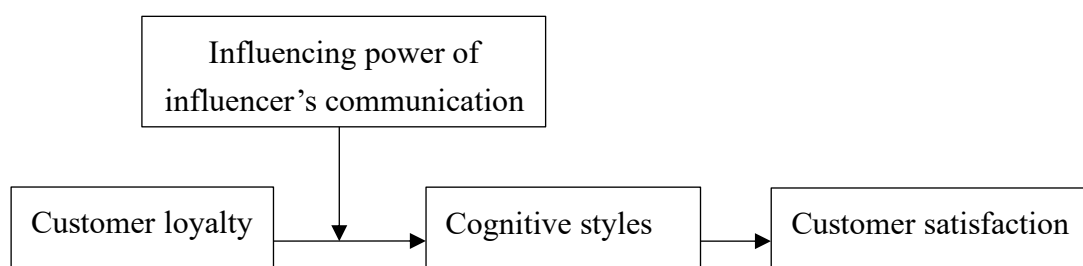


Figure 7: Theoretical model

Based on the above, it is evident that cognitive styles exert positive influences on customer loyalty and satisfaction. The influential power of influencer communication forms a mutual relationship with cognitive styles, subsequently impacting customer loyalty and satisfaction. Taking all of this into account, the dissertation tries to look into

the influencing variables through influencers' communications in the context of new social media. The evaluation of cognitive style adjustments and their beneficial effects on client satisfaction and loyalty will be the presentation's primary goal. The study's focus is on measuring customer satisfaction, loyalty, and cognitive style in influencer and traditional communication contexts.

Chapter 4. Methodology

4.1 Research Design

4.1.1 Research Purpose

This study uses literature theory to construct and test a moderated mediation model, exploring the influencing factors between influencers and tourists in terms of cognitive style, loyalty and satisfaction, as well as the moderation of the influencer's distance value in this process effect.

The objective of this research is to identify the hidden internal laws and influencing factors that can explain why and how influencers stimulate social communication channels to enhance tourism promotion. To this end, academic theories are studied in conjunction with scientific theories and successful development methods, drawing on references to literature and mathematical models.

The research result can be an important theoretical reference for improving the effectiveness and sustainable development of communication, marketing and advertising in the tourism industry.

4.1.2 Research Question

Investigating the impact of influencers on travelers' cognitive styles, loyalty, contentment, and other aspects are the goals of the research objectives. Examining many influencing aspects including travelers' cognitive styles, loyalty, contentment, etc., the influence of influencers is investigated.

In order to examine the different processes and boundary conditions of influencer communication on the cognitive style, customer loyalty, and customer happiness, the

author developed a mediated moderation model based on the investigation's goal. This study seeks to distribute questionnaires, collect data, and conduct data analysis using Macau's tourism business as a research case. It is based on the literature review, hypothesis formation, and questionnaire preparation. The following are the research questions:

- 1) Whether the changes in cognitive style have a positive influence on customer satisfaction;
- 2) Whether customer loyalty is effectively mediated between cognitive style and customer satisfaction, and how cognitive style influences customer satisfaction through customer loyalty;
- 3) Whether that the efficacy of relationship between cognitive style, customer satisfaction, and customer loyalty is influenced by communication. Additionally, the way that affects communication functions as a mediator between customer satisfaction, customer loyalty, and cognitive style.

4.1.3 Research Design

In order to examine the different influencing factors under the seven hypotheses, this study considered two kinds of influencing factors between original communication and influencer communication (original communication and influencer communication), and attempted to verify the measurement between original communication and influencer communication under the seven hypotheses, and then verified the mediating interference factors with the significance of the measurement, and the significance of the measurement to reflect whether the seven hypotheses are supported or not-supported.

Based on this consideration, this study chose the mediated moderation model (Evans et al., 2019), which can test the significance of key factors through mediation and

mediation measurement, as an examination of the different measurements of influencers on travelers' cognitive style, loyalty and satisfaction between original communication and influencer communication, indicating the different measurements between original communication and influencer communication, and explaining the significance of influencer communication.

4.2 Study Case

This study chose Macau as a case study and was mainly based on the following three reasons: First, Macao is a popular travel city that beautifully blends the cultural essence of both the East and West (Zhang et al., 2019). From 2016 to 2019, the number of tourists exceeded 30 million, in 2020, it declined due to the impact of COVID-19, but returned to the level of 30 million by the end of 2022. Numerous tourists are attracted by the iconic cultural heritage and cuisine, which includes the Ruins of Saint Paul's and "A-Ma" Temple as members of inscribed UNESCO sites and Macao's recognition as a UNESCO Creative City of Gastronomy, including egg tarts, ginger milk, pork chop buns and almond cakes, which are among the region's most popular delicacies (Vong & Ung, 2012; Chan, 2020). Many influencers and travel enthusiasts come to Macau for tourism and to make videos to attract audiences. Second, the government provides support and establishes a special-purpose science and technology development fund for sponsored young people and small enterprises to make short videos as a kind of regional promotion. Therefore, many tourism influencers and new media videos emerged in Macau (Dioko et al., 2017). Third, Macau incorporates many long-standing Portuguese-style buildings, which form a strong contrast to the Chinese style and bring a unique attraction to mainland tourists who rarely see them. Many weddings or art photography projects specifically choose Portuguese-style churches as a memorial to eternal love.

4.3 Measure

Regarding mathematical measurement, the research employs a model of mediated moderation (Evans et al., 2019) to explore the influencing factors between influencers and tourists' cognitive styles, loyalty, and satisfaction in both original and current influencer communication. The measurement involves designing a questionnaire that includes these three influencing factors. Survey respondents, consisting of tourists visiting Macau, will be asked relevant questions to obtain first-hand data. This approach is used because modern independent tourists pay more attention to fashionable social media, and influencer travel guidelines tend to take precedence.

In order to gather data, the study used a cross-sectional research design, with a structured questionnaire serving as the primary data collection tool. For research purposes, a three-part survey is created. Part 1 was designed with three filtering questions: "Have you referred to influencer guides on social media for your trip to Macau?"; "Which one is your favorite influencer (idol)?"; and "What kind of theme short video is your favorite?" Part 2 contained the introduction of polite words for the questionnaire and collected the demographic data, including the gender, age, marriage, work, education, and monthly income. Part 3 contained items measuring the relationship between influencers and travelers with three focal constructs, cognitive styles, loyalty and satisfaction: "Have you thought the influences promote social interaction space?"; "Do influences bring diverse information to you?"; "Can influences from a reliable partner to you?"; "Have you based on the influencer's guide to have consumption benefits?"; "Have you satisfied with the influencer's communication, including promoting products or services"; and "Have you satisfied with the influencer's clear image and easy recognizability?"

Table 6. Structure of the Survey

Structure	Questions	Theoretical Grounding
Part 1 Introduction to polite terms used in the questionnaire	Have you referred to influencers guides on social media for your trip to Macau? Which one is your favorite influencer? What type of short-video theme is your favorite?	Eckman, et al., (2014), Assessing the mechanisms of misreporting to filter questions in surveys, <i>Public Opinion Quarterly</i> , 78(3), 721-733. Kreuter, et al., (2011). The effects of asking filter questions in interleaved versus grouped format, <i>Sociological Methods & Research</i> , 40(1), 88-104.
Part 2 Sociodemographic data	Gender, Age, Marital status, Occupation, Education level, Monthly income	Bulloch, et al., (2017), The depression and marital status relationship is modified by both age and gender, <i>Journal of affective disorders</i> , 223, 65-68. Kalton, G (2020), Introduction to survey sampling, <i>Sage Publications</i> . (No. 35).
Part 3 TikTok use practices	Q1. Have you noticed if influencers make social spaces more interactive?	Leung (2022), Influencer marketing effectiveness, <i>Journal of Marketing</i> , 86(6), 93-115. Wang & Chan (2023), Decoding influencer marketing from a community perspective, <i>Asia</i>

		<i>Pacific Journal of Marketing and Logistics</i> , 35(8), 1839-1856.
	Q2. Have you observed if influencers share different kinds of information with you?	Gordon (2019), A comparison of approaches to advertising measurement, <i>Marketing Science</i> , 38(2), 193–225.
	Q3. Can influencers be a dependable source for you?	Pittman & Reich (2016), Social media and loneliness, <i>Computers in Human Behavior</i> , 62, 155-167.
	Q4. Influencers can offer you consumption benefits?	
	Q5: Product or Services promotion (In influencer channel)	
Cognitive style	Q6: Satisfied the Communication channel	Klug (2020); Riding (1997), Performance and Production, <i>arXiv preprint arXiv:2008.13040</i> .
	Q7: Quickly receive the key information.	Berkowitz (1993); Sternberg & Grigorenko (1997), Pacini (1999), Pain and aggression Cognitive styles in the context of modern psychology, <i>Motivation and emotion</i> , 17, 277-293.
	Q8: Information and personalized communication	Kozhevnikov, (2007), Cognitive styles in the context of modern psychology, <i>Psychological bulletin</i> , 133(3), 464.
	Q9: Informs consumers of benefits, promotions	Armstrong (2000); Bellisle (2004), A survey of community gardens in upstate New York. <i>Health & place</i> , 6(4), 319-327.
	Q10: Expose consumption discounts or shortcuts	

Customer loyalty	Q11: Satisfied products or services	Oliver (1999); Uncles (2003), Whence consumer loyalty? <i>Journal of marketing</i> , 63(4_suppl1), 33-44.
	Q12: Continue to utilization or maintenance	Kumar (2004); Migacz (2015), Using a Customer-Level Marketing Strategy to Enhance Firm Performance, <i>Journal of the Academy of Marketing Science</i> , 33(4), 504-519.
	Q13: Recommend to another person	Kumar & Petersen, (2005), Using a Customer-Level Marketing Strategy to Enhance Firm Performance. <i>Journal of the Academy of Marketing Science</i> , 33(4), 504-519.
	Q14: Information track	Uncles (2003); Amine (1998), Customer loyalty and customer loyalty programs. <i>Journal of consumer marketing</i> , 20(4), 294-316.
	Q15: Value, time and effort	Rai & Srivastava (2012); Dick (1994); Griffin (1995), Jacoby & Kyner (1973), Customer loyalty attributes: A perspective. <i>NMIMS management review</i> , 22(2), 49-76.
	Q16: Necessary conditions	
Customer satisfaction	Q17: Satisfied the image and recognizability	Churchill & Surprenant (1982), An investigation into the determinants of customer satisfaction. <i>Journal of marketing research</i> , 19(4), 491-504.

Q18: Satisfied hotspot presence and high popularity

Uncles (2003), Farris (2010), Customer loyalty and customer loyalty programs. *Journal of consumer marketing*, 20(4), 294-316.

Q19: Willing to use or follow

Bowen & Chen (2001), The relationship between customer loyalty and customer satisfaction. *International journal of contemporary hospitality management*, 13(5), 213-217.

Q20: Remain unwavering despite interference

Heskett (2002), Beyond customer loyalty. *Managing Service Quality: An International Journal*, 12(6), 355-357.

The examination primarily makes use of scales that have been used in journal-published literature in order to make sure validity and reliability. A 5-point Likert scale was used to measure each of these variables, with 1 to 5 points denoting "strongly disagree" to "strongly agree."

Cognitive styles: The measuring scale was developed by Bellisle et al., (2004), and this study used to measure the enhanced understanding was used and adjusted to measure the enhanced understanding of the tourism destination. This scale design 5 items in total, such as "In the influencer channel, I consistently discover fitting tourism-related products or services." In this item, the Cronbach's alpha coefficient of this scale is 0.787.

Customer Loyalty: The measuring scale was developed by Migacz et al., (2017), and this study used to measure the repetitive tracking behavior. This scale design 6 items in total, such as "I'm satisfied with the influencer's communication, including the products or services they offer." In this item, the Cronbach's alpha coefficient of this scale is 0.903.

Customer Satisfaction: the measuring scale was developed by Giese et al., (2000), and this study used to measure the tourism experiences. The scale design as 4 items in total, such as "I am satisfied with the influencer's clear image and easy recognizability." In this item, the Cronbach's alpha coefficient of this scale is 0.818.

The influencers' communication: This study employed a five-item scale designed by Kim et al. (2008) to measure the influence distance of the influencers' communication. One of the items on the scale is "Have you think that influences promote social interaction space?" The Cronbach's alpha coefficient for this scale in this item is 0.828.

Control variables: The study uses tourist demographic-related variables as control variables, such as the gender, age, marital status, occupation, education level, and monthly income.

4.4 Data Collection

Since influencers' behavior is largely dispersed online, an online questionnaire survey method was used to gather data for this case study. This method of Internet data collection allows for closer audience engagement. This online questionnaire method uses “Wenjuanxing” an online platform widely used in mainland China. The online platform cooperates with tourism consumption software. Since most modern independent tourists rely on fashionable social media and online route guides, survey questions are set up in the software and get closer to target groups. When the audience uses the software and asks for recharge during the consumption process, a questionnaire will pop up. From this, effectively collected data is obtained through the online platform.

The Wenjuanxing platform first launched a questionnaire by registering as a user for free, but the result was not as good as expected after a week, with only 27 responses from the platform. Then, an inquiry to customer service proposes to purchase a VIP package with US\$ 400 as a conditional promotion. The purchased payment is divided into two parts, the first part, 15%, is charged by the platform, and the other part is contributed as paid points and used to encourage consumption by the respondent. When a respondent completes the questionnaire, he or she will receive a 10-point reward and use it for consumption deductions. The VIP package sets the target amount in 500 questionnaires, and the system continues to consult through a pop-up setting until it reaches the targeted amount. Following a month of service, 500 questionnaires were

collected; these were screened, invalid questionnaires were removed, and format adjustments were made; as a result, 496 questionnaires were collected, with an effective recovery rate of 99%.

4.5 Data Analysis

For the purpose of descriptive statistics, exploratory factor analysis, reliability analysis, correlation analysis, and regression analysis, SPSS v.27 was used in this study. The fundamental state of the observed quantities is described by descriptive statistics (Fisher, 2009); the underlying structure of a large set of variables is revealed by exploratory factor analysis (McDonald, 2014); statistical relationships between variables are analyzed by correlation (Cohen et al., 2013); and the similarity results of each independent variable are measured by reliability. The study evaluated convergent validity using factor loading, average variance extracted (AVE) values, and Cronbach's alpha as an assessment variable (Nunnally, 1994). (Chin, 1998). Regression analysis is used to explain each independent variable and comprehend the relationships between variables (Sen & Srivastava, 2012).

According to the data collected from the questionnaire survey, in terms of sample overview with gender, males account for 40.10% and females account for 59.90%; In terms of age, 27.00% are 25 years or younger, 32.10% are 26 to 35 years, 35.70% are 36 to 45 years, and 5.20% are 46 years or above; In terms of education, 1.60% have secondary school or below, 12.50% have high school degree, and 57.10% have bachelor degree, 25.80% have master's degree, and 3.00% have PhD or above; In terms of income, 11.70% in CNY3000(462 USD) or less, 38.30% in CNY3001(463USD) to CNY6000 (924USD), 26.60% in CNY6001(925USD) to CNY9000(1386USD), and 23.40% in CNY9001(1387USD) or more.

Table 5. Sample of descriptive statistics

	Variables	n = 496, n (%)
Gender	Male	199 (40.10%)
	Female	297 (59.90%)
Age	25 years or younger	134 (27.00%)
	26–35 years	159 (32.10%)
	36–45 years	177 (35.70%)
	46 years or above	26 (5.20%)
Marriage status	Yes	320 (64.50%)
	No	176 (35.50%)
Occupation	Yes	420 (84.70%)
	No	76 (15.30%)
Education level	Secondary School or below	8 (1.60%)
	High School	62(12.50%)
	Bachelor’s degree	283(57.10%)
	Master’s degree	128(25.80%)
	PhD or above	15 (3.00%)
Monthly income	CNY3000(462USD) or less	58 (11.70%)
	CNY3001(463USD) - CNY6000 (924USD)	190(38.30%)
	CNY6001 (925USD)-CNY9000 (1386USD)	132(26.60%)
	CNY9001(1387USD) or more	116 (23.40%)

4.5.1 Exploratory Factor Analysis

One statistical technique that is frequently applied in psychology and the social sciences is factor analysis (Kline, 2014). A range of statistical models produced by factor analysis can produce testable hypotheses, which can then be accepted or rejected using the widely used significance testing procedure (McDonald, 2014). When the KMO value passes the Bartlett test and the variance rate is more than 50%, and the p-value for the Bartlett test is less than 0.05, the exploratory factor analysis is utilized to uncover the underlying structure within a sizable set of variables (Tabachnick et al., 2007). A statistical technique called confirmatory factor analysis (CFA) is employed to validate the factor structure of a collection of observed variables (Brown, 2015). According to Bentler (1990), a model's fitting level may be deemed acceptable if $\chi^2/DF \leq 3.0$, $CFI \geq 0.90$, $GFI \geq 0.85$, and $RMSE \leq 0.05$ are met.

This study used SPSS v.27's function to construct a single-factor model and conduct factor analysis on each variable to test the discriminant validity between variables. By comparing the fitting indexes of different models, it is found that the fitting index is the most ideal. ($KMO = 0.907$, $df = 190$, and significance has reached a significant level, indicating the variables have good discriminant validity. The following is a total variance explanation and initial eigenvalues.

The Total Variance Explained / Initial Eigenvalues as below.

Table 6. Total Variance Explained / Initial Eigenvalues

Component	Initial Eigenvalues			Extraction Sum of Squared Loadings			Rotation Sums of Squared Loadings		
	total	% of variance	cumulative %	total	% of variance	cumulative %	total	% of variance	cumulative %
1.	8.170	40.849	40.849	8.170	40.849	40.849	4.657	23.283	23.283
2.	2.123	10.613	51.462	2.123	10.613	51.462	4.255	21.277	44.560
3.	1.426	7.131	58.594	1.426	7.131	58.594	2.807	14.033	58.594
4.	.945	4.726	63.319						
5.	.824	4.120	67.440						
6.	.704	3.520	70.959						
7.	.678	3.389	74.348						
8.	.604	3.020	77.368						
9.	.545	2.725	80.093						
10.	.538	2.690	82.783						
11.	.514	2.572	85.355						

Extraction Method: Principal component analysis. (component selected from questions Q6 to Q20 of questionnaire)

Based on the above initial eigenvalues, observed through principal component analysis, the component no. 1 has an un-rotated axis in 8.170 and a variance of 40.849%; explained cumulative is 40.849%; component no. 2 is total 2.123 and variance is 51.462%, and cumulative is 10.613%; component no. 3 is total 1.426 and variance is 58.594%, and cumulative is 7.131; that indicated the results provide preliminary support for next verification of the theoretical model (McDonald, 2014).

4.5.2 Correlation analysis

By Cohen et al. (2013), the correlation coefficient is a fundamental descriptive statistic that shows how strongly two interval or ratio-scale variables have a linear relationship. It is typically displayed as a scatter plot. The results of the correlation analysis and the descriptive statistics for the study variables are displayed in Table 7.

The correlative results show that: the age has a significant positive correlation with education ($r = .189, p < 0.00$) and monthly income ($r = .222, p < 0.00$); the working status has a significant positive correlation with marital status ($r = .246, p < 0.00$); the education has a significant positive correlation with monthly income ($r = .333, p < 0.00$); and there is a significant negative correlation between gender and monthly income ($r = -.192, p < 0.00$); the cognitive styles are significantly positively correlated with customer satisfaction ($r = 0.324, p < 0.00$); Customer loyalty and cognitive styles have a significant positive correlation ($r = 0.491, p < 0.00$); customer satisfaction and loyalty have a significant positive correlation ($r = 0.547, p < 0.00$); influencer communication and cognitive styles have a significant positive correlation ($r = 0.677, p < 0.00$), as does customer loyalty ($r = 0.604, p < 0.00$). Client satisfaction ($p < 0.00, r = 0.466$). The aforementioned findings offer initial backing for additional validation of the theoretical framework.

Table 7. Descriptive Statistics and Correlation analysis

Item	1	2	3	4	5	6	7	8	9
1.Gender									
2.Age	.019								
3.Marriage	.022	-.262**							
4.Working	.040	-.147**	.246**						
5.Education	-.078	.189**	-.048	-.070					
6.Income	-.192**	.222**	-.037	-.057	.333**				
7.INF	-.060	.024	-.057	-.149**	.055	-.043			
8.COG	-.085	.018	-.075	-.175**	-.001	-.065	.667**		
9.LOY	-.013	.092*	-.065	-.110*	.028	-.032	.604**	.491**	
10.SAT	-.112*	.164**	-.058	-.111*	.095*	.121**	.466**	.324**	.547**

Remark: 1/ N=496, *p<0.05, **p<0.01 (2-tailed)

2/ INF=Influence's communication, COG=Cognitive styles, LOY=Customer loyalty, SAT=Customer satisfaction, s.d=Standard devi

4.5.3 Reliability analysis

Melchers et al. (2018) state that reliability analysis is used to test a scale's proportion of systematic variation and to ascertain the correlation between scores obtained using the scale's various coefficients. The reliability analysis produced the following findings.

Table 8. The result of reliability analysis

Item	1.INF	2.COG	3.LOY	4.SAT
Cronbach's Alpha	0.828	0.787	0.903	0.818

Remark: 1/ 1/ N=496, Cronbach's Alpha samples are greater than the 0.7 level.
2/ INF=Influence's communication, COG=Cognitive styles,
LOY=Customer loyalty, SAT=Customer satisfaction.

Using Cronbach's alpha, the reliability analysis of the 5-item scale for the aforementioned scale was examined. The measure scale created by Bellisle et al. (2004) to assess enhance understanding was modified and applied to the cognitive styles in order to assess enhance understanding for the tourism destination. This scale comprises five items in total, and its Cronbach's alpha coefficient was 0.787. Six items make up the customer loyalty scale developed by Migacz et al. (2017) to measure repetitive tracking behavior. The scale's Cronbach's alpha coefficient was 0.903. The four-item customer satisfaction scale, which was created by Giese et al. (2000), was used to measure tourists' travel experiences. The scale's Cronbach's alpha coefficient was 0.818. The distance that an influencer's communication can be measured in influences by influencers using a scale created by Kim et al. (2008). This scale consists of 4 items total, and its Cronbach's alpha coefficient was 0.828.

Considering the sources and research methodology, the first test is to test whether there is a mediating effect between COG, LOY and SAT, And the second test is to test whether there is an interfering effect of SAT between COG, LOY and SAT. The analysis results are as below:

The following table 10 measures the interference parameters of INF on LOY/COG/SAT, the test used hierarchical regression to detect the interference measurement of SAT on INF/LOY/COG. The analysis used linear regression of SPSS v.27, SAT was divided into seven levels. The analysis results of model 1 show COG on LOY ($\beta=.491, p<0.00$), and model 2 shows SAT on LOY ($\beta=.547, p<0.00$), and model 3 shows SAT on COG ($\beta=.511, p<0.00$), and model 4 shows SAT on LOY/COG ($\beta=.516, p<0.00$), and model 5 shows SAT on INF/LOY ($\beta=.507, p<0.00$), and model 6 shows SAT on INF/COG ($\beta=.505, p<0.00$), and model 7 shows SAT on INF/COG/LOY ($\beta=.410, p<0.00$), which can explain the measurement result of SAT interference on INF/COG/LOY, and shows that under the control of other variables, INF has different interferences' intensity on LOY/COG/SAT.

The analysis results for the moderating effect of influencers' communication are as below:

Table 10. Analysis results of the moderating effect of influencer’s communication

Variable factor	COG Model 1		Model 2		Model 3		Model 4		SAT Model 5		Model 6		Model 7		
	β	t	β	t	β	t	β	t	β	t	β	t	β	t	
main effect	LOY	.491	12.513												
	LOY			.547	14.512	.511	11.834	.516	11.855	.507	11.485	.505	11.46	.410	9.323
	COG					.074	1.704	.052	1.073	.034	.685	.036	.711	-.065	-1.306
	LOY*COG							-.041	-.964	.011	.194	.075	1.026	.240	3.273
	INF*LOY									-.082	-1.306	-.076	-1.211	-.089	-1.484
	INF*COG											-.087	-1.454	-.054	-.950
	INF*COG*LOY													.383	7.176
moderating effect	F		156.565		210.603		2.902		.933		1.705		2.113		51.499
	R ²		.241		.299		.303		.304		.307		.310		.375
	^R ²		.239		.297		.300		.300		.301		.303		.368

Remark: 1/ *p<0.05, **p<0.01, ***p<0.001,

2/INF=Influence’s communication, COG=Cognitive styles, LOY=Customer loyalty, SAT=Customers satisfaction

The above term of Table 10 shows the different interference intensities of SAT by INF/COG/LOY. Model 1 shows the COG on LOY in hierarchical regression; COG has a significant explanatory power on LOY ($\beta = .491, p < 0.00$);

In the model 2, which shows the first level of SAT on LOY in hierarchical regression, SAT has a significant explanatory power on LOY ($\beta = .547, p < 0.00$); model 3 shows the second level of SAT on COG in hierarchical regression, SAT has a significant explanatory power on LOY ($\beta = .511, p < 0.00$), and COG explanatory power is decreased ($\beta = .074, p < 0.89$);

In the model 4, shows the third level of SAT on LOY and COG in hierarchical regression, when LOY plus COG for SAT, SAT still has a significant effect on LOY explanatory power ($\beta = .516, p < 0.00$), and COG explanatory power is decreased ($\beta = .052, p < 0.284$), LOY plus COG explanatory power is negated ($\beta = -.041, p < 0.335$); Model 5 shows the four level of SAT on INF/LOY in hierarchical regression, when INF plus LOY for SAT, SAT has significant explanatory power for LOY ($\beta = .507, p < 0.00$), and the explanatory power of COG for SAT is decreased ($\beta = .034, p < 0.494$), LOY plus COG for SAT is decreased ($\beta = .011, p < 0.846$), when INF plus LOY for SAT is negated ($\beta = -.082, p < 0.192$);

In model 6 shows the five level of SAT on INF and COG in hierarchical regression, when INF plus COG for SAT, SAT has significant explanatory power for LOY, LOY explanatory power for SAT ($\beta = .505, p < 0.00$), and the explanatory power of COG for SAT is decreased ($\beta = .036, p < 0.478$), LOY plus COG for SAT is decreased ($\beta = .075, p < 0.305$), when INF plus LOY for SAT is negated ($\beta = -.076, p < 0.227$), INF plus COG for SAT is negated ($\beta = -.087, p < 0.147$); the model 7 shows the six level of SAT on

INF, COG and LOY in hierarchical regression, when INF plus COG and LOY for SAT, SAT has significant explanatory power for LOY, and the explanatory power of LOY for SAT ($\beta = .410$, $p < 0.00$), and the explanatory power of COG for SAT is negated ($\beta = -.065$, $p < 0.192$), the explanatory power of LOY plus COG for SAT is positive ($\beta = .240$, $p < 0.00$), the explanatory power of INF plus LOY for SAT is negated ($\beta = -.089$, $p < 0.139$), the explanatory power of INF plus COG for SAT is negated ($\beta = -.054$, $p < 0.342$), in six level of SAT has a significant explanatory power is positive on INF plus COG and LOY ($\beta = .383$, $p < 0.00$);

The test results and explanations provided above suggest that INF has mediated effect on the relationship between LOY, COG, and SAT. The seven hypotheses in this paper are tested by models 1–6; model 1 shows the hypotheses H3, that customer loyalty has positive influences on cognitive styles, in the test result that indications COG (cognitive styles) has a significant explanatory power on LOY (customer loyalty) ($\beta = .491$, $p < 0.00$);

The model 2 show the hypotheses H1, the customer loyalty has positive influences to customer satisfaction, in test result that indications SAT (customer satisfaction) has a important explanatory power on LOY (customer loyalty) ($\beta = .547$, $p < 0.00$); In model 3 show the hypotheses H2, the cognitive styles have positive influences to customer satisfaction, in test result that indications SAT (customer satisfaction) has a significant explanatory power on COG (cognitive styles) ($\beta = .074$, $p < 0.00$), the decrease of test result indicates that SAT (customer satisfaction) is interfered by COG (cognitive styles); model 4 show the hypotheses H4, the customer loyalty in cognitive styles have positive influences to customer satisfaction, in test result that indications SAT (customer satisfaction) has a negated explanatory power on LOY (customer loyalty) and COG

(cognitive styles) ($\beta = -.041$, $p < 0.335$), the negative of test result indicates that SAT (customer satisfaction) is interfered by LOY (customer loyalty) and COG (cognitive styles);

The model 5 show the hypotheses H5, the influencer's communication influencing in cognitive styles have positive influences to customer satisfaction, in test result that indications SAT (customer satisfaction) has a negative explanatory power through INF (influencer's communication) influencing in COG (cognitive styles) ($\beta = -.082$, $p < 0.192$), the negative of test result indicates that SAT (customer satisfaction) is interfered by COG (cognitive styles) in INF (influencer's communication); In model 6 show the hypotheses H6, the influencer's communication influencing in customer loyalty have positive influences to customer satisfaction, in test result that indications SAT (customer satisfaction) has a negative explanatory power through INF (influencer's communication) influencing in LOY (customer loyalty) ($\beta = -.087$, $p < 0.147$), the negative of test result indicates that SAT (customer satisfaction) is interfered by COG (cognitive styles) in INF (influencer's communication);

In model 7 show the hypotheses H7, the influencer's communication through cognitive styles and customer loyalty have positive influences to customer satisfaction, and testing the explanatory power of INF on LOY, COG and SAT, SAT has significant explanatory power for LOY, and the explanatory power of LOY for SAT ($\beta = .410$, $p < 0.00$), and the explanatory power of COG for SAT is negative ($\beta = -.065$, $p < 0.192$), the explanatory power of LOY plus COG for SAT is positive ($\beta = .240$, $p < 0.00$), the test result indicates that SAT (customer satisfaction) is interfered by LOY (customer loyalty) and COG (cognitive styles); the explanatory power of INF plus LOY for SAT is negative ($\beta = -.089$, $p < 0.139$), the explanatory power of INF plus COG for SAT is

negated ($\beta = -.054$, $p < 0.342$), the test result indicates that SAT (customer satisfaction) is interfered by COG (cognitive styles) in INF (influencers communication; In six level of SAT has a significant explanatory power is positive on INF plus COG and LOY ($\beta = .383$, $p < 0.00$), the test result indicates that SAT (customer satisfaction) is interfered by LOY (customer loyalty) and COG (cognitive styles) and INF (influencers communication).

Regarding the moderating effect of influencer communication, the study used a hierarchical regression analysis to test it. To prevent collinearity, cognitive styles and influencer communication were centralized. The regression findings are displayed in the Table 10, Model 7 demonstrates that influencer communication and cognitive styles have a strong positive predictive impact on customer loyalty.

4.5.5 Hypothetical test

In order to determine whether the mediation effect is significant, this study used Cohen's weighted Kappa for test-moderate mediating effect analysis. The findings showed a significant direct effect of INF on COG, with a direct effect coefficient of .647 and a 95% confidence interval of [.601, .733]; the direct effect of INF to LOY is .604, and the 95% confidence interval is [.533, .674], which indicating that the direct effect is significant; the direct effect of INF to SAT is .466, and the 95% confidence interval is [.387, .544], indicating that the direct effect is significant; The following study used hierarchical regression to verify the mediating effect of hypothetical test.

Table 11. The result of testing hypotheses.

H	Path	Coefficient (β)	STDE V	t	Confidence Interval	Sig.	Remark
H1	LOY - SAT	.547	.038	14.512	[.473, .621]	.000	supported
H2	COG - SAT	.074	.043	1.704	[.240, .408]	.000	supported
H3	LOY - COG	.491	.039	12.513	[.414, .568]	.000	supported
H4	LOY/COG-SAT	-.041	.039	-9.64	[-.187, -.033]	.005	supported
H5	INF/COG - SAT	-.087	.032	-1.454	[-.243, -.116]	.000	supported
H6	INF/LOY - SAT	-.082	.040	-1.306	[-.212, -.054]	.001	supported
H7	INF/COG/LOY-SAT	.383	.026	7.176	[.239, .341]	.000	supported

Remark: INF=Influence's communication, COG=Cognitive styles,

LOY=Customer loyalty, SAT=Customer satisfaction

According to the results of the hierarchical regression shown above, LOY has a huge explanatory power on SAT ($\beta = .547$, $p < 0.00$); COG has significant explanatory power for SAT ($\beta = .074$, $p < 0.00$); LOY has significant explanatory power for SAT ($\beta = .491$, $p < 0.01$). This suggests that COG has mediating effect on the relationship between SAT and LOY. It corresponds to the above table that hypotheses 1, hypotheses 2 and hypotheses 3 are supported.

Further, the test, hierarchical multiple regression was used in the second step when simultaneously testing the explanatory power of LOY/COG on SAT, the explanatory power of SAT was not significant ($\beta = -.041$ $p < 0.05$), the explanatory power of INF/COG on SAT was not significant ($\beta = -.087$ $p < 0.00$), the explanatory power of INF/LOY on SAT was not significant ($\beta = -.082$ $p < 0.01$). The β value of LOG/COG is smaller than the results of COG and LOY, indicating that LOG/COG directly interferes

with COG and LOY, respectively. In corresponds to the above table hypotheses 4, hypotheses 5 and hypotheses 6 are supported. Based on the research theory by Kenny (1986), the testing result indicating the mediating effect holds.

Base on the test, the hierarchical multiple regression continued use in third step for explanatory power of INF/COG/LOY on SAT, the explanatory power of SAT was not significant ($\beta = .383$ $p < 0.00$), the hypotheses 7 is unsupported, indicating that the power of influence's communication is mediated the effective between cognitive style customer loyalty and customer satisfaction. The influence's communication plays an adjustment role between cognitive style customer loyalty and customer satisfaction.

4.6 Results

This study examines the various mechanisms and boundary conditions of influencer communication that affect cognitive style, customer loyalty, and customer satisfaction. It is predicated on the theory of influencers communication, which develops a mediated moderation model (Evans et al., 2019). This research employs the Macau tourism industry as a case study, gathers questionnaire data via the Macau case, and analyzes the data to arrive at the following conclusions:

- 1) The changes in cognitive style have had a significant positive influence on customer satisfaction;
- 2) Customer loyalty plays a mediated, effective role between cognitive style and customer satisfaction, and cognitive style has a positive influence on customer satisfaction through customer loyalty;
- 3) The power of influence's communication is mediated by the effective relationship between cognitive style, customer loyalty and customer satisfaction. The influence of communication plays an adjustment role between cognitive style, customer loyalty and customer satisfaction. The changes in cognitive style are positively affected by customer loyalty and satisfaction.

Specifically, the power of influence changes the cognitive style and brings valuable perception and memory to the audience, making the audience establish a loyalty relationship and tracking the influence's communication. The changes in customer loyalty have positive influences on customer satisfaction. The stronger the influencers' influence, the stronger the positive correlation is found between cognitive style and customer satisfaction and loyalty; For the influencers with weaker influence, the cognitive style has a stronger negative correlation with customer loyalty and satisfaction. The negative correlations indicate that the influence of just advertising and

selling products can cause the audience to reject and be unwilling to follow the communication channel.

Conclusion

The influencer's communication channel is one of the best models for tourism promotion. The best itinerary and consumption strategy are highly appealing to tourists due to their usefulness and value in tourism programs. Many people might not have heard of or been informed about this information before (Morgan & Pritchard, 1998). This aspect of travel information includes the best features of scenic areas, the most favorable hotel discounts and periods, the cheapest transport tickets and shortcuts, unmissable delicacies, and authentic farm-to-table steaks. Sharing such secrets ensures that tourism itineraries never suffer losses (Chang et al., 2019).

In fact, the recommendations of influencers are indeed well-founded. According to marketing feedback, audiences are getting value and benefiting from the guidance of influences, so this is indeed a benign intermediary orientation. As a result, travelers now regard the influencer's induced cognitive communication channel as a trustworthy source of information and it has grown in popularity.

Influencing is not only a way to induce cognitive styles during the rapid development of high technology but also to fulfill promises and achieve a competitive consumption advantage through interactive communication channels. The influencer's communication channel is not composed individually but is a composition of different members from a variety of industries (Fossen et al., 2016). Many operational teams support the influencer's communication channel, including modern social media, telephone operators, online bank credit payment systems, tourist restaurants, express delivery services, taxis or Uber, suppliers, wholesalers, and even agricultural producers in rural areas. All of them interact, cooperate, and organize as a powerful service force to provide a variety of services.

Limitations and future study

In this investigation of influencer communication, there are several main limitations that are worth acknowledging with the purpose of fully understand the scope and implications of this study.

The influencer communication still lacks legal regulation and propaganda is subject to false exaggerations, malicious attacks, fabrication of rumors and undermines good social laws. Meanwhile, young people's participation can be addicted to the virtual world, affecting normal learning and physical and mental health, such as YouTubers and core-players.

This study is limited by potential opinions caused by Eastern and Western cultural differences and the subjectivity of the interviewees' personal perspectives. Despite efforts to address cultural differences, cultural differences may affect data interpretation. In addition, personal opinions bring subjectivity, affecting the reliability and generalizability of research results. When considered collectively, these shortcomings draw attention to the need of looking into search result bias and suggest directions for future investigation that will address these shortcomings and expand upon the scope and depth of knowledge in the influencer marketing space. Therefore, the study is looking for further research in future studies.

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Appendix I

Questionnaire of impact of influencers on tourism

Hello! Welcome travelling to Macau. I'm a master's student in Communication Studies at Universidade Católica Portuguesa. This survey aims to gather your opinions on using TikTok. Your participation in completing the questionnaire is highly appreciated. Thank you for dedicating your time and cooperation.

Part One:

“Have you referred to influencers guides on social media for your trip to Macau?”

“Which one is your favorite influencer?” (idol)

“What kind of theme short video is your favorite?”

Part Two:

Please indicate your information.

Gender: 0=Male 1=Female

Age: 1=25 or younger 2=26-35 3=36-45 4=46 or above

Marriage: 1=Yes 2=No

Working: 1=Yes 2=No

Education: 1= Secondary School or below 2= High School

3=Bachelor 4=Master 5=PhD or above

Monthly income: 1= cny3000(462usd) or less 2= cny3001(463usd) to cny6000 (924usd) 3= cny6001(925usd) to cny9000(1386usd)

Part Three:

Please underline the suitable choices that coincide with your situation.

I / No.	Contents	Low	High
1.	Have you noticed if influencers make social spaces more interactive?	<input type="checkbox"/>	<input type="checkbox"/>
2.	Have you noticed that influencers share various types of information with you?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Can Influences form a reliable partner for you?	<input type="checkbox"/>	<input type="checkbox"/>
4.	Influences can offer you consumption benefits.	<input type="checkbox"/>	<input type="checkbox"/>
5.	In the influencer channel, I consistently discover fitting tourism-related products or services.	<input type="checkbox"/>	<input type="checkbox"/>
II			
6.	I am satisfied with the communication channel provided by the influencer.	<input type="checkbox"/>	<input type="checkbox"/>
7.	I can easily access important information when reviewing communications from influencers.	<input type="checkbox"/>	<input type="checkbox"/>
8.	I can receive special information and personalized comments from the influencer.	<input type="checkbox"/>	<input type="checkbox"/>

9. The influencer educates me on different advantageous methods of consumption, such as utilizing credit cards and coupons.	□□□□□
10. The influencer consistently recommends unexpected discounts to me, including offers on airfare, accommodations, and dining.	□□□□□
III _____	
11. I'm satisfied with the influencer's communication, including the products or services they offer.	□□□□□
12. In my travel plans, I intend to keep using influencer channels as sources for my itinerary references.	□□□□□
13. I would recommend the benefits of influencer channels to others.	□□□□□
14. I plan to continue following information from influencer channels in the future.	□□□□□
15. If I refrain from using influencer channels, obtaining additional information will require a considerable amount of time and effort.	□□□□□
16. If I choose not to use influencer channels, I could potentially miss out on the same discounts that enhanced my previous travel experiences.	□□□□□
IV _____	
17. I am satisfied with the influencer's clear image and easy recognizability.	□□□□□
18. I am satisfied with the influencer's hotspot presence and their high popularity.	□□□□□
19. Even though influencers may exaggerate at times, I am still willing to follow them.	□□□□□
20. Even if the influencer is occasionally unreasonable, I still trust and rely on their recommendations.	□□□□□

The questionnaire ends here.

Thank you very much for your help!