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**Online Marketing Synergy
Combining self-reported and
real-time data to examine
the effect of user-generated
keywords and emotions
for a tourism campaign**

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Master of Science (MSc) in e-Business & Digital Marketing

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I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the regulations set in the student's handbook.

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Abstract

This study focuses on the online synergy aspect in digital marketing by focusing on generated keywords, arousal & valence metrics for a particular tourism campaign by evaluating video advertisements, Figure advertisements and a combination of both. These metrics were monitored by face tracking applications and a self-report tool. 61 participants were divided into 3 equal groups. The first two groups were subjected to a different stimulus and the group was subjected to all stimuli. In our experiments, we were mostly concerned in monitoring arousal & valence during specific timeframes (first 5 seconds, half-way through the experiment, final moments of the experiment), the brainstormed keywords that were part of the impulsive decisions, the intention to visit New Zealand and comparing the results between our two selected research tools. We discovered that users scored higher when using the self-reported tool than their real time data counterparts, combined ads elicited significantly higher arousal levels than single type ads and we proposed a process of dividing keywords to easier discover associations between campaign-based keywords and user's intent. For the last part, we can argue that the 100% Pure New Zealand initiative matched 37% of keywords reported by our participants.

Keywords: online synergy, digital marketing, emotions, emotion tracking, face tracking, manikin self-report tool, arousal, valence, keyword themes, tourism, experience

Ioannis Papanikolaou

6/4/2022

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1 Introduction

The evolution of information is a breakthrough process of more and more people turning to their smartphones for instant, useful and crucial information during their daily lives (Ramaswamy, 2015). It is not only crucial for brands to be there when the consumers will look for a solution to a problem (Google, 2021) but to be at the right digital place in the right digital moment as a smartphone provides the power to the user to precisely look what he or she wants without the necessary “advertising clutter” (Fulgoni 2016, as cited in Bilos et al., 2018). Therefore, the synergistic nature of digital marketing tools can lead to stronger “message persuasiveness” than the repetition of a message in one marketing channel (Dong et al., 2018). It is implied, that marketing messages yield better engagement results when are shown in different devices or media reinforcing brand credibility and purchase intention than single media focus (Lim et al. 2015). However, someone should be aware of the caused effects of its part of the digital marketing chain, when taking advantage of micro moments in a synergistic digital marketing environment. For example, specific semantic characteristics may be beneficial for engagement rates such as simple language, positively emotional words, or not long sentences (Deng et al., 2021). Images and text do not present consistent results regarding the level of attention drawing, and it will be interesting to discover how different image or text patterns can affect the final purchase (Cortinas et al., 2019) and even different platforms have different effects on users and therefore brands may have to approach each media platform with a different marketing strategy regardless the images or chosen semantics (Li & Xie, 2020).

Interestingly, consumers seem to spend the first seconds of their engagement with a digital ad looking at the associated image, regardless of being static or animated and later fix their gaze on the relevant text (Hernández-Méndez & Muñoz-Leiva, 2015). This is subject to evidence that emotions derived by different types of products are measured differently from facial expressions measurements as shown by the perfume, chocolate,

and video ad experiment of Mahieu et al. (2019). Meiselman (2015), points specific attributes for understanding an emotion's dimensions:

- Emotions function as responses to actions and have limited duration
- Emotions build up to create an overall feeling – mood which has an extended duration
- Usage of established emotion screening is advised as there is rather confusing set of relevant definitions

We are looking to address the research gap of how the consumer will feel about a place before he or she decides to visit it and how this is translated as an emotional response, a semantic response and during a specific timeline. Finally, we are looking for the connection between these three categories. Ultimately, we are trying to discover a way to influence the intent to visit a place. The study's premise lies on the fact that a digital campaign should be effectively targeted to these personas and destinations are linked to elicited and emotional experiences. So, we monitor emotions in real time, and we compare them with explicit results derived from questionnaires. This offers a cross reference for reliability. These emotions then are categorized according to intention to visit and consumer personas. However, this is not enough as the firm should know the connection between SEO and the directed campaign to be able to target these personas effectively.

Digital channels in fact represent the synergistic nature of the internet economy as they are used to aid in the creation, production and delivery or value to consumers (Key, 2017). The current status quo of consumer is roughly described by millennials, the generation, who transitioned to the digital era and born between 1981 and 2002 (Blair, 2017, as cited in Silvia, 2019) and the generation z, people who were born in the digital era after 2002 (Francis & Hoefel, 2018). Each generation has different characteristics as the Z users seem to rely greatly on social media for communication, have greater multicultural tolerance and are ready to embrace new ideas (Giunta 2020; Francis & Hoefel, 2018) but millennials are likely to ask for more personalized content and they are more reward friendly even though they tend have more rigid beliefs (Smith, 2011). However, according to Think with Google, each generation has shown an increased reliance on smartphones to take instant but significant decisions, especially in spare moments and

during undergoing tasks, valuing timing and service relevance at most (Ramswany, 2015). This phenomenon is happening during an era of highly intertwined digital sharing economy and digital marketing channels are more than ever reliant to be able to effectively reach consumers (Keys, 2017).

Our study will shade some light in the field of online digital marketing synergy. Previous studies focused on using either only implicit or explicit methods for measuring emotions. This is the case for studies in the tourism industry. Intention to visit a destination in this industry is in most cases researched by questionnaires or other self-report tools. We will try to propose a mixed methodology for investigating emotion and intention to visit. Moreover, academics are increasingly investigating the role of experiences in visiting a destination as well as the connection between emotion and tourism experiences. Furthermore, our study is trying to effectively marry semantic with tourism as we will examine what kind of linguistic elements were prominent in participants after their participation in our research groups. To our knowledge, we are the first to look for possible associations between certain emotional aspects, keywords, and perception of a destination in the tourism industry. Initially, we will be building a solid theoretical background all the way from basic digital marketing elements to the complex investigation of emotions and the fresh but crucial for modern marketing, online synergy. Then, we will offer insights about crucial parts of our research design and our methodical views. Finally, we have decided to base our statistical analysis to non-parametrical tests as we were dealing with a high number of ordinal & categorical data. We note that we will be working on discovering significant differences or associations between our variables and we aim to see if there is any disparity between the real time and self-reported results, between our participants testing groups and whether these groups managed to match the proposed keywords of the digital marketing campaign in evaluation.

2 Literature review

2.1 The basics of digital marketing

Online advertising has become highly personalized as defined by Boerman et. al. (2017), who states that rigorous monitoring of online user's behavior can be taken advantage by firms to offer personalized content, according to the collected data. Users will either abandon or keep themselves interested in an advertisement, thus allowing researchers to define marketing acceptance as the amount of time consumers spent on watching an advertisement (Pashkevich et al. 2012). Subsequently, online advertising is more impactful on spreading and establishing word of mouth regarding a brand, thus affecting pre purchasing behaviors (Sama, 2019).

There is serious consideration about the actual role of the message being shown during an advertisement as there are side factors which can significantly affect persuasion levels, such as a company's credibility or a celebrity's status (Pety et al., 1983; Pety & Cacioppo, 1996). Advertisements can create powerful emotional connections between a product and the viewer, who tends to generate the highest amount of engagement (Nikolinakou & King, 2018). However, there is a strong chance consumers will be able to associate themselves more easily with a brand, product, service, or idea if they had previous personal experience with them (Romaniu & Nenycz). A vast majority of the audience may be reached via various online advertising techniques, intertwined with each other, effectively called types (Boughton, 2005; Nosrati et al. ,2013; Bostanshirrin, 2021). Out of these types the most prominent: are email marketing, search engine marketing and social media (Keys, 2017). All of them are briefly listed below:

➤ Search Engine Marketing

The basis of online marketing is the transition of ad placement from the non-digital word to the online spectra, the internet (Boughton, 2005). Search Engine Marketing includes paid and noncommercial traffic regarding website ranking and is a broader term, incorporating but not defining SEO, which aims to improve overall page ranking (Ranga & Ranga, 2014). Practically SEM is a marketing process happening in the digi-

tal world, aiming to increase the brand's visibility via search engines, utilizing SEO for better page ranking, either by paid or other means (Terrance et al., 2018).

➤ Search Engine Optimization

The term Search Engine Optimization or more commonly SEO is describing all the possible actions or activities someone can undertake to its website to increase online traffic and research effectively the related online environment of interest (Grapone & Couzin, 2011). These actions and activities are pursued deliberately and with a specific goal (Shah et al., 2021) and far more than discovering the right keyword but they demand endeavors to be made regarding the matching of user intent (being relevant) and being attractive (visual presentation), taking advantage of multimedia (Edelman & Lai, 2016). The factors shown below are those that usually influence this afore mentioned endeavor (Terrance et al., 2018):

i) Page's title length ii) Meta description length iii) Strategic placement of keywords in title and meta descriptions iv) The existence of H1 H2 headers v) Functional Sitemap vi) Functional hyperlinks and alt description for images vii) Small webpage size for easy loading viii) Absence of no follow & no index tags for easier tracking form search engine bots

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➤ Social Media Marketing

Social media marketing, in any form and using any relevant social tool such as *blogging, micro-blogging, social networking, social bookmarking or content sharing* creates a level of awareness and apprehension for a business or individual entity (Gunelius, 2011). Therefore, social media present the opportunity to businesses to customize the customer's online experience, reach him easily and directly, influence opinions and engage people in the production or innovation process (Constantindes, 2014). This new aspect of communication and engagement with the public, reinforces brand loyalty and offers new opportunities for promotion, reaching as far as the creation of product related online communities (Kaplan & Haenlein, 2010). Even in recent years there is the perception of the social media world and how it can be envisioned by social media marketing as a holistic marketing approach, combining communication aspects, affecting the organization's structure, recreating organizational culture, and repurposing a firm's rela-

tionships with its customers (Felix et al., 2017). As a matter of fact, even studies have shown that people tend to form online decisions based on other people’s approval and influence inside their networking environment (Thoumrungroje, 2014)

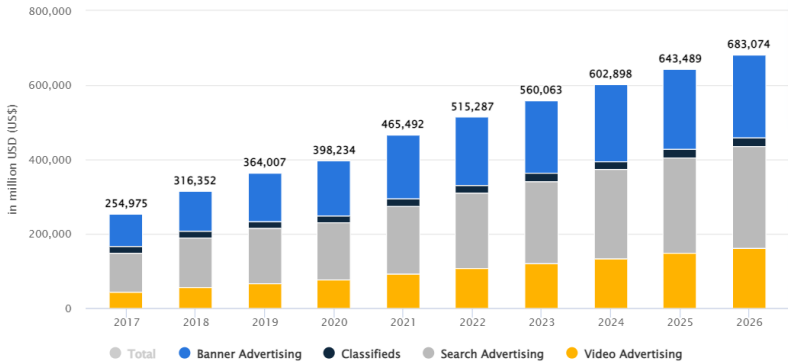


Figure 1. Current & projected advertising spending by media (Statista 2022)

Social media transformed user interaction and they are based on web technologies (Bortha & Mills, 2012). This transformation includes the way businesses tend to attract customers and the increased interaction of customers between them, reinforcing customers opinions about a purchase by stepping away from traditional marketing channels and their influence (Kumar et al., 2017). This notion is utilized via online personalized storytelling, which addresses the interactivity of digital marketing campaigns as people tend to emic their experiences with a product and enact roles in their social life by telling others or even themselves about a product or service-related experience (Woodside et al., 2008). There is much more than the personalization of advertising as the overall acceptance of social media marketing is continuously growing as shown by Statista (2021) in the graph below, displaying overall spending in the recent years and a foreshadowing of the years to come.

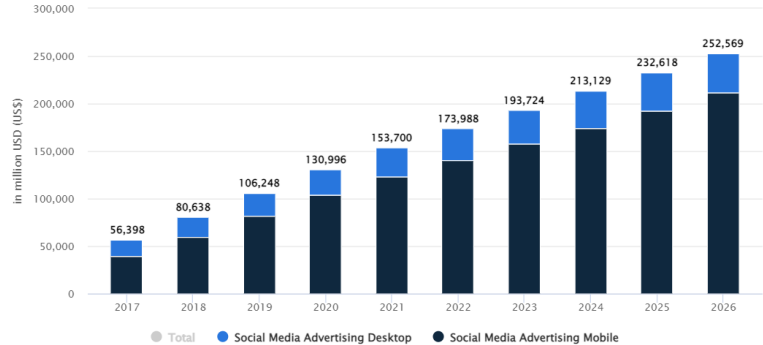


Figure 2. Current & projected advertising spending in social media (Statista 2022)

To fully understand the effect of social media on sales and consumer behaviour, marketers should realize that customer may engage and disengage with a brand in shorter timeframes than usual during the product life cycle or business evolution (Kumar et al., 2017). Elaborative research of Yang et al. (2016) has revealed that even though firms are able to achieve a better website ranking via SEO bidding or SEO techniques, they can also increase their internal website value to users by enjoying high brand engagement in social media. This is due to the possible correlation of high value content shared or accepted by users regarding the brand, originating from its social media.

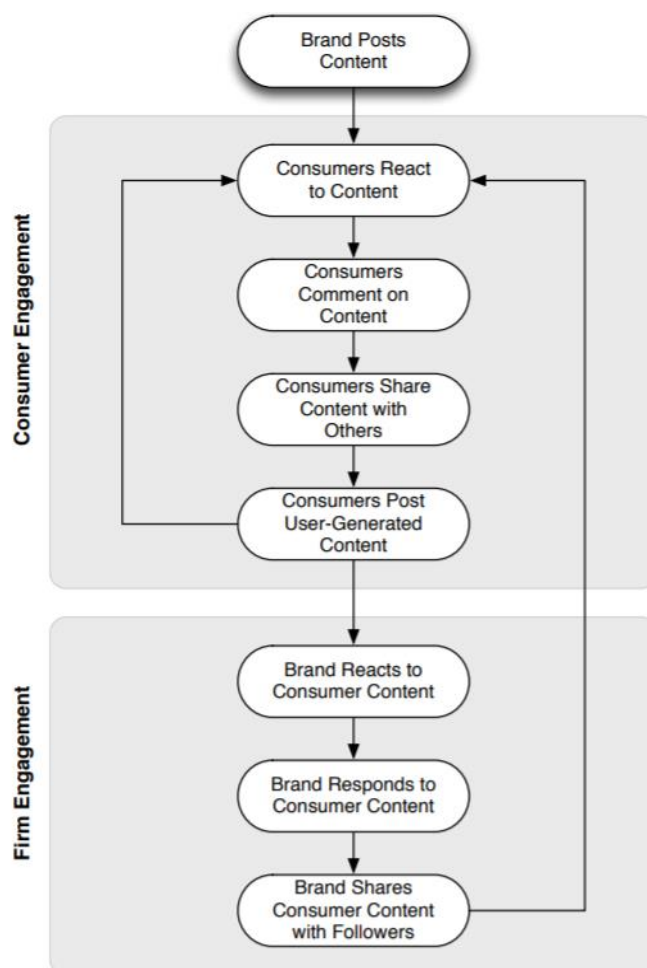


Figure 3 User engagement path and the brand's reactions (Barger et al., 2016)

➤ Display Marketing

The term refers to the joint use of multimedia and text targeting consumers by presenting brand related information, instant emotional stimulation, and customer tailored mes-

sages during a customer's main purchase decisions (Goldfarb, 2014, as cited in Bayer et al., 2020). In addition, advertisers are accustomed with three main pricing models (Abbasi et al., 2015): a) Cost Per Action – thus the cost is calculated according to number of actions on the ad b) Cost Per Click – thus the cost is calculated based on the number of attracted clicks c) Cost per Impression – thus, the cost is relevant to the number of generated impressions by the ad. These pricing models affect the placement of display ads both on commercial websites and social media (Auschaitrakul et al., 2017). The main objective of this marketing genre is to show the user the right product in the correct creative way according to their preferences (Baardman et al., 2021).

➤ Email Marketing

Email advertising includes newsletters, product offers and information sharing (Jenkins, 2008). It can be highly versatile, allows for increased personalization in messages and its marketing results can be easily tracked (Jenkins, 2008). The main objective of email advertising lies on reinforcing brand loyalty, provide useful information about products and services, lead to purchases and gather customer's feedback (Hudak et al., 2017). Email marketing finds its power in consistency as the correct amount of sent emails can lead to higher profitability in the long term (Cosguner et al., 2017).

➤ Referral Marketing

Berman (2015) argues that the majority of referral marketing programs in general are “word of mouth” campaigns, designed in such a way to persuade customers to “attract” people closer to them to a brand, product or service. This referral advertising genre exploits the internet characteristic of users sharing information and influence others, focusing on user interactivity, especially coming from social media, blogs, groups, and reviews (Guo, 2012). However, interactivity alone is not enough as people, who are usually employed by companies to influence others (modern term of influencers), may not be effective if their influenced audience do not have the power to influence their connections too. (Roelens et al., 2016) Referral marketing is staged upon 3 main psychological principles, each one applying solely or in accordance with the other one (Groeger & Butle, 2014):

1. Transitivity – Humans tend to familiarize easier with persons related to their friends than non-related.

2. Strength of ties – The longer and deeper a relation is between people the stronger the effect of each other opinions to one another.

3. Homophily – People are more easily associated with people that share similar social characteristics, such as gender, skin colour, political beliefs etc.

➤ Affiliate Marketing

In affiliate advertising there is a cooperation (formal or informal) of an advertiser and different parties (affiliates), whom the later earn a performance-based payments when the hosted ad is either viewed, clicked or led to a purchase from the advertiser's website (Edelman & Brandi, 2013). Quite simply, someone agrees to promote the services or products of another one in exchange of some form of payment (Hofmann & Novak, 2000 as cited in Gregori et al., 2013)

➤ Content Marketing

The concept of digital content marketing is a process that encapsulates the creation of digital content in order to capture and fulfill the customer's needs, which is clearly defined, aiming to motivate and engage customers. Leading them to act profitably in favor of a product or service (Rowley, 2008; Baltes, 2015; Keen & Yazdnarifard, 2015). This form of marketing differs from traditional types of marketing as from its standpoint tries to "pull customers" and not "push information" effectively attracting people when they seek relevant information about a product, a service or a brand (Lieb, 2012). These advertising actions need an online place to take

2.2 Multimedia and digital advertising

People are increasingly relying on internet to perform everyday tasks, spending one to two hours on average and they usually place their trust more on online advertisements than other media (Anusha, 2016). Simultaneously, organizations are increasingly trying to gather information about their customers, keep their relationship with them as personal as possible, in order to be able to successfully satisfy their needs (Todor, 2016). Stephens (2016) notes also that consumers are attentively relying on online social sources to gather information for their decisions. This trend explains the reason why organizations should focus on building brand awareness, utilize big data, maintain customers' loyalty, and manage to overcome as fast as possible relative competition (Silvia, 2019). One of the most prominent techniques of building brand identity is using images in the rhetoric approach, which conveys a picture by intently deviating its message with something imaginary but relevant (Phillips, 1997).

The great question lies to whether different multimedia can affect brand image and engagement via synergy disciplines, It seems there is a connection between type of content and platforms as Lie and Xie (2020) discovered that on twitter, posts, which include images, had increased engagement rates compared to others Moreover, the same research paper implies that colour variation depends not only on platform but on product diversity. Colour significance was only the first step as later studies like Karayev et al. (2013) tried via neural networks to classify pictures based on emotional style or like Galarja & Gupta (2015) to try to develop a method of evaluating images for emotions, unveiling that violence is the easiest to be distinguished. On the other hand, videos are considered powerful media to communicate messages and capture people's attention (Nikolinakou & King, 2018). Ads that can generate emotions of surprise and awesomeness to the user are shared more frequently than other types even though brand affinity and product interest still influence the virality of an ad (Nikolinakou & King, 2018).

2.3 Emotion tracking and its relevance for marketing

Emotions are a complex notion and can be more than often, open to subjective interpretation by humans, challenging people's beliefs and leading them either to seek confirmation (sharing with others or seeking support) about them or distance themselves from others, even though they tend to fit their emotions in a logical context using words, language, or other means, according to the literature summary on emotions provided by Rime et al. (1998). Pety & Cacioppo (1983) have stated, in accordance with the Elaboration Likelihood Model, personal relevance is a crucial factor for people to be motivated or engage and involve themselves with something. Understanding human emotions is an arduous mathematical task, as different facial expressions may represent a variety of emotions (Jumila & Sharmila, 2019). Recognizing and capturing emotions includes facial expressions, bodily postures, and eye gaze (Wu, et al., 2019). Face tracking procedures include analyzing facial characteristics either by image-based methods (scanning and evaluating different images related to a specific set of rules) or by feature-based methods (geometrically analyzing the colors, size, angle, and directional change of facial features) (Bulbul et al., 2009). However, digital marketing is increasingly focusing on personalization and its psychological aspects (Stephens, 2016) and there is an even higher demand on assessing these psychological aspects in specific emotion rich moments (Ramaswamy, 2015).

2.4 How to elicit emotions in online advertisements

Digital marketing represents the level of synergy between different channels (Schultz, Block & Rama, 2012). It seems that advertising is continuously trying to focus on interactivity, which is described as the level of two or more parties influence each other centered around 3 pillars of interaction: a) users or parties actively engaging with each other b) users or parties react to another user or parties' input or output message c) users or parties can control the interaction process (Liu & Shrum, 2002). Specifically, the format of the advertisement in an online environment affecting the customer perception of an ad and its value. Subtle image banners were more informative and less annoying than sponsored image banner ads and, in an extent, users were keen to sponsored content if they could read about it (Tutaj & van Reijmersdal, 2012; Li & Xie, 2020). Knowing the hypothesis of using human faces to achieve better post engagement, a study from Desart (2018) regarding human characters usage in interactive advertisements has shown

that human characters exert positive influence to users compared to non-human characters. In addition, there is a difference on engagement levels when a post includes human faces between different platforms (Li & Xie, 2020) with Instagram post underperforming against twitter posts.

The quality of pictures posted on social media is considered a significant factor affecting the post-performance (Li & Xie, 2020) and anything less than a professional picture will probably decrease the engagement of a post. However, this information is not enough unless there is a supplementation to the quality of the presented messages. Two factor theory purposed by Berlyne during the 80s states that when someone is exposed to a positive message will react positively towards it due to surprise, but this message is repeatedly presented to him or her then it is negatively received due to boredom and receptiveness (Lim et al. 2015) In addition there is a connection between consumer behaviour and specific emotions, which is translated to pride, leading to the tendency of being noticed (exclusivity) and contentment to be linked with the need of being comfortable (approval) or familiar with something (Griskevicius et al., 2010). Positive feelings, establishing a positive perspective for the user, seems to increase the intention of the user to receive a brand or product (Nikolinakou & King, 2018).

2.5 Emotion recognition advancements in digital marketing

There are specific questions, when researching emotions, that should be tackled according to the research's goal, such as the definition of emotion, the included and excluded characteristics of an emotion as well as the type of instruments used to measure it (Meiselman, 2015). The issue lies on the fact that emotions were until recently treated as responses to an advertisement's general stimuli instead of a specific stimuli response (Gonzalez Rodriguez et al., 2020). For the above reason, a crucial requirement for emotion recognition is that all processes therein must be performed without or with the least possible user intervention. This typically involves initial detection of face, extraction and tracking of relevant facial information, and facial expression classification. In this framework, actual implementation and integration details are enforced by the application. (Ioannou et al., 2005).

Face recognition explores facial expressions, and it has been shown that angry people were more easily distinguished by face tracking tools and seem to guide increased vigilance to other people in comparison with happy faces. Moreover, observers tend to lose focus on targeted faces when these included happy expressions (Li et al., 2018) These results are contradicting with Calvo & Lundqvist (2008), who displayed a user’s tendency to recognize more accurately happy faces than any other type of facial expressions and sad faces were more easily distinguished than fearful or other types of grim faces.

As Gajarla & Gupta (n.d.) note there are 5 basic emotion types, which are being represented by specific sets of images, symbols, and representations. Specifically, love is predominantly associated with sunsets or hearts, happiness is associated with bright colours and happy faces, violence includes protests scenes, fear is related with dark and haunting places and lastly sadness is mostly associated with sad faces. According to Lazarus & Lazarus (1994) there 15 unique distinct emotions as opposed to the 7 main types of emotional states proposed by Ekman & Friesen (1983), as cited in Duncan et al., (2016). Parrot (2001) defined the combination of the theories creating a tree structure system of basic, hereditary, and tertiary emotion. This logic was later developed to a full-scale system or rating emotions in response of understanding the learning process of an individuals in a more precise and understandable way of research purposes (Kort et al., 2001)

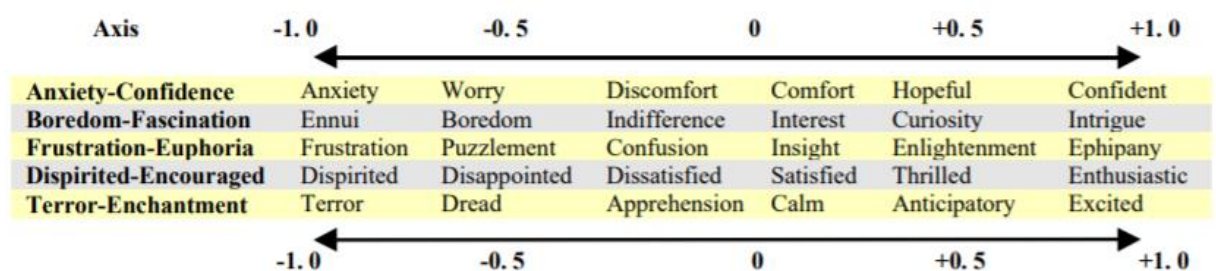


Figure 4. Emotion scaling by MIT (faithful representation)

Lovheim (2011) described thoroughly during the cube of emotion’s creation (a third dimensional representation of emotion associated with neurotransmissions) based on the specific facial expressions in accordance with observed emotions:

Anger /Rage
Frown, clenched jaw, eyes narrowed, red face
Contempt /Disgust
Sneer, upper lip up
Shame / Humiliation
Eyes down, head down
Fear /Terror
Eyes frozen open, pale, cold, sweaty, facial trembling, with hair erect
Distress /Anguish
Crying, arched eyebrows, mouth down, tears, rhythmic sobbing
Surprise
Eyebrows up, eyes blink
Enjoyment /Joy
Smile, lips widened up and out, smiling eyes (circular wrinkles)
Interest /Excitement
Eyebrows down, eyes track, look, listen

Figure. 5 Facial expressions & emotions pairing (Kort et al., 2017)

During studies, which include face tracking analysis may arise issues mostly due to the surroundings environmental conditions, which can differ frame by frame due to changes in illumination, noise, or position of the experimental subject (Minyoung Kim et al., 2008). Another issue may be stimulus redundancy, which is described as the tendency of users to oversimplify or generalize different stimulus under one broader stimulus during an experiment (Rauschenberger & Yantis, 2006). Furthermore, perceived emotion in face recognition ignores other body related characteristics and this should not be the case, because information based only to facial expressions may “contain misleading” elements during real life scenarios and therefor the observance of body language and voice intonation is crucial (Kret et al., 2013, as cited in Barros et al., 2015). In addition, there is a subtle differentiation between younger and older adults in recognizing various emotional states and a difference in searching for emotion related information via gazing (Sullivan, 2007).

2.5.1 The power of colour in advertising

Colour does not exist in nature by default rather is light carried by wavelengths and via the eye the light is decomposed into six different sub colours allowing humans to perceive these different light morphs (Singh, 2006). Colour creates an emotional response by the user based on its cultural, demographical, and personal preferences, such as lifestyle, social groups, referents, language, religion, gender, age, (Aslam, 2006). Colours may have cultural connotations and are often associated with specific aspects of everyday life such as political parties or age groups where younger people tend to associate with brighter colours. There is also a distinction between levels of impulse purchasing behavior like red, orange, black or blue being dominant for these buyers (Kumar & Joshi, 2007). In addition, cultural elements seem to play a significant role in user's perception as people from different cultures or backgrounds might perceive and interpret the same color pattern quite differently (Machajdik & Hanbury, 2010).

2.5.2 The link between social media and elicited emotions

It is crucial to understand that each social media platform is perceived different from users and thus users prefer to use Instagram for entertainment purposes and quick information grasping compared to Facebook that it is being used more for sharing and distributing information (Voorveld et al., 2018). Research regarding consumer's engagement in social media concluded that there are 3 main factors influencing engagement levels and thus user's interactivity with a post: a) The content of the post b) The media type of the post and c) When and how often a brand is posting on social media (Woodside et al., 2008). According to Cvijikj & Michahelles (2013) posts with entertaining purposes had the highest probability of high engagement levels (likes, comments & shares) and posts, which included photos of low vividness & interactivity had increased levels of engagement. According to Pancer et al. (2019) consumers tend to spend a small fraction of their time, merely seconds, to each post, which is considered to be interesting. The term interesting implies the existence of an extraordinary message or overachieving expectations.

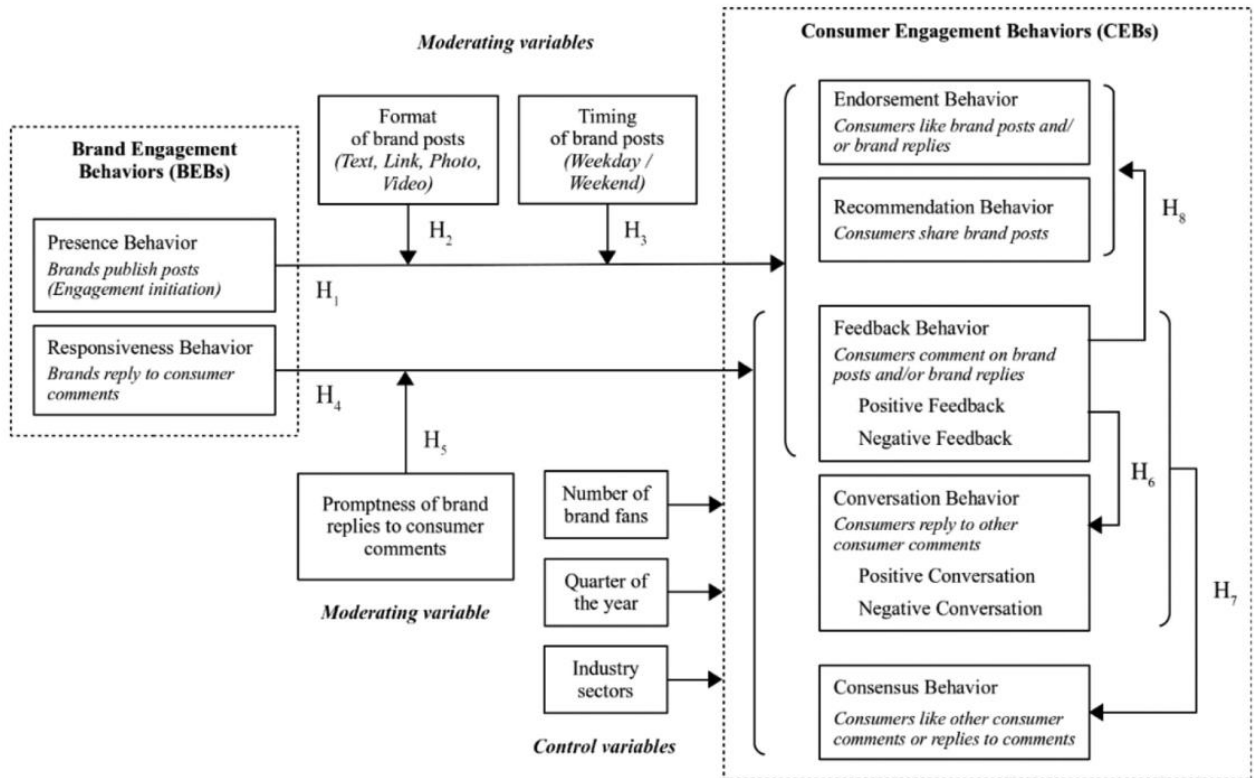


Fig. 1. Conceptual model of consumer brand engagement behaviors on FBP.

Figure 6. Conceptual model of brand engagement

Social media posts carry specific characteristics based on a) media types b) content types c) posting times in order to drive engagements, which is usually described as the output of a) likes b) comments c) shares d) duration of interaction (Cvijikj & Michahelles, 2013). Specifically, short written posts with simple words are liked and shared more than complex and long written ones even though complex but simple written posts received more comments than complex and longer ones (Pancer, et al. 2019). There is also evidence that posts with positive emotional characteristics and with low number of text and tags receive higher engagement (Deng et al., 2021)

POSTER		FOLLOWER	
RELATIONSHIP	Self Showcasing Develop Relationship	RELATIONSHIP	<ul style="list-style-type: none"> • Develop Relationship
SELF MEDIA	Create Impact Self Promotion	SELF MEDIA	<ul style="list-style-type: none"> • Keeping up to date with news and subjects of interest
CREATIVE OUTLET	Hobby Sharing Creativity Presentation	CREATIVE OUTLET	<ul style="list-style-type: none"> • Aesthetic content prone to entertainment purposes
COLLABORATION	Support others to gain reputation & fame	COLLABORATION	<ul style="list-style-type: none"> • Discover new things • Seeking help or advice

Figure 7 Types of social media users

Except from the factor of posting there is us, users that should be considered. Therefore, Zhu & Chen (2015) divided social media users into 2 types according to their research to better describe social media audience and its needs

2.6 The connection between consumer's online path to purchase and the concept of micro moments

People tend to spend less time and have less focused gazing on a web page when they are browsing aimlessly, although they spend more time and have area specific focus (usually the position of the product) when there is intention of purchasing (Cortinas et al., 2019). However, consumers are willing to search online even the most common products regardless of the stimuli that may have driven their curiosity or need for the product or service (Srinivasan et al., 2016). Moreover, it is interesting to find out that 7

out of 10 consumers deem product and service review important for their view about the brand or the product itself (Lackermair et al., 2013) and even before 2013, Senecal et al., (2005) observed that consumers who considered product reviews had a more complex navigation pattern than others. This complexity is further implied if someone takes into account the fact that users tend to apply less bias and more acceptance to negative reviews than positive ones (Eslami et al., 2018) especially when user's positive feelings are the reason for establishing a positive perspective towards a product, service or brand and it seems to increase the intention of the user to engage a brand or product (Nikolitsakou & King, 2018).

Google (2021) has revealed in its research that consumers during their online browsing can have an average of 15 online touchpoints ranging from social media to forums and blogs, leading to a labyrinth like procedure for taking a decision. Therefore, for the brand to be able to match a consumer's need, should be there exactly when the need arises. Social media can help on this endeavor as they offer a variety of marketing tools, allowing for increased personalization and they can be used to involve more customers in building brand attitude (Constantinides, 2014). *Specifically, a micro-moment occurs when people turn to a device, usually a smartphone and instantly act to do, to buy, to learn or to find something* instinctively according to their preferences (Google, 2021). According to Google's research micro-moments are categorized to 4 states:

- I want to know moments
- I want to do moments
- I want to buy moments
- I want to go moments

The core understanding of the stimulus that is the cause of the awaking of a specific emotion during any possible touchpoint of someone's experience is of great value for capturing the micro moment (Tercia, et al. 2020). Belik et al. (2018) by assessing google insights effectively defined micro moments as:

“... intent-driven moments of decision-making and preference-shaping that occur during the entire user journey. These micro-moments happen when individuals reflexively reach for a mobile device to promptly act on any sort of immediate need. In those spe-

cific moments, user expectations are very high because they expect businesses to proactively anticipate their needs powered by contextual data.”

People tend to narrow their behaviors into 2 norm types:

- a) injective – describing behavior being approved by others
- b) subjective – describing behaviors being popular amongst other (Park & Smith, 2007).

These 2 behaviour amplifications are filtered via the moments of truth (Lafley, 2008; Google, 2021). Lecisnksi (2014), Google CEO in 2011 when the term initially was established, defined the Zero Moment of Truth as the time consumers spend online looking for information about a future purchase. This moment has a follow up the First & Second Moments of Truth that Lafley (2008) described as the influence of first impression that a product, service or brand has on a consumer’s decision in the first limited seconds of a offline or online interaction, which is then followed by the use of the product and the experience it delivered to the user. Studies by Aragoncillo & Orus (2018) suggest that consumers are more easily coerced into impulse buying during their time online as the barriers of payments, personalization and lack of human contact are breached. These impulse response can be related to the 6 bias model proposed by Google (2021) stating that a) tendency to find the shortest route to a decision b) the tendency of changing our opinion to match an expert’s c) the tendency to imitate others for social acceptance d) the tendency to buy something we want as soon as possible e) the notion of believing that if something is rare is valuable f) the tendency to consider anything free as of superior value to something that can be obtained cheaper than its true value, even if it better than the free option.

2.7 The breakthrough effect of micro moments on SEO

Users have shown specific behavioral patterns during their online searches classified into a) Navigational b) Informational c) Transactional (Broder, 2002). A common ground to examine user behaviour can be found in TRA aka Theory of Reasoned Action is a theoretical framework explaining that a user to enact an action is based upon his or her intention to enact it, thus their attitude towards a specific action will determine if this action is undertaken by them (Lee & Lee, 2011). It is implied that users tend to follow specific behavioral norms which according to Lee, et.al. (2017) can be assessed to the following categories:

- *Personal Injunctive norms*: The notion of others approving the user's behaviour
- *Descriptive norms*: The notion of an user's action being popular amongst other people
- *Injunctive norms*: The notion of an user's action being approved amongst other people
- *Personal norms*: Norms influenced by the people close enough to the user
- *Societal norms*: What people believe about something
- *Personal descriptive norms*: The notion of a user's personal belief also approved by others

Romaniu & Neycz (2013) tested their hypothesis regarding the level of recall between different types of customers, on the purchasing behaviour of customers, thus creating 2 groups:

- People who buy a specific product or service only from a specific brand
- People who buy a specific product not only from this brand but also from competitors

Non-users of the brand do not have direct personal experience with the brand, and consequently lack many important brand associations (Romaniuk & Nenycz-Thiel, 2013). Effective use of the heuristic biases means that brands fully understand which characteristics are being associated with specific products or services by the user (Google, 2017). Users modify their online search with specific words, usually adjectives, to describe as accurately as possible what they want. These words are called by Google (2017) modifiers.

Users browse the internet as it is a shopping street, thus exploring their options and choosing according to their desires. This process is categorized into exploration and evaluation phases (Google, 2017)

- ✓ Exploration: Collection of different products, services, ideas etc during browsing
- ✓ Evaluation: Specification of the user's choices
- ✓ Messy middle: The absurd connection or subtle limit between evaluation and exploration

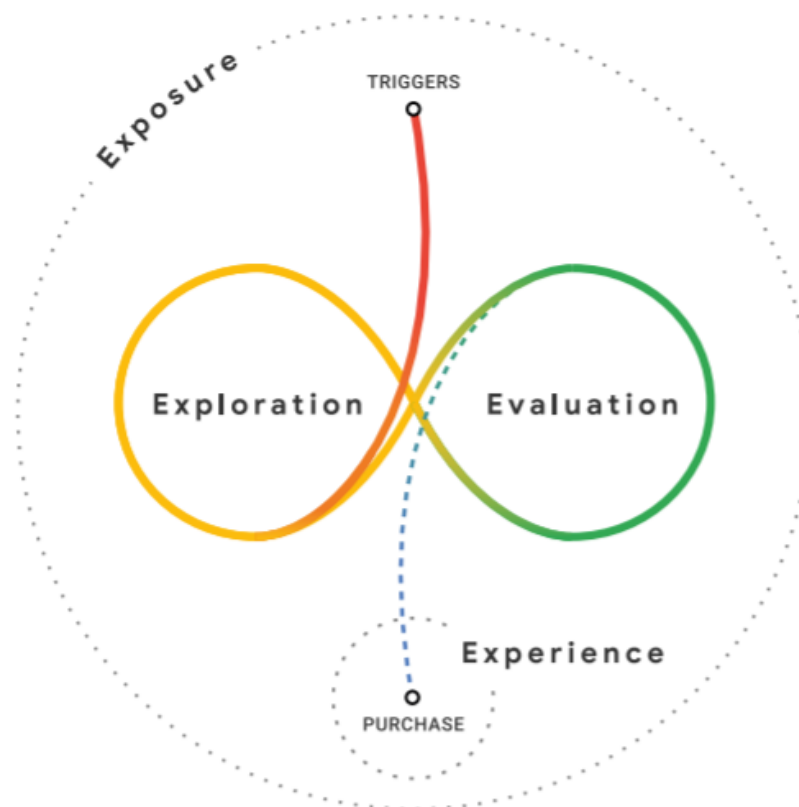


Figure 8. Google's user path during online search

A company should aim to provide to the customer everything that he or she needs to be able to decide without being forced or tricked but instead feeling comfortable and sure about his or her option. This means that users are enticed to change their decisions when given the choice to make a new choice (Google, 2021)

2.8 The power of emotion and logic in Synergistics

Humans as beings can develop their personality traits based on their inner self evaluation, due to their constant interaction with the environment and the solutions and responses they tend to provide to challenges (Widick et al., 1978). Effectively all personality traits are reflected in peoples' daily actions, and they inherit two psychological aspects: a) the deep intuitive feelings of motivation b) the consequential effect of a specific trait upon actions (Jayawickreme et al., 2019). This personality reflection suggested that emotions and cognition are not two separate mechanisms, but they are intertwined as “neural signals” are supported by subconscious inputs (LeDoux & Brown, 2017).

Online advertising and even traditional means of promotion have never been separated from each other and always function collectively (Kingsnorth, 2019). The experiments of Chandrasekaran et al. (2018) offered insights on the synergistic relationship of offline and online advertising displaying that emotional content (particular in TV) is not related to online brand search but autonomous self-conducting product research is related to offline consumer behaviour, again highlighting the power of micro moment marketing. So, it is likely possible that companies do not have full control of the branding image of their products, created by their advertising campaigns, because consumer's role has been enhanced due to the radicalization of internet, creating a consumer driven interactivity (Schultz et al., 2012).

On the other hand, there are 2 main scientific approaches for understanding emotions in advertising. Basic & Dimensional. The basic approach describes emotions as inherent traits from birth and each one is distinctive and concrete from one another (Li et al., 2018) Waldt & Roux (2016) define advertising synergy, as Naik & Raman (2003) initially described, as the occurrence of a various combination of effects relevant to multiple marketing crowd reaching activities, which succeed to surpass the sum of their individual effects. To better grasp the power of synergy, Dong et al. (2017) proposed the “Types of Multimedia Synergy” conceptual model explaining that how is content physically presented, how is information cognitively delivered, the level of source diversity and timing will affect the level of message credibility and the strength of a message.

2.8.1 Realms of Experience

The creation of a distinctive experience is key for gaining a competitive edge against competitors. The process of creating experiences is described by the limited but rather simple model (Tercia, et al. 2020)

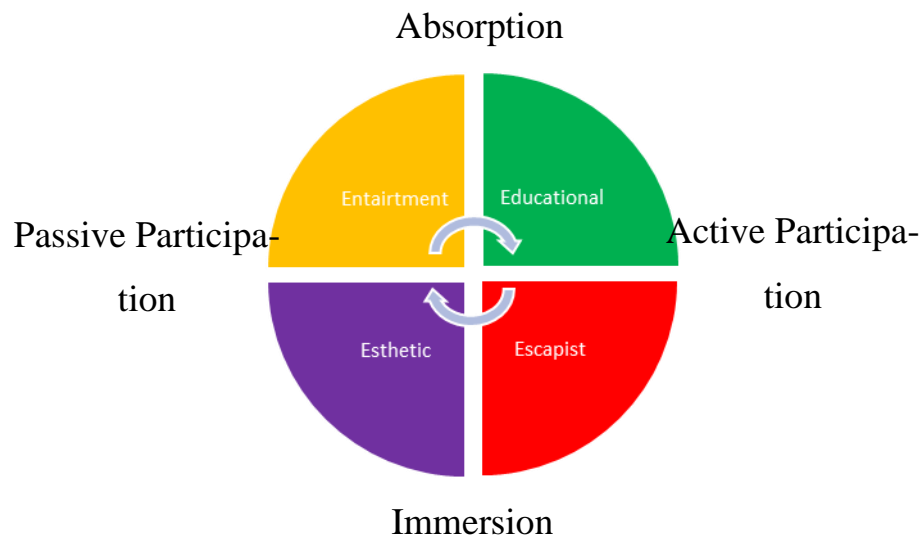


Fig 9 The four realms of experience. Source: Pine and Gilmore (1999).

Staging an experience is related to creating something memorable. An experience is an event that engages someone in a more personal and direct way. It is not about entertaining, it's about engaging, making them emotionally invested (Pine & Gilmore, 1999).

The four realms are briefly described as below:

- ✓ The escapist is looking to lose himself in a new immersive world,
- ✓ The esthetic tends to observe and admire the stage, but no active participation is required
- ✓ The educational means to achieve a learning goal,
- ✓ The entertainment is not permanent.

A good experience has a well-defined theme and a specific vision. This theming demands a participative story and strong themes create multiple places to see and visit but be careful to have the theme match the character of the vision or the stager. Practically the value of an experience lies in the memory of an individual regarding an event, else called as lingering (Pine & Gilmore, 1999).

2.8.2 Human cognition theories

According to Ajzen & Fishbein’s theory of Reasoned Actions, individual tend to form decisions based on a set of beliefs influencing how a person view his or her action’s consequences as well as what others think about his or her actions (Thomas Sarver, 1983). People will make decisions relevant to their behavioral and normative beliefs, which are related to someone’s possible psychological barriers or activators (Montano & Kasprzyk, 2015). Nelson-Field et al. (2013, p. 209) have presented a list of paring emotions according to arousal level, which is mostly developed on previous literature concerning psychology and neuroscience. This list deconstructs basic emotions into lowest and highest extremes to establish a benchmark emotion and arousal extreme reactions.

Basic Emotion Descriptor	Positive High Arousal	Positive Low Arousal	Negative High Arousal	Negative Low Arousal
Humor	Hilarity	Amusement	Disgust	Discomfort
Motivation	Inspiration	Calmness	Sadness	Boredom
Temperament	Astonishment	Surprise	Shock	Irritation
Awe	Exhilaration	Happiness	Anger	Frustration

Figure 10 Emotion & Arousal depicted in viral videos (Nelson-Field et al, 2013)

According to Nelson-Fiend et al. (2013) videos that are more prominent to be shared between individuals describe arousal friendly emotions, such as surprise or fear, especially those that include positive arousal emotions. These results somehow support the

notion that users are more receptive to online advertisements, which include positive elements and not negative or coercive emotions (Eckels & Bolls, 2011).

Cognitive Load Theory engages learners to acquire knowledge via the randomness of solving a problem, using prior knowledge or trial and error (Sweller, 2011). The transformation of information via multimedia to action-oriented searches should be based upon a cognitive background to fully understand the process. According to CLT instructed information in any form or state has 3 main cognitive load traits (Paas et al., 2010):

- Intrinsic (level of complexity)
- Extraneous (level of cognitive discord due to poor design or methodology)
- Germane (necessary cognitive resources)

CLT focuses on utilizing cognitive tasks based upon someone's Working Memory and simultaneously facilitate as directly as possible cognitive changes in the Long-Term Memory, which is responsible for learning (Paas et al., 2010). Practically the theory suggests that non-advanced learners should be guided through a task until they develop the necessary muscle memory to perform it regularly with limited instructions, thus when a learning process is initiated with them the level of guidance would be low (Plass & Kalyuga, 2019). Cognitive Load Theory also suggests that motivation is relevant to positive emotions and personalization elements such as personal annotations in speech (Plass & Kalyuga, 2019).

2.8.3 Emotion versus Mood

One of the most ambiguous scientific relationships is that of the term mood and emotion, being used either interchangeably or as two completely separated terms (Biddie & Moutrie, 2007). Initially, Kellerman & Plutchik (1980) stated that emotions are states of our mind, provoked by a variety of stimuli, and steered towards the stimulus activator. Later, Ekman (1992) distinguished emotions from mood elements, not only as basic, concrete, and unique with each other, having specific duration, onset and grouping annotations but they are also linked to our everyday life and evolved according to our society's evolution. On the other hand, Lane & Terry (2000) described mood as a "set of feelings" having a certain, limited but unspecified duration, great variety in intensity, incorporating more than one emotion and it is always omnipresent as a psychological

state. It is obvious that mood and emotions are closely related to each other and even interconnected. Mehrabian (1997) notes the generality of the term “mood” over “emotion” as he states that certain emotions are part of a more generic psychological state, the mood, citing examples such as “tense” and “stressed” dignify displeasure, high arousal, and submissiveness or “happy” and “elated” are included in pleasure, high arousal and dominance.

2.9 The value of synergy in tourism marketing

There are factors that seem to apply on online consumer’s behavior based on the Kim et al. research (2015). First, screen size does not seem to effect user’s choices. In addition, users tend to gaze lower results in a large screen compared to small screens which in turn were less prone to scrolling past the first 3 search results. Furthermore, people while browsing tend to spend more time and attention to textual elements included in image or video online trying to decode the text. This tendency was tested in online search results where text and images were combined to be presented in different zones throughout the screen (Hughes et al., 2003). A similar in concept study conducted by Pan & Zhang (2010) revealed that users tend to spend less cognitive time viewing text descriptions, thus spending more time evaluating choices presented in image form. Interestingly during the experiment was shown that users tend to spend more time analyzing initial and final images of a sequence. The study was conducted using eye tracking methods. According to Mikheeva et al. (2021) who found that in a sequence of pictures created to arouse emotions in users during a learning process the first impression picture caused significant levels of valence and fostered the learning process compared to the rest of the shown pictures afterwards. Positive decorated pictures can decrease cognitive load and increase cognitive load (Mikheeva et al. 2021). The proposed testing procedure for emotional designed pictures seems to follow a pattern base on:

- Test apriority knowledge upon a subject
- Show 1st test picture
- Perform task
- Show 2nd test picture
- Perform task
- Evaluate

Images shown for a duration of 1s and a max sequence of 6 seem to be easily comprehended and established in long term memory (Potter et al., 2004) and it also seems information is retained for approximately 14 seconds. Moreover, in Potters et.al. (2004) experiment has been shown that an early title presentation before the actual image yields significant memory results in previously observed pictures. Aside of display advertising, a study from Kellar (2006) revealed that users spend more time seeking information (something is to happen) compared to discovering facts (something that happened), which tend to consume less time. Furthermore, consumers have different experiences occurring in different in a different time rate and under different circumstances thus their perception about a brand is constantly changing (Romaniu & Neycz, 2013). This effect seems to be countered by omnichannel marketing, due to advertising messages being repeated in various media as presented by Lim et al., (2015) have superior effects in terms of reinforcing brand perception compared to advertising messages via a single channel

2.10 Related work on digital marketing synergistic effects

Competition in the tourism sector has been escalated the recent year, something which is depicted on the increased effort and money to support web based and tv marketing campaigns (Bastiaansen, 2020). According to Hosany & Prayag (2013) there is an extended endeavor from researchers to classify tourists both into socio-demographic groups and in relevance with their elicited emotions towards destinations, based on intensity, relevance, and timing. These actions underline the significance of human emotions and their consequences on everyday life as well as explain the tendency of the tourist sector to adopt facial expression recognition in their facilities (Gonzalez Rodriguez et al., 2020).

- Hosany & Gilbert (2010) displayed the existence of a positive relationship between satisfaction and the intention to recommend a destination to others.
- Hernández-Méndez & Muñoz-Leiva, (2015) argue that animated display ads function as a reactance contributor alerting viewers of possible advertising messages.

- Kokkinis et al. (n.d.) revealed a disturbing situation for the majority of Greeks associating online advertising with deceptiveness and indifference.
- Pan et al. (2016) imply that people are more likely to spend more time in image-based hotel choices than to text-based only and they are willing to let heuristics take over their decisions to avoid heavy cognitive load.
- Tercia et al. (2020) outlines the power of pre-travel stimuli for creating a pre-existent experience for travelers, in order to reinforce emotions related to that experience.
- Park et al. (2019) notes that online reviews are more powerful (especially negative ones) in influencing a change in consumers' attitude than personal recommendations or online advertising.
- van Bommel et al. (2020) indicated that facial expressions were more intense during a tasting activity even though explicit food-related emotions were more prominent between tasting activities.
- Dhaoui & Webster (2021) in large-scale research regarding consumer and brand engagement in social media discovered evidence of certain synergistic behaviour. Positive consumer interaction is reinforced by positive comments, non-impulsive or automatic but time-wise answers by brands to consumers also enhance positive interaction and mainly videos were shown to affect positively attitude towards a brand.
- Li & Xie (2018) in a similar synergistic in nature research about images and their effects on Twitter sharing discovered that images with higher colour variations, professionally taken pictures can boost sharing of an image.
- Hosany et al. (2015) assessed their destination emotion scale focusing on the generalized feelings of love, joy and surprise as these were the most robust in providing specific results. They also combined the place attachment emotions with behavioral statistics to exploit the association between place attachment and emotional states.
- Cortinas et al. (2019) displayed the complexity of the consumer journey and how specific tasks during the purchase can lead to positive attitude towards the brand. These findings are even more important when we consider that users are turning increasingly to their smartphone for answers.

- Mahieu et al. (2019) compared three discrete and different stimuli (chocolate, perfume & video ads) by offering the possibility to conduct the experiment from home in real time scenarios. The 3 varied stimuli provided insights about face expressions limitations.
- Dong et al. (2017) was the first in our knowledge to distinguish diversity, complementarity, and variety of media to examine synergy effects in digital marketing. However, the research only employed implicit methods (questionnaires) but it is revealed that a proposed marketing message is more likely to affect consumer's attitude when there is a variety of marketing sources, supplementing the same marketing concept.

3 The Study

3.1 Research Initiative

The research hypothesis is a variable-specific explanation of a problem, which is accurately defined, the variable relation is described, and it links the background theory to the actual research (Mourougan & Sethuraman, 2017). Many researchers highlighted the relationship between preexistent stimulus affecting people's perceptions online about a product or service (Chandrasekaran et al., 2018; Dong et al., 2018; Park et al., 2019; Mahieu et al., 2019; Tercia et al., 2020) but they did not fully explore in depth the connection between emotions and consumer behavior at a synergistic level of marketing accuracy and how does this accuracy change while evaluated in different timeframes. This perspective is and will become even more significant as Google from 2011 to 2021 is revealing that consumers are demanding answers to their problems instantly, via a more complex route by overriding the barrier of time and information disclosure.

The firm, which manages to present itself at the right time, with the right solution and in the right digital place will succeed. So it is crucial for each organization to fully understand, whether their online campaigns are delivering the correct messages. According to de Wilk & Noldus (2021) implicit research in strict laboratory conditions is unable to explain elicited emotions, while explicit methods such as questionnaires or emotion tracking are relevant to cognitive machinations and conscious decisions, situations that are highly different from real time scenarios. These data are crucial for future research, especially when combined with the observed time spent by users on watching online ads and the user involvement in content creation (Anusha, 2016), plus the fact of instigating in any way product involvement will lead to increased brand recall and eWOM (Belance et al. 2020). However, there are not many studies regarding this complex phenomenon for the tourism sector, except to our knowledge of Hosany's specific attempts on measuring emotional experiences of tourists. As Bilos et al (2018, p. 63) notes, "...they expect businesses to proactively anticipate their needs powered by contextual data".

3.2 Research Questions

Ramaswamy (2015) have stated in a Google report that “The successful brands of tomorrow will be those that have a strategy for understanding and meeting consumers’ needs in these micro-moments”. We have explained previously how micro moments are shaping the future of digital marketing and how online synergy will be crucial for understanding this phenomenon. According to Global Report 2022:

- The top reasons to use internet is finding information and communication
- 5 out of 10 people worldwide use videos for learning
- 4 out of 10 discover brand via search engines
- Paid and organic digital marketing strategies should be used cooperatively
- Consumers respond better to content, which is naturally fitted in their media platforms

These facts have made us question the status of online marketing synergy, as there is a limited number of studies focusing on what it could be the future of marketing, especially in the tourism sector. We should note that a traveler’s decision is effectively influenced by a moderately low number of images being presented together, stirring the interest of the user, and also showing that users tend to limit the cognitive load of information about a problem (Pan & Zhang, 2010). Prayag et al (2018) argues that tourism with a personal attachment to a place and a personal motivation to visit a place are more likely to suggest this destination to others. However, negative emotions can influence consumers intention to purchase, mostly prohibit it than just altering it (Pelegrín-Borondo et al., 2020). In addition, Zhi et al. (2018) noted that hedonic liking is more easily understood in reverse with negative emotions, so it is easier to ask the user the question about what he or she does not like and not vice versa. Park et al. (2019) notes that consumers are most likely influenced more by negative product reviews than other online media such as videos. Lim et al. (2015) is implying that consumers can have attitude changes when a message is being consistently repetitive in different forms such videos and images than being repetitive in a single form and the multi-media synergy can also incite specific behaviors.

On the other hand, Cortinas et al. (2019) observed that consumers spend more time and cognitive load in making a purchase decision. Mahieu et al. (2019) have noted that taste hedonic liking is less powerful in eliciting emotions than smell, which is weaker than sight and there is evidence that video advertising can be in fact more prominent in creating any kind of emotion to the user. Dong et al. (2017) has shown that the delivery of a marketing message in different forms can enhance the strength of the message even though it seems to play a minor role in increasing brand credibility. This also reaffirmed by Dong et al. (2018) as a different combination of online media can influence purchase intention.

3.3 Research Hypotheses

Emotional accuracy in digital marketing campaigns can be challenged by the first impression factor as van Bommel et al. (2020) observed that people elicit stronger emotions at the start of an activity than in-between activities, while using emotion recognition software. These results support Zhi et al. (2018) findings. Especially, Hadinejad et al. (2019) discovered that females are most likely to express greater variation in arousal and valence levels than men, especially in the first 5 seconds of an experience. This result is consistent with the suggestions of Fischer & LaFrance (2015), who argue that females are more expressive than males, even though strong social norms still may dictate emotions today.

There is evidence that a considerable difference exists between consumers' implicit and explicit responses regarding emotional stimuli, as explicit responses are a product of cognitive processing opposed to implicit responses being a product of impulse decision-making (Danner et al., 2014). As LeDoux & Brown (2017) noted emotions are connected to cognition by subconscious neuro-synergistic processes, which probably have been established throughout someone's life as psychological activators & barriers relationship (Montano & Kasprzyk, 2015) especially when we consider the absence of arousal elements in explicit types of research. However, the type of stimulus used in emotion research affects the level of emotional response's strength and even the name of the stimulus will affect these levels (Cardello & Jaeger, 2016). In fact, people's personal attitude about the concept of eco-tourism will affect their intention to visit a destination labeled as such (Nowacki et al., 2021). This labeling was an effort from New Zealand to

reposition itself in the global tourism market, rebuilding its identity and recreation the emotional link between the place and the people (Pereira et al., 2012). Therefore, we are looking for the level of emotional accuracy of New Zealand's campaigns.

- ✓ *Ha0: Arousal & pleasure levels will be different between those measured by the self-report tool and those by the face tracking application*
- ✓ *Ha1: Arousal & pleasure levels won't be different between those measured by the self-report tool and those by the face tracking application*

Tercia et al. (2020) discovered a positive relation between different visual stimuli in different advertising elaborations, implying that the esthetic and escapist aspects of Gilmore & Pine (1999) theory are the most prominent in enticing users to travel to a destination. Tercia et al. (2020) declares that a single advertisement is enough for the escapist travelers to be persuaded for a destination's value. On the hand Park et al. (2019) suggests that the only true contributor for influencing someone's perception about a destination is an online review and thus single ads are not effective in that regard. Similar results have been seen in Dong et al. (2018), which indicate that multimedia ads are more effective during cross-media presentations than single media frequency intensive repetition. In a general perspective, as hedonic satisfaction increased, so user's intention to recommend or visit a destination escalates regardless the ad types but relevant to the ad intensity (Hosany & Gilber, 2010).

- ✓ *Hb0: Those users, who experienced both types of ads won't show higher intention to visit New Zealand than users, who were exposed only to one of the two types.*
- ✓ *Hb1: Those users, who experienced both types of ads will show higher intention to visit New Zealand than users, who were exposed only to one of the two types.*

Destination marketing should take into consideration the fact that people link their experiences with their emotions (Hosany & Prayag, 2013) although observed marketing synergy differs between well established brands and new ones in the mind of the consumers, as online channel advertising deemed to be more effective than cross channel advertising for established brands and vice versa Pauwels et al. (2016). In our case, the premise of Tourism New Zealand (2010) was promotion of beautiful and unique landscapes of the country as the brand's power in conjunction with the feeling of a clean, sustainable, pure environment to experience (Bell, 2008; Yeoman & McMahon-Beattie, 2014).

- ✓ Hc0: *Those users, who experienced both types of ads won't match most of the keywords & pleasure levels associated with 100% Pure New Zealand Campaign than those, who were exposed only to one of the two types*
- ✓ Hc1: *Those users, who experienced both types of ads will match most of the keywords & pleasure levels associated with 100% Pure New Zealand Campaign than those, who were exposed only to one of the two types*

3.4 Defining & organizing the variables

Our hypotheses suggest the evaluation of *intention to visit the destination* of the experiment, *the arousal & valence levels* of the participants and mostly the *match of emotions associated with pleasure and keywords* of the campaign with the user generated information. The third variable will be defined as the difference of observed emotions and keywords between the self-report tools and the face tracking tool, plus the keyword analysis of the campaign. The majority of other studies tend to view online media synergy in a deterministic way, by examining the influence of a variety of factors on the consumers' purchase intention or destination visit intention (Dong et al., 2017; Dong et al., 2018; Kumar et al., 2017; Lim et al., 2015; Hosany et al., 2015). However, this view does not consider the role of emotions on consumers' decisions (Pine & Gilmore, 1999) and the trend of micro moments, in matching intent to consumers' experiences (Google, 2017; 2021). The subject in question is the level of fit in a cross-media synergy environment, to achieve the matching of user intention and campaign success as was de-

scribed by Voorveld & Falkenburg (2015) looking for similarity and integration between media or campaigns. This fit in the tourism sector should be supported on emotions as the majority of tourism campaigns aim to connect experiences, emotions and people together (Hosany et al., 2010; Hosany & Prayag, 2013; Hosany et al., 2015; Prayag et al., 2018; Pelegrin-Borondo et al., 2020). To our knowledge there is not any other model for evaluating synergy except its relation to intention to visit. Thus, we propose the comparison of accumulated emotions as the difference between means. This notion incorporates suggestions from the literature review that motivation and emotions is linked, cognitive structures and emotions are linked and experiences are results of the previous links.

Dependent Variables	Type	Nature	Measured by
Intention to visit	Ordinal	Categorical	Would you visit this destination? Would you recommend this destination? Would you say positive things about the destination?
Arousal levels			Face Reader & Manikin Tool
Pleasure levels			Face Reader & Manikin Tool
Valence levels			Face Reader & Manikin Tool
Emotional Fit	Discrete Scale	Continuous	(Average (real time data) – Average (self-repot tool data)) ²

Figure 11 The study's variables

The evaluation is described as: $(\text{Average (real time data)} - \text{Average (self-repot tool data)})^2$ and practically can be measured by calculating the statistical significance of means difference. If there is a statistically significant difference, then it is implied that users did not experience the same feelings during their interaction with the ads and after their cognitive evaluation of their emotions. The same is legit for the collected keywords. If specific emotional states are linked with specific keywords and the previous statistical relations is occurring, combined with the fact that these keywords don't match with the campaign's generated keywords, then it is implied that the campaign is not matching user's intention, therefore is not fulfilling its primary marketing goal.

We should note that our methodology and variable construction is following the suggestions of Scherer (2005) for building a successful and unbiased emotion evaluation method:

1. Focus on asking respondents how they experience overall a feeling
2. Try to overcome the simplicity of arousal valence relationship
3. Present emotions to the language of the participant to reduce semantic barriers
4. Try to measure the intensity of a feeling in par with all possible emotions
5. Use graphical instrument forms to capture emotions to allow people from different backgrounds the same understanding of the emotion in question

3.5 Experimental design

Based on Mahieu et al. (2019) methodology, the subjects should be first recorded for some seconds without the interference of any stimuli to establish a neutral state of emotions as a baseline comparison afterwards. The same strategy will be followed regarding the level of awareness by having the participants to complete a knowledge questionnaire about New Zealand. Therefore, we will be able to establish a point of reference about their experiences regarding New Zealand, for later comparison.

1. According to Isomursu et al. (2008), there are certain research issues during experiments involving mobile phones that should be taken into consideration: a) experiment subjects should be as close as possible to real users b) the experiment should be conducted in real life scenarios c) the researcher should be absent during the experiment in order to minimize his or her influence on the subjects. So, we will offer information in written standards or recorded in audio.
2. Throughout Gupta's et al. (2016, p. 486) research suggestions, there is evidence that online users exposed to online banner ads (depicting static images) have a higher chance to engage with a product in a two-week course, implying that people during this time frame are still affected by the ads' messages. Online users seem to pay less attention to animated banners in websites compared to static banners even though they seem to pay less time in fixating to text than to images (Hernández-Méndez & Muñoz-Leiva, 2015). For all the above reasons, we have selected static images directly from the 100% Pure New Zealand, which also feature prominent places in video ads.
3. There is evidence that emotional responses are more prominent during the first 5 seconds of a video session, thus explaining the relation between video duration and emotion levels (Zhi et al., 2018). There is also the variable of animation frequency as experimental evidence suggest that the animation sequence in video advertising can greatly affect the psychological response of the viewer, either when fast animation scenes take precedence of slow animation scenes – increasing arousal – or when slow animation scenes take place before fast paced animations – increasing the sense of comprehensiveness (Sundar & Kalyanaraman, 2004). For this reason, the chosen video for the test has the above qualities.

The case of 100% Pure New Zealand was chosen as an example of successful branding and marketing consistent throughout the years, having a clear and consistent message, easy to understand for conducting research. We have decided to represent the whole research process in one flowchart (Figure 12) for a better understanding.

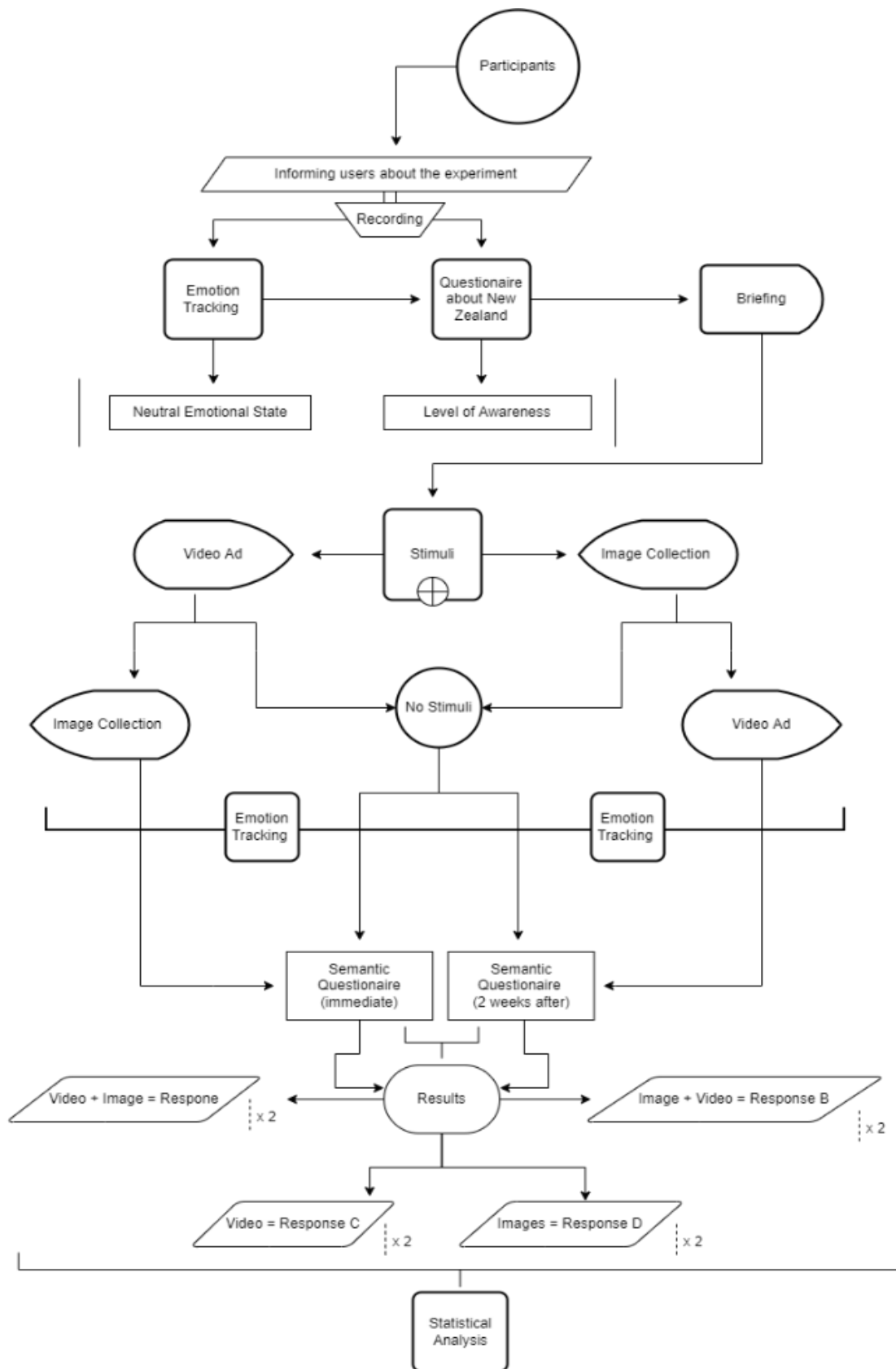


Figure 12 Research's design

The participants were informed via social media and email about the research. They were prompted to participate via a website dedicated to the study. The website included guidelines, information and two buttons redirecting the users to the face tracking tool and the self-report questionnaire.

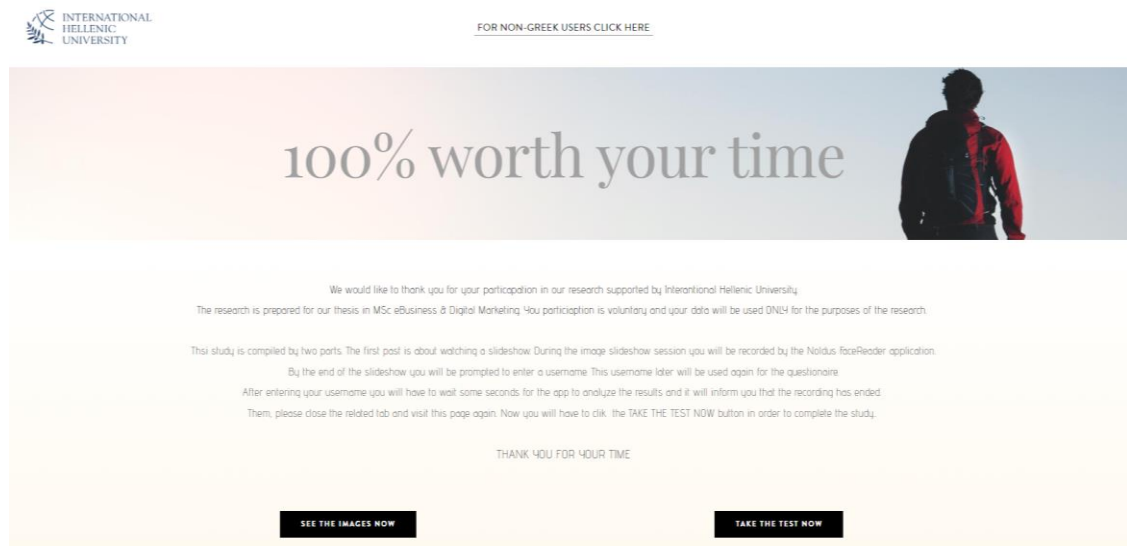


Figure 13 Study's landing page

Later the participants were guided through face reader's tools which included an initial tracking of the face for establishing eye focus and the neutral state of the user. After that a short description with specific information about the experiment and a username field were presented to users and the video or image sequence was also shown. By the end of the activity face reader analyzed the results and the users were redirected to the initial website, to proceed with the questionnaire.

3.5.1 Details about research design and planning

There are situations, which often bind people (as tourists) to a broad scale of emotion-rich experiences, that require from the researchers to consider variables such as destination and tourist specific characteristics (Hosany & Gilbert, 2010). This experience should be as natural as possible. Therefore, Zhi et al. (2018) argues that face tracking experiments are better conducted under real time conditions because during a lab session the researcher must inform the participants about the video recording process as this may affect their disposition towards the research.

The study of Crist et al. (2016) establishes some baselines when using emotion rating measurements:

1. Evaluation of different focus groups in different conditions but under the same principles
2. Establishment of a *neutral emotion state* where the group is tested in the same experimenting principles without the existence of stimuli
3. Establishment of a *baseline treatment stimulus* where the group is tested in the same experimenting principles with the existence of relevant stimuli

Three step recalling test can be used according to Young & Robinson (1987, 1989) to evaluate the remembrance level of an experiment's subject. First, the sample size is calculated, then the cutting or editing points of the video are assessed. Following Ren et al. (2020) research analysis about frame selection, the choice will lie on:

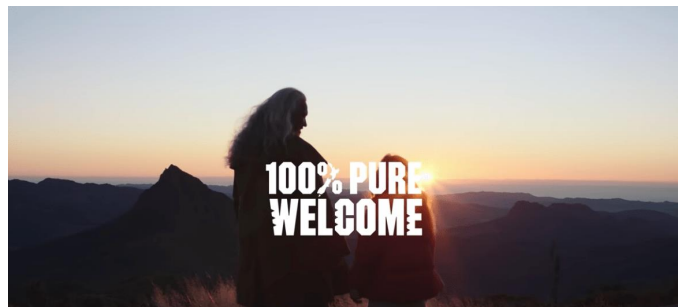
- High quality image – no blur or distorted artefacts
- If a face exists should be completely visible
- Full representation of the video's idea or goal

Finally, three non-relevant frames are included as images, chosen based on similarity with other relevant frames, to support validation reasoning of the video (Pan, 2011). According to Mahieu et al. (2019) to have a set of reactions close to real time situations, the sample subjects should be unaware of the type of stimuli being subjected to and retain some close relation to the product or service that the research is about. This practi-

cally meant that participants were not aware that they were subject to an emotion tracking device but only that they had to react to the research's tools (Zhi et al., 2018). However, it is proper to prepare the participants psychologically by advising them to sit comfortably and giving them specific instructions on the matter at hand (Zhi et al., 2018). As of the timing between responses and summarizing, the study follows the framework of *Arias – Bolzmann as cited in Dong et al (2018) to monitor emotional reactions by allowing the participants 5 minutes to summarize their feelings and thoughts about the advertisement they had just experienced*. In addition, Zhi et al. (2018) observed that users tend to express their true emotions during the first 5 seconds after the stimuli was effectively perceived by them and later would turn to a neutral emotional state until the appearance of the next stimuli. Finally, the research is a visual based task and as such, the participants' eyes will be preoccupied also with unintentional information processing about the surrounding environment, expending working memory's resources, limiting their focus, and thus will be advised to close their eyes before the beginning of each session for better focus (Vrendeveldt et al., 2011, as cited in Paas & Ayres, 2014)

3.6 The 100% PNZ campaign as a testing subject

The government of New Zealand had started in 2001 repurposing and redesigning the country's tourism international appeal by focusing on sustainable tourism as part of the Resource Management Act of



1991 (revised in 2008) and the New Zealand Tourism initiative, which are focused on protecting, promoting and enhancing the environment of the country as a holistic experience (Connell et al., 2009). The campaign 100% Pure New Zealand was the answer of the marketing challenges that New Zealand tourism market was facing, absorbing only 0.25% of the global tourism (New Zealand Ministry of Tourism, 2010). It was obvious as Morgan et al. (2002) noticed that New Zealand decided to send a consistent and specific message to create a niche brand with the goal to present New Zealand as the destination that someone can “Come now, Do More & Come Back”. The marketing cam-

campaign has managed to uplift in the eyes of the world, the already according to the general public, stunning environment and top ranked attraction, connect the terms “eco-tourism” and “environmental friendly” and by the end of 2008 (Bell, 2008) something that was apparent until 2016 (Hayes & Lovelock, 2017) and until recently in 2020 when the government has issued a border restriction of visitors due to Covid 19 pandemic (New Zealand Tourism, 2021).

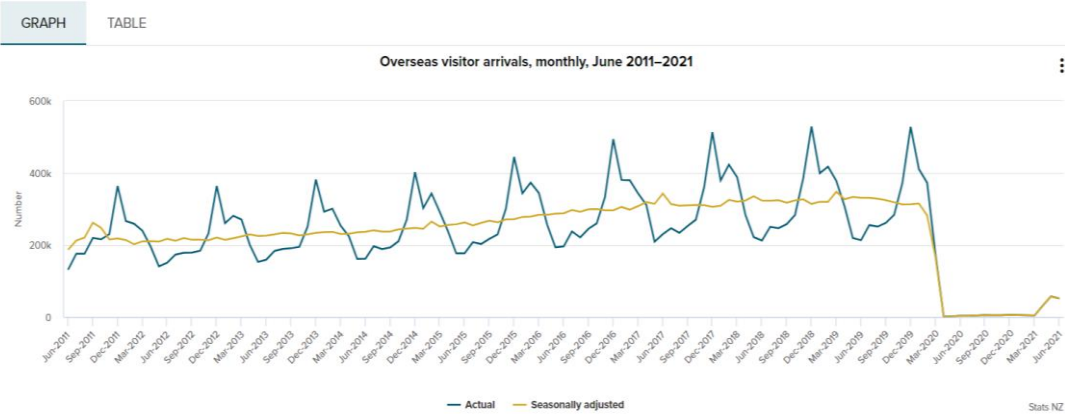


Figure 14 Number of visitors in New Zealand from 2011 to 2020

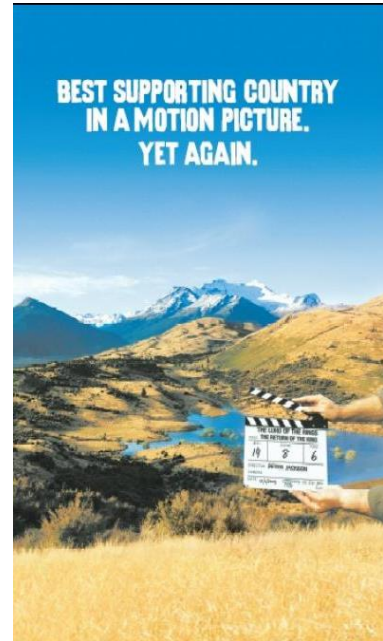


The campaign in analysis followed the branding destination principles of creating the basic brand elements of name, logo, sign, consistent design and specific terms with the name being the most significant of all (Cai, 2002). The campaign reinforced an already established perception of New Zealand (Bell, 2008) effectively followed the premise of reinforcing knowledge about the physical details of places as well as promoting the natural beauty of the destination (Baloglu & McClearly, 1999, as cited in Pereira et al., 2012). The Tourism New Zealand Initiative (2010) in their decade report explained that their research had shown the prominence of the natural beauty of landscapes and places followed by the uniqueness of the destination’s culture and promised adventure and all these should be incorporated into a slogan that could be transferred and understood amongst different cultures. Tourism New Zealand capitalized on

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the breathtaking landscape and bound this feature with promotion of natural purity (Yeoman & McMahon-Beattie, 2014). Even today it is clear that people tend to visit or view favorably destinations, which take into consideration the state of the local natural environment (Nowacki et al., 2021).

New Zealand is highly associated with the feeling of “**uniqueness**” as a destination compared to other places (Qu et al., 2011, as cited in Hayes & Lovelock, 2017). The cultivation of this special feeling accompanies the establishment of New Zealand as a “**clean**” & “**green**” destination as it was used in marketing campaigns and even though they did not represent many tourists’ establishments, they were a popular notion either coming from popular images about the place or the local proximity of certain establishments (Bell, 2008). This idea has further reinforced the concepts of presenting New Zealand as a “**sustainable tourism destination**” & embracing the **cultural aspect of hospitality** while visiting the country (Yeoman & McMahon-Beattie, 2014).



Tourism New Zealand (2010) in the decade report have highlighted how the country represents the “unique natural and cultural” gateway of people from their “mayhem being experienced in their home countries” and simultaneously taking advantage the commercial power of the Lord of the Rings trilogy taking place in the country. Of course, the campaign alone was not the sole reason for success, as the Tourism New Zealand initiative engaged in many real time campaigns by bringing travel agents to the country, hosting events, taking part in international surveys, or even organizing webinars.

The study is retrospective in nature and as such is almost impossible to recover data related to search engine results about the campaign for the previous years. As a result, the only data available originated from the relevant literature. However, the campaign was being actively pursued by New Zealand until 2019 and an analysis of keywords by the MOZ tool can yield interesting results.

Keywords by Estimated Clicks

Estimated clicks for top keywords, based on volume and CTR.

Keyword	Visibility
new zealand map	22,682
new zealand weather	10,529
new zealand climate	2,720
new zealand haka	2,423
new zealand native	2,423
new zealand natives	2,423
where was lord of the rings filmed	2,423

Top Ranking Keywords

Your top keywords sorted by ranking position. [Learn more about keywords and how they affect rankings.](#)

Keyword	Rank
new zealand map	1
new zealand weather	1
new zealand haka	1
where was lord of the rings filmed	1
new zealand natives	1
new zealand native	1
new zealand climate	1

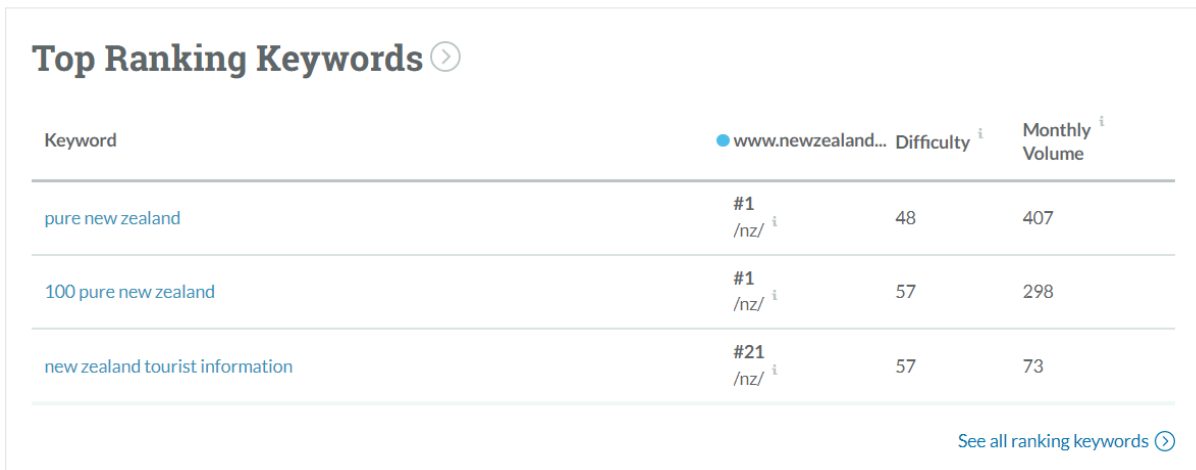


Figure 15 Keyword analysis for the 100% PNZ Campaign with the MOZ tool

In a first glance, we can determine some crucial elements about New Zealand and a user's intention. The above results offer information, which can be isolated and combined with the information obtained by the literature. Together, they will form a list of related keywords relevant to our research. This list includes the words and phrases below: *clean, green, hospitality, sustainable, clean destination, green destination, sustainable tourism, culture, pure, native culture, climate New Zealand, haka, lord of the rings, New Zealand natives, pure New Zealand, New Zealand information, natural and cultural getaway, unique destination, natural beauty landscapes, natural beauty tourism, breathtaking landscape, adventure tourism, natural environment, unique environment.*

3.7 Emotion tracking tool – Face Reader & Morphcast

Our study was conducted with the help of Face Reader & Morphcast. Face reader is designed to analyze facial expressions and it can classify facial expressions to seven emotional categories: sad, happy, angry, disgusted, and neutral (den Uyl, 2019). The software initially detects the face using the Viola-Jones algorithm and later constructs a 3d modelled face of the participant and through a trained artificial network system to classify facial expressions. According to Loijens & Krips (2019) each emotion is measured between 0 and 1. Values that indicate the intensity of the emotion. In addition, Face Reader calculates valence and arousal, which indicate negative or positive emotional state and active or inactive state respectively. Valence is measured as the difference between happy and negative emotions. Arousal's measurement is based on the Facial Action Coding System. Morphcast, measures the same emotions and also arousal and valence. It is using the renewed circumplex model of Russel and can detect also facial features, age, gender and pose of the user.

3.8 Emotion self-report tool's theoretical background

Scherer (2005) reviews emotions as a set of changes, happening subconsciously, in a related complex of conscious and subconscious systems, which are respectively the information processing, support and regulation, preparation and execution of action, motor expression and monitor of feelings due to external influences, thus suggesting an interconnection between cognition and emotions as supported by (Widick et al, 1978; Scheler, 2011; LeDoux & Brown, 2019). The significance of this statement is relevant to the state of tourism experience, which is both an amalgamation of a traveler's personal needs, motivation or experiences and a summary of external influences such as environment or culture, thus unveiling it as nonstop creative and emotional process (Pine & Gilmore, 1999; Aho, 2001). This process is supported by a combination of external stimuli and the state of the user's personality, which cause a variety of mental episodes via the episodic memory function, if an episode triggers a sufficient emotion response, it becomes an experience (Bastiaansen et al., 2019). Some of the most user-friendly representations of emotion capturing, is Russel (1980), Posner et al. (2005) and Cadello & Jaeger (2016) circumplex proposal, which both include a graphical representation of the wheel of emotions, adding points of strength in each line. The more closely a point is to the edge of the line the strongest the emotion. However, Russel (1980) had

already noted that people are not aware of all the possible reasons that they make them feel a specific emotion, thus a completely of overview of emotional understanding can come from observing body language and environmental effects.

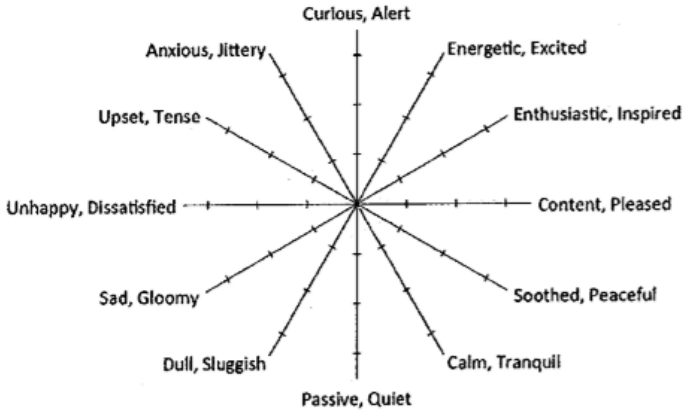


Figure 16 Circumplex emotion questionnaire (Cardello & Jaeger, 2016)

The key to evaluating and discovering how advertisements elicit emotions to people and how these emotions shape experiences and moments is the chosen method of measurement (Li et al., 2018). There are two main tendencies for evaluating emotion in the tourism industry: Self report of emotions and in-the-moment capturing, which either force people to enter a cognitive state of analyzing their experience or step in and out of their current experience to offer related feedback accordingly (Bastiaansen et al., 2019). These experimental designs are the expression of two grander methodological approaches: The Basic Emotion, regarding all emotions as discreet entities & the Dimensional approach, regarding emotions as a correlated set of finite emotions (Li et al., 2015; Hadinejad et al., 2019) attaching them separately to valence and arousal levels (Shen & Morris, 2016). According to Hadinejad et al. (2019) there are specific and validated techniques for each approach:

Self-Reporting Instruments

- Circumplex Model
- Pleasure Arousal Dominance (PAD)
- Positive Affect Negative Affect Schedule (PANAS)

Dimensional approach Instruments

- Facial electromyography (EMG)
- Electro-dermal analysis (EDA)
- Facial Action Coding System (FACS)

These 3 techniques are complimented also by two others: a) The Self-Assessment Manikin Model, which is a picture oriented self-report tool measuring pleasure, arousal and dominance emotion aspects, widely accepted by physio sociology (Bynion & Feldner, 2017) b) The Scale of Positive and Negative Experience (SPANE), which is a twelve scale items with half of the items measuring positive experiences and the other half negative experiences (Diener et al., 2009). Kim & Fesenmaier (2013) explain that the tourism experience is continuous process without a distinct starting and ending point, but it presents a distinct pattern of activation as it is perceived by human senses and later it expresses itself via the interlink of emotions and cognition, thus a combination of psychometric and real time sensory tools is better for understanding it. Experiences can be short in duration, be able to evoke strong emotions which can alternate someone's current reality and such events are memorable only when they create powerful emotions (Bastiaansen et al., 2019). However, as Campos (2016, as cited in Scot & Le, 2017) has noted in his research book, there are specific environmental “distractor”, “attractor” and “mediator” elements, which can affect the emotional experience of the users, obscuring the research path.

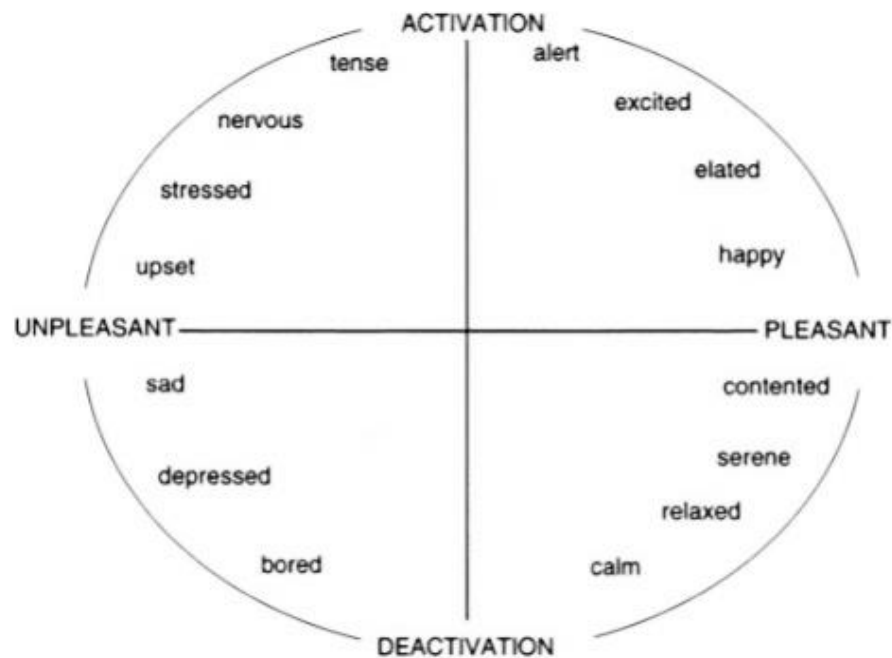


Figure 17 Revised Circumplex Emotion Mode (Posner, Russel & Peterson, 2005)

3.9 Self-report tool selection

For our research we will be relying on self-report and emotion tracking methods. Our goal is to enhance the advantages of each methodology and mitigate their disadvantages in order to achieve as reliable results as possible. A limitation of self-report tools is their tendency to simplify emotions into discrete notions (Klonsky et al., 2019), thus not taking into consideration the aspects of frequency (how often an emotion occurs), sensitivity (the influence of a stimuli to trigger an emotion) and intensity (the strength of an emotion), which are crucial for the emotional mechanisms (Tracy et al., 2014, as cited in Klonsky et al., 2019). Except from limitations, there are benefits in self report tools (Hadinejad et al., 2019) summarized in their research such as of usability, low cost, relatively easy to be understood by participants, do not affect the emotional state of participant.

- **PANAS & SPANE**

PANAS questionnaire via a 60 item scale measures 11 concrete emotional states, which include serenity, fear, attentiveness, sadness, self-assurance, guilt, hostility, fatigue, joviality (Klonsky et al., 2019). Respondents in PANAS offer answers on a 5-point Likert scale, with specific timeframe options to choose for, functioning as an indicator of emotional states (Mehrabian, 1997). The PANAS has been validated in many countries and in many different languages offering some results of robustness and even though it is based on the two-dimensional circumplex model, it treats emotions as discrete entities (Thomson, 2007). The short version instrument includes 20 questions, measured in a five-point Likert scale and it is divided into positive scored emotional states such as excited, interested, strong, enthusiastic, proud, alert. Inspired, attentive, determined, active and negative scores such as distressed, upset, guilty, scared, hostile, irritable, ashamed, nervous, jittery, and afraid (Watson et al., 1988). The positive versus negative perspective, especially PANAS questionnaire, assesses emotions as discrete emotional states, without considering the versatile types of relations between emotions & emotional states, such as someone being determined when he or she is angered, even though determination is a positive feeling according to the scale (Diener et al., 2007). Recently Scherer (2015, as cited in Fesenmaier & Xiang, 2017) explained what exactly an emotion looks like:

- emotions are distinct phenomenon (Ekman,1992),
- triggered by specific events,
- they have limited duration,
- their strength and expression is relevant to someone's personality
- they consist of cognitive and subjective feeling
- they urge people to act or not to act
- they are connected to motor expressions

The above characteristics prove the complexity of measuring emotions as Russel (1980;2005) has noted. The shortcoming of PANAS were partly alleviated with the creation of the SPANE scale by Diener et al. (2007). The scale is focused around the most significant emotions derived from Russel's circumplex model and it is completed in 3 steps during a timeframe of 4 weeks (Li et al., 2013). According to Diener et al. (2007):

- The first one, requires from the participants to answer a report of 12 broader emotional states (6 positive & 6 negative) on a 5-point Likert scale.
- The second step requires from the participants to answer 8 statements measured on a 7-point Likert scale, for their mental attitude to be identified.
- The third step requires from the participants to answer in 22 Yes or No questions in order their tendency towards positive thinking to be identified.
- The fourth step is the calculation of the correlation between these scales.

- **Circumplex, PAD & Manikin**

Russel (1980), Posner et al. (2005) Cardello & Jaeger (2016) suggest the usage of the circumplex model for evaluating emotions as it overpowers factor analysis, since it can easily represent the connection, distance and obscurity of different emotions. This was the reason that Cardello and Jaeger (2016) built the visual circumplex questionnaire, to evade the linearity and mono dimensional aspect of strict self-report tools, as annotations upon lines of emotions represent different levels of emotional strength. The circumplex model revolves around two dimensions, which are the level or arousal and pleasure. On the other hand, the PAD model revolves around pleasure, which is linked with willingness to do something, arousal, which is linked with the desire to do some-

thing and dominance, which is linked to confidence of doing something (Mathwick & Rigdon, 2004 as cited in Yang et al., 2020). Barker et al. (2014) offers an analysis of its node of the PAD model citing works of Russel, Osgood & Mehrabian:

- Pleasure is described as the antithesis between a positive & negative feeling, often associated with words such as excitement, relaxation, love, tranquility for positive and cruelty, boredom, or humiliation for negative.
- Arousal is described as physical alertness to external stimuli, and it is described with words such as fast/slow, exciting/calm, alert, aroused, active/passive.
- Dominance is linked to control or loss of control regarding social situations and described by words such as anger, relaxation, power, boldness, fear, anxiety, loneliness.

However, the three-dimensional model is challenged as in certain situations there is evidence that the level of dominance and arousal combined can be factors of prediction and influence on the levels of pleasure but not when observed as sole factors (Messara et al., 2010). These results support the initial findings of Russel (1980) & Posner et al. (2005) while building the circumflex model representing the correlation of different emotional states abandoning the notion of monopolar emotions. Practically there is evidence that dominance is much more complicated than pleasure or arousal and as it seems to be unrelated to culture, has different cognitive demands for understanding by a person and it the only differentiator when distinguishing related negative emotions (Yani-de-Soriano & Foxall, 2006)

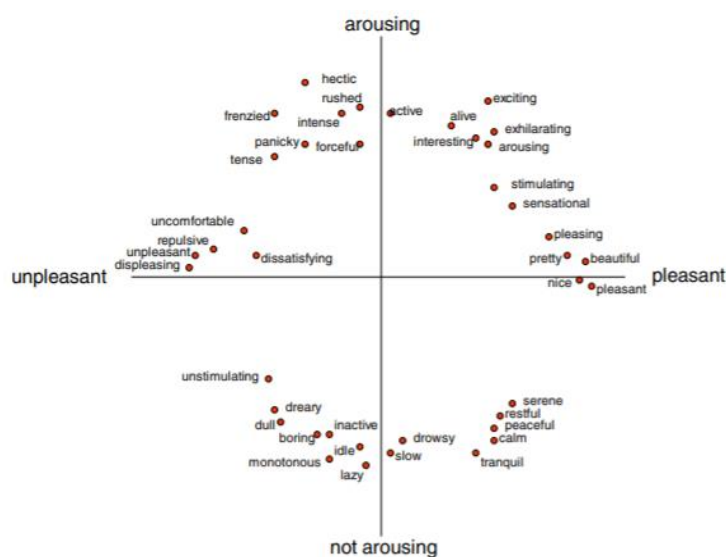


Figure 18 Emotion mapping on the circumplex model (Bakker et al., 2014)

Baker et al. (2014) noted that the connection of emotions and cognition of each person result to an emotional response based on different inputs, essentially stimuli from the environment and constituted according to the levels of arousal, pleasure, and dominance. Subsequently, there is a particular area of effect in the circumplex model, where those emotional responses are constantly on an equilibrium state, until an extreme stimulus or a deeply rooted cognitive signal becomes active. An extreme stimulus is easy to understand and its extreme reactions can find their roots on personal expectations, which may be linked to mental development (Vonk, 2003, as cited in Baker et al., 2014). On the other hand, deeply personal and subconscious emotions, or states are not only relevant to expectations but also find support according to Erikson (as cited in Widjik et al., 1978, p. 3) at the person's psychological dilemmas, while evaluating himself or herself as a social being and developing "a new facet" of "identity". Thus, we can be allowed to assume that during these identity "crisis" stimuli will be stronger than usual and emotions less specific than in emotionally mature states.

This brings again the question of response accuracy in self reports tools, as language barriers and differences in expressing emotions (Diener et al. 2007) and the emotion-cognition complex (Scherer, 2005;2015, Paas et al. 2010, Russel, 1980;2005) will probably distort the results. Towards this solution the Manikin Image Model was developed. Grimm & Kroschel (2005) argue that due to linguistic and descriptive limitations there is no way to be mutual agreement between people about an expressed emotion and a space oriented / nonverbal descriptor would be best as initially suggested by Kehrein (2002). The model measures pleasure, valence, and dominance. The SAM as a self-report tool consists of 3 sets of 5 images each, with each set representing the 3 main dimensions of the PAD and Circumplex models (Bydion & Fedner, 2017). Users observe a set of 5 images for each emotional dimension and choose one of the pictures or the space in-between them to describe the level of arousal, valence or dominance they felt during a situation (Grimm & Kroschel, 2005; Bydion & Fedner, 2017). Each scale is ranked from 1 to 9, with arousal and valence to be later reversed scored (Backs et al., 2005)

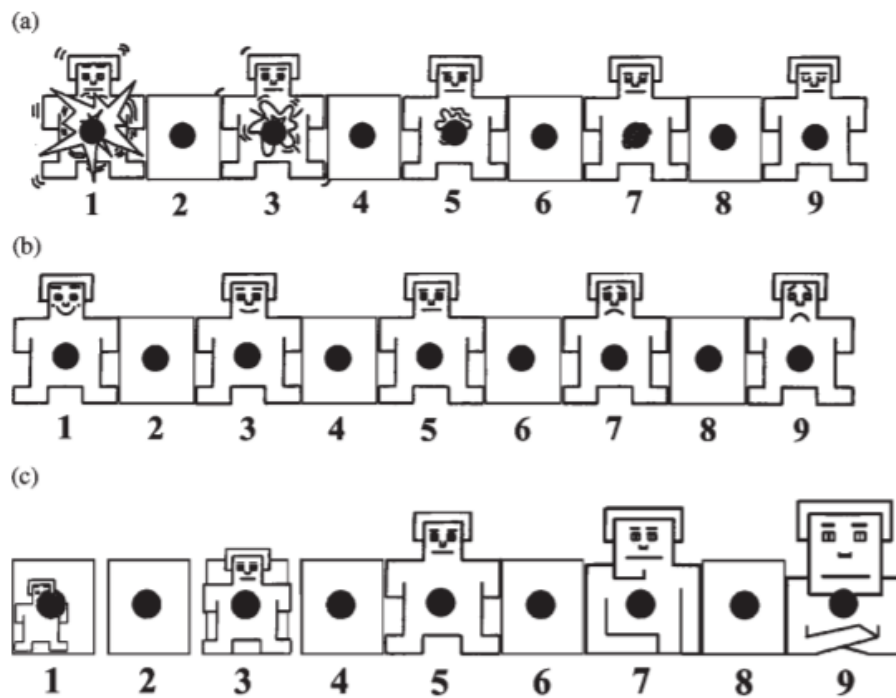


Figure 19 SAM tool: a) arousal b) pleasure c) dominance (Bucks et al. 2005)

The SAM tool was used to measure differences in arousal, pleasure and dominance levels between different age groups and regions validating the tool's implementation (Baker et al., 2005; Ito et al., 1998). According to Bradley & Lang (1994) the SAM model can be used to represent any item into a circumplex like two-dimensional space and it can function a visual comparison between a number of items in a diversified group of people, something that is supported by Grimm & Kroschel (2005).

3.9.1 Why SAM?

There is a list of validated self-report tools widely used for measuring emotions. These tools present considered differences and similarities. Therefore, we should decide which one is best for our case, monitoring image and video advertisements regarding a tourism campaign. Studies involving emotion evaluation and intention to visit a destination make use of self-report tools with a semantic focus and only measuring arousal or pleasure aspects (Hosany et al., 2015; Hosany & Gilbert, 2010; Hosany & Prayag, 2013; Pan & Zhang, 2010; Hadinejad et al., 2019; Pelegrin-Borondo et al., 2020). In addition, other studies non relevant to tourism but relevant to online synergy tend not to take into account emotions as a synergy factor (Aragoncillo & Orus, 2018; Cortinas et al., 2019;

Zhi et al., 2018; Kireyev et al., 2016; Dong et al., 2017; Dong et al., 2018; Nelson-Field et al., 2013). So, according to our thorough previous analysis and the above facts we consider the SAM tool the most appropriate. The SAM tool will allow us to:

1. Eliminate any linguistic limitation between our stimuli and respondents' mental level
2. Focus on widely agreed variables of Pleasure, Arousal and Dominance according to the literature
3. Combine and compare tracked emotions with self-reported emotions on a common point of reference
4. Create conceptual maps of keywords according to the circumplex model by exploiting the dimensions of arousal, pleasure and dominance.
5. Test another self-report tool in a tourism related research, which has never been tested before in this field of studies.

3.10 Extra: New scale for measuring intention to visit a place

Hosany et al. (2015) purposed the three-level emotion scale for tourism destinations including three variables, described by five items each on seven item Likert like scale, followed by destination approval questionnaire with 4 items measured on a seven items Likert like scale.

Variables	Emotion Descriptors	Measurement Scale
Joy	Cheerful Delight Enthusiasm Joy Pleasure	Liker Scale 7 Strongly Agree 6 Agree 5 More or Less Agree 4 Undecided 3 More or Less Disagree 2 Disagree 1 Strongly Disagree
Love	Affection Caring Love Tenderness Warmhearted	
Surprise	Astonishment Amazement Fascinated Inspiration Surprise	
Destination Approval	Recommendation Positive Comments Encourage Other to Visit Revisit the place	

Figure 20 Hosany's DES scale #1 (Hosany et al., 2015)

Prayag et al., 2018 used a 15-item questionnaire with a four-scale leveled variable construct including, motivation, attitude, place identity and intention to visit, with an average alpha rating over 0,75 to explore travelers' motivation to visit destinations.

Variables	Emotion Descriptors	Measurement Scale
Motive	<ul style="list-style-type: none"> To meet people with similar interests To build friendship with others To do exciting things (SOCIALIZATION)	Likert Scale 7 Strongly Agree 6 Agree 5 More or Less Agree 4 Undecided 3 More or Less Disagree 2 Disagree 1 Strongly Disagree
	<ul style="list-style-type: none"> To think about who you are To learn more about yourself (SELF DEVELOPEMNT)	
	<ul style="list-style-type: none"> To develop my knowledge of this place To experience new and different things To learn more about nature and other cultures To see a new place (NOVELTY & LEARNING)	
	<ul style="list-style-type: none"> To get away from the routine of everyday To get refreshed To relax mentally (RELAXATION/ESCAPISM)	
Attitude	<ul style="list-style-type: none"> Bad to Good Disliked very much to Liked very much I got more satisfaction out of holidaying here than from other similar places I have I would not substitute with any other place for the types of things that I did during my holidays. Holidaying in this place is more important than holidaying in other places (DEPENDENCE/OPINION)	
Place Identity	<ul style="list-style-type: none"> This is a very special place to I feel very attached to this place I identify strongly with the holiday experience of this My holiday experience here means a lot to me 	
Intention to visit	<ul style="list-style-type: none"> To encourage friends and relatives to visit To say positive things to other people To recommend to other people 	

Figure 21 Hosany & Prayag's DES scale #2 (Prayag et al., 2018)

Hsu et al. (2010) implemented the Expectation Motivation Attitude Model, which was thoroughly pilot-tested and followed the guidelines of Gnoth (1997), who suggests that expectation of travelling is linked to motivation, motivation to travel is linked to atti-

tude, attitude regarding destination is linked to expectation and expectations are linked to attitudes and motives, like a continuous cycle. The validated questionnaires below are combined into a new model for assessing motivation to visit a destination by adapting them to the Realms of Experience theory by Gilmore (1999) and the video emotion reaction theory by Nelson-Fiend (2013). In particular, we establish the reactions to each realm of experience and for each realm and set of reactions, we match relevant statements describing them. The scale of measurement is a versatile Likert scale as presented in previous literature. As Toepel et al. (2009) suggests, we try to keep the items of the questionnaire straightforward and easy to comprehend in a way to reduce the necessary cognitive load transferred to Working Memory (Paas et al., 2010). The combination of emotional realms and factorial questions ensure the link between the emotional and cognitive status of the experience (LeDoux & Brown, 2017) as the tourist experience is an emotion rich process, deeply intuitive and enigmatic (Gonzalez Rodriguez et al., 2020).

Variables	Factor Descriptors	Measurement Scale
Knowledge	<ul style="list-style-type: none"> • Know more about the destination • Experience different cultures • Interact with different people • Visit cultural and historical attractions 	Liker Scale
Relaxation	<ul style="list-style-type: none"> • Enjoy happy moments with family • Relax and rest • Enjoy happy moments with friends • Have a break from everyday routine • Release work pressure 	7 Strongly Agree
Novelty	<ul style="list-style-type: none"> • Fulfill curiosity • Visit a place that people believe is worth visiting • Experience a unique place 	6 Agree
Shopping	<ul style="list-style-type: none"> • Buy famous local products • Experience shopping in the area 	5 More or Less Agree
		4 Undecided
		3 More or Less Disagree
		2 Disagree
		1 Strongly Disagree

Figure 22 Emotional appeal of destination questionnaire structure (Hsu et al., 2010)

The methodology of the Nelson-Fiend et al. (2013) describes the usage of 16 wide scaled answers, which include 16 different possible emotions. These emotions are used as distinctive and separated possible answers and they are chosen by the participants

after viewing the selective video. A similar approach was used some years ago by Dobele et al, (2007), when 6 chosen emotions were monitored in a six-level scale describing the emotional level of strength.

VARIABLE	FACTORS	ITEMS	MEASUREMENT
Escapism	Socialization Joy Novelty Immersion Inspiration	<ul style="list-style-type: none"> To build friendship with others Experience different cultures Interact with different people Fulfill curiosity Experience a unique place 	Likert Scale
Esthetic	Relaxation Knowledge Amazement Delight	<ul style="list-style-type: none"> To relax mentally Enjoy happy moments with family Relax and rest Release work pressure Visit a place that people believe is worth visiting 	7 Strongly Agree
Education	Novelty Knowledge Surprise Self-Development	<ul style="list-style-type: none"> To think about who you are To learn more about yourself Know more about the destination Visit cultural and historical attractions To develop my knowledge of this place 	6 Agree
Entertainment	Shopping Joy Socialization Hilarity Amusement	<ul style="list-style-type: none"> Experience the local market To meet people with similar interests Enjoy happy moments with friends To get away from the routine of everyday Experience local entertainment 	5 More or Less Agree
			4 Undecided
			3 More or Less Disagree
			2 Disagree
			1 Strongly Disagree

Figure 23 Proposed framework for the intention to visit-scale

The emotions included surprise, joy, sadness, anger, disgust and fear and usually all of them were mentioned in another similar research (Nelson-Fiend, 2013; Dobele et al., 2007; Bastiaansen et al., 2022; Zhi et al., 2018).

4 Undertaking the study & reporting results

4.1 Data collection & sample determination

Our study is compromised by a variety of data selection instruments and a mixture of qualitative and quantitative elements. Our sample policy was probabilistic, as our goal is to establish a generalized view of the synergy between emotions, search engine optimization and online advertisements. We follow the triangulation technique, taking advantage of multiple sources and data (Sandelowski, 2000):

- Data from the Face Reader by Noldus & the Morpcast application – Emotional states, arousal levels, valence levels
- Data from self-report tools – Arousal levels, pleasure levels, dominance levels, intention to visit a destination, demographics, keyword data related to the campaign of interest
- Combination of quantitative and qualitative techniques

This decision was taken, because our sampling was by nature random and opportunistic. This kind of sampling is usually useful when there is not a pre decided population for an experiment and in our case, there was high turnover regarding the emotion tracking app due to technical or privacy issues (Palinkas et al., 2015). In order to compensate for the lost participants due to technical issues we asked them to record themselves with the screen recording video app of their preference during watching our experiment and later we manually used the Morpcast Demo emotion recognition app to determine the same values as the Face Reader app had monitored previously. In total there were 73 participants, from this sample 12 failed to complete any task and 61 were the final users concluding our study sample. All of them tried to use Face Reader by Noldus, but only 31 managed to successfully use the app and thus, 30 were redirect later to Morpcast as a result.

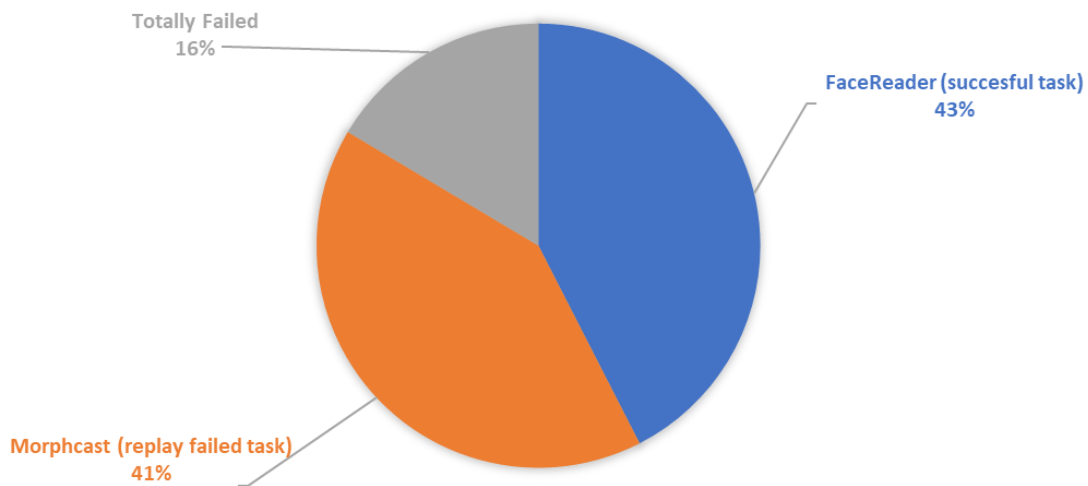


Figure 24 Participant status grouped by participation in face tracking apps

As long as the semantic part of our research is concern, the collection of keywords was a free from guidelines task, combing both naturalistic and controlled experiments views, to allow participants to express themselves as truly as possible (Gibson & Federenko, 2013). This technique together with the sue of a variety of tools enhances complemen-tarity and bridges the gap between qualitative and quantitative research deigns (Sandelowski, 2000).

4.2 Data transformation & organization

After collecting raw data from our research tools, we had to transform these data into meaningful variables and scales for our analysis. Initially the easiest data for transfor-mation were demographics, intentions to visit and the level of destination awareness. These questions are designed to work as a bundle to create a score for measuring the level of “Intention to visit” and the “Level of awareness” of the destination, which is crucial for establishing a benchmark and evaluate the effects of the experiment to the subjects (Mahieu et al., 2019). Each question is designed to display nominal values as the distance between the decision to visit or not a destination can is not measured, even though in this paper we propose a scale for measuring intention to visit for future re-search. However, grouping together nominal variables we can create score categories, which they can represent the strength of the intention to visit or the level of awareness. These scores can receive discrete values ranging from 0 to 3. These scores are still cate-

gorical in nature as the distance between scores is subjective and real, even though these scores offer a concrete distinction between participants. For each set of data, the following questions were asked and the following answers were used:

Questions asked about the destination	Answers	Values
Would you visit the destination of video?	Yes \ No	1 0
Would you recommend this destination to your friends?	Yes \ No	1 0
Would you say positive things about the destination to others?	Yes \ No	1 0
Have you heard about New Zealand?	Yes \ No	1 0
Has someone ever mentioned to you New Zealand?	Yes \ No	1 0
Have you seen ads related to New Zealand?	Yes \ No	1 0

Figure 25 Intent to visit & level of awareness

The demographic questions were about:

- **Gender** – Male or Female
- **Age** – 18 to 24 \ 25 to 35 \ 36 to 45 \ 46 to 55 \ 56+
- **Travel frequency** – Never \ Seldom \ Not quite often \ Often \ Very often
- **Profession** – Employee (private sector) \ Entrepreneur \ Unemployed \ Employee (public sector) \ Contract worker
- **Place of residence** (99% of the participants were Greeks) – Northern Greece \ Central Greece \ South Greece \ West Greece \ Island \ Other
- **Marital status** – Single \ In relationship \ Married \ Divorced \ Other
- **Use of Google** - Never \ Seldom \ Not quite often \ Often \ Very often

Most of the demographic variables are also nominal and categorical, except for travel frequency and use of Google being clearly ordinal variables, measured on a classic 5-point Likert scale. On the other hand, the nature of emotion variables is more complicated. There is certainly a high degree of complexity and intensity in each emotion,

which are usually under the umbrella of pleasure, arousal, and dominance states (Baker et al., 2014; Russel, 1980; Scherer, 2005) practically categorizing emotions between negative and positive. This is the case for every self-repot tool, as they use scores or scales, definitive in nature as Cardello & Jaeger (2016) note, even criticizing their own circular questionnaire model. This posed a risk for our research as Face Reader and in an extent Morphcast offer results on a discrete but continuous scale, contrary with self-repot tools like Manikin, which offer results in an ordinal scale. As Scot et al. (1997) note, scale variables will lose information when transformed into ordinal values. Which do not represent and retain the true ordinality of the information. Stevens (as cited in Gatti & Harwell, 2001) suggests that the transformation of an interval scale to an ordinal scale is valid only when it is linear and preserves the actual conceptual difference between the intervals. So, even though, ordinal variables may not be continuous, the linearity aspects offers room for more concrete evaluation of relationship between them (Lalla, 2017). In our study, we predominantly focus on arousal & pleasure (valence) metrics, and we bring the interval results of the emotion tracking applications I compliance with the ordinal scale of the Manikin self-repot tool by assigning the dividing the continuous but discrete intervals to 9 equal categories, retaining the incremental behaviour of the data.

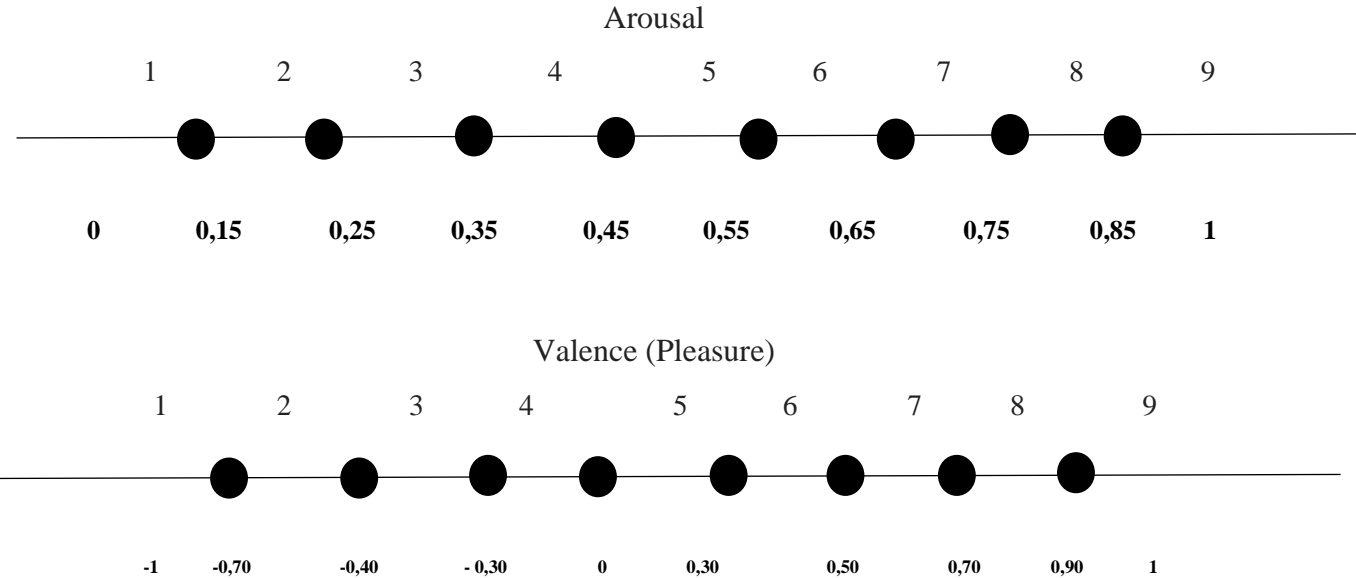


Figure 26. Statistical transformations of arousal & valence interval scales

We should also note that the Manikin test does not make a clear distinction between pleasure & valence, considering pleasure as the positive or negative state of a person.

Moreover, the scales are purposely reversed and so we make sure to re-reverse them to match logical intensity with the numerical increment of the scale. Finally, we should talk about the semantic part of our research. Users were invited to a brainstorming procedure of words relevant to what they felt after our experiment. These words will later be compared with the keywords that the experimental campaign promoted and also connected with specific emotions. Each word was monitored and then grouped with other words having similar etymologies or thematic influence. In total, 166 replies were written down, which consisted of 22 unique words. These words were organized into 8 different thematical groups as presented in Figure 27. The naming of the themes is subjective, and it is mostly there to provide a sense of grouping to the words and allow us to statistically transform the data to a meaningful form for analysis. This was achieved by assigning to each word the number of its subjected theme creating effectively word families.

Theme	Word	Encoding	Times mentioned	Representation
	sea	1	19	11%
water	island	1	1	1%
	enjoyment	2	1	1%
	happiness	2	1	1%
	entertainment	2	3	2%
pleasure	exciting	2	18	11%
	adventure	3	7	4%
arousal	action	3	2	1%
	experience	4	20	12%
experience	journey	4	3	2%
	vacation	5	18	11%
travel	trip	5	18	11%
	summer	5	8	5%
nature	nature	6	13	8%
	animals	6	1	1%
	serenity	7	8	5%
calm	calm	7	8	5%
	relax	7	5	3%
	lotr	8	5	3%
	friends	8	4	2%
	new zealand	8	2	1%
other	morning	8	1	1%

Figure 27 Recoding keywords to their appropriate themes

Group	Times each theme was mentioned	Representation
Travelling	44	27%
Pleasure	23	14%
Experience	23	14%
Calmness	21	13%
Water	20	12%
Nature	14	8%
Other	12	7%
Arousal	9	5%

Figure 28 Understanding the strength of each theme

The previous alteration was crucial as it allowed us to:

- match each thematical group with each participant
- classify the effect of each thematical group on a participant's multiword answer
- create a statistical measure to use for concurrent analysis with the rest of our variables
- create a discrete but continuous scale for measuring thematic dominance in regards with variables such as emotional intensity

					5	2	4	7	1	6	8	3
				how many words	Travelling	Pleasure	Experience	Calmness	Water	Nature	Other	Arousal
8	3	1		3	0	0	0	0	1	0	1	1
5	2	5	6	4	1	1	0	0	0	1	0	0
5	5	6		3	1	0	0	0	0	1	0	0
4	2			2	0	1	1	0	0	0	0	0
5	4	2		3	1	1	1	0	0	0	0	0
6	7			2	0	0		1	0	1	0	0
2												0
7	2			2	0	1						0
8				1	0	0						0
1	3							0	1	0	0	1
8	8	1	3	4	0	0	0	0	1	0	1	1
7	4	7	2	4	0	1	1	1	0	0	0	0

Assigned codes of theme on each

Effect of each word & theme on a participant

Each line is a participant

Figure 29 Example of the transformational process of words to meaningful data

All the above transformational processes regarding words, emotions and demographics, have brought the dependent and independent variables under the same categorical and ordinal framework, minimizing the potential loss of information and making statistical analysis easier to be conducted and understood.

4.3 Statistical Analysis

One of the first steps to proceed with the research was the distinction of variables typing into dependent and independent, their categorization into ordinal, nominal, scale or ratio (Cohen et al., 2007). For measuring the variables primarily related to the questionnaire, Likert like scale was used, which included the level of strength about a fact (Carifio & Perla, 2008). Likert scales are mostly used to support ordinal variables (Norman, 2010). The manipulation of nominal variables is meaningful with the transformation of nominal variables to semi ordinal variables via the sum or the average scores of the items describing a variable, to increase validity (Spooren et al., 2007) The creation of mean scores for emotions scores was chosen as a practice due to its common usage during emotion tracking experiments, which tend to use videos as stimuli and a comparison of emotion ranges between different products (Mahieu et al., 2019; Zhie et al., 2018; Leicht, 2015), in case we wanted to combine results from the emotion tracking applications. Reliability in the experiment's measurement is possible to be evaluated by proceeding to a manipulation check as proposed by Lim et al. (2015, p. 468), who adapted Petty & Cacioppo (1996) suggestion of using a questionnaire, monitoring possible previous involvement of the experiment's participants. This was the "level of awareness questionnaire described previously and included three relevant questions. The next step for us is to determine the correct statistical path for our analysis. First, we should note that our variables are of categorical and ordinal nature, especially after their statistical transmutations. Our goal is to identify possible relationships between our variables, but our focus is stirred to discover statistically significant differences.

4.3.1 Descriptive statistics & methodology overview

Our initiative includes the evaluation of synergy via three main hypotheses. Firstly, we will compare self-reported arousal and valence to real-time tracked data to examine if there is a statistically significant difference between them, offering the first clue of possible marketing misalignment. Then, we continue with the examination of meaningful correlations between intention to visit New Zealand and other variables, as well as differences between the 3 user groups. Synergy implies the combination of many sources to achieve the establishment of a message and so the group with the combined ads is expected to outperform the other two groups. Lastly, we are looking for a simple match

on keywords between the campaign and the user generated content as well as a relationship between certain themes and emotions. In regards with testing our first hypothesis: We will be looking for meaningful differences between variables being derived by the same sample. Our sample initially was recorded with an emotion tracking tool and later completed an emotion self-report tool. Both instruments were measuring arousal levels and valence/pleasure levels.

- ✓ *Ha0: Arousal, Valence (Pleasure) levels will be different between those measured by the self-report tool and those by the face tracking application*
- ✓ *Ha1: Arousal, Valence (Pleasure) levels won't be different between those measured by the self-report tool and those by the face tracking application*

We will be looking for meaningful differences across the three groups of participants. The groups were initially four but the last experiment that required from the users to initially watch the image sequences and then the video had low participation. Therefore, the synergy group was created as the users experienced both advertisement campaigns.

- ✓ *Hb0: Those users, who experienced both types of ads will show higher intention to visit New Zealand than users, who were exposed only to one of the two types.*
- ✓ *Hb1: Those users, who experienced both types of ads won't show higher intention to visit New Zealand than users, who were exposed only to one of the two types.*

Last but not least, we will be looking to quantitatively match reported and literature-based keywords, discover possible associations between themes of keywords and understand if there is any meaningful differences amongst themes and other variables.

- ✓ *Hc0: Those users, who experienced both types of ads will match most of the keywords & pleasure levels associated with 100% Pure New Zealand Campaign than those, who were exposed only to one of the two types*
- ✓ *Hc1: Those users, who experienced both types of ads won't match most of the keywords & pleasure levels associated with 100% Pure New Zealand Campaign than those, who were exposed only to one of the two types*

In this section we will offer an overview of our collected descriptive data. These data are necessary to us because they offer a broader perspective of the characteristics of our sample and experimental processes.

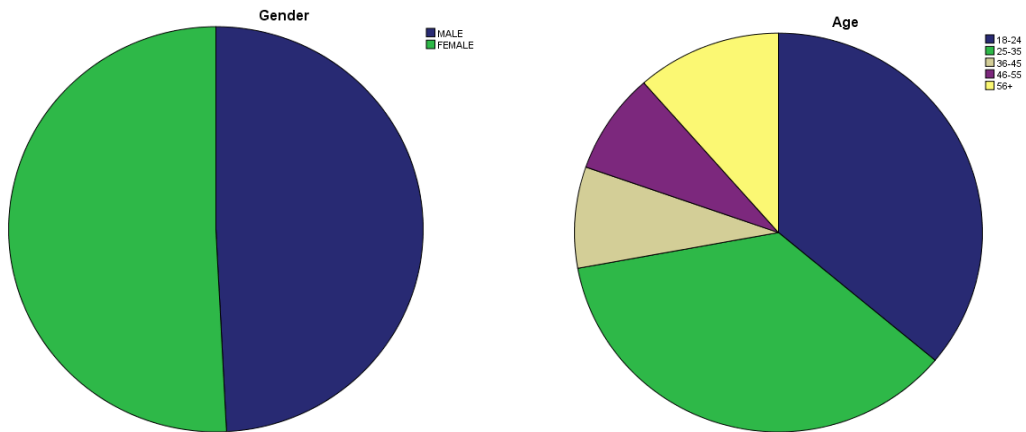


Figure 30 Age & Gender groups

Participants were almost equally divided in terms of gender as 1 out of 2 participants were either a male or female. Age was mostly dominated by persons around to 18-24 years old (36%) or 25-35 years old (36) with the rest (28%) being people over the age of 36.

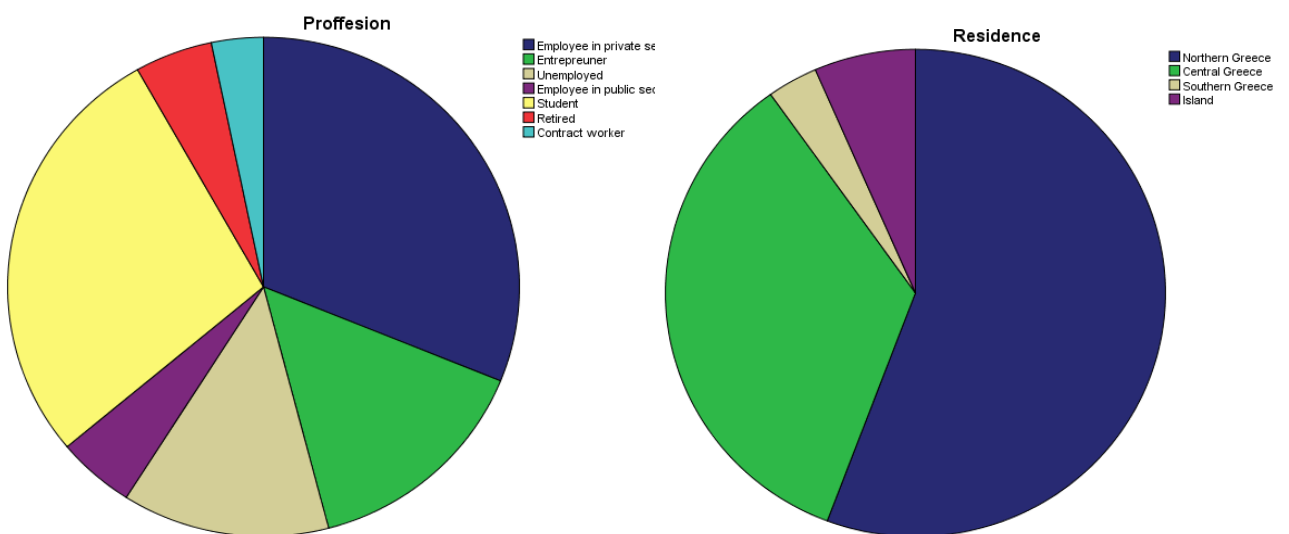


Figure 31 Profession & Residence groups

On the other hand, most users live in Northern Greece & Central Greece (90%) and they were either private sector's employees or students (60%)

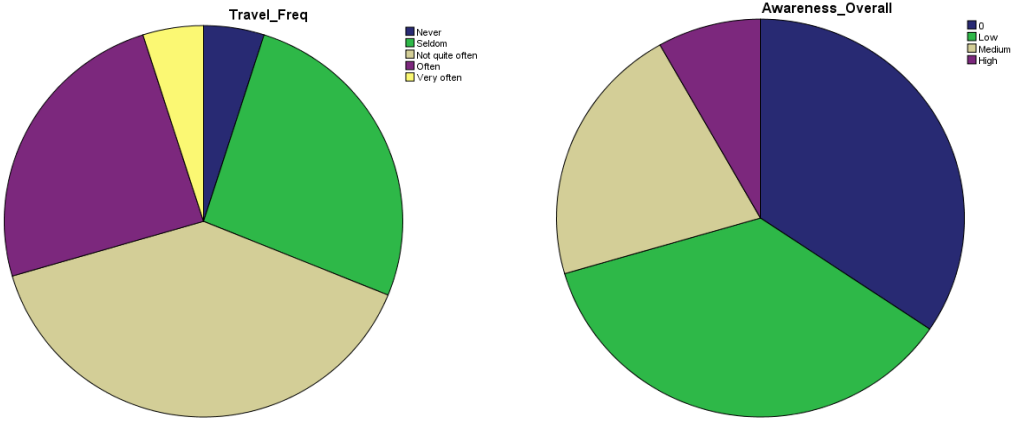


Figure 32 Travel frequency & Level of awareness groups

Our participants are modest travelers as 63 % of them do not travel quite or they travel seldom often, even though 24% says that travel often to destinations abroad. In addition, we were tracking the level of awareness as it gave us a good pretesting feeling of the background of our participants. 6 out of 10 knew little or nothing about New Zealand, making the experiment probably their first interaction with this destination.

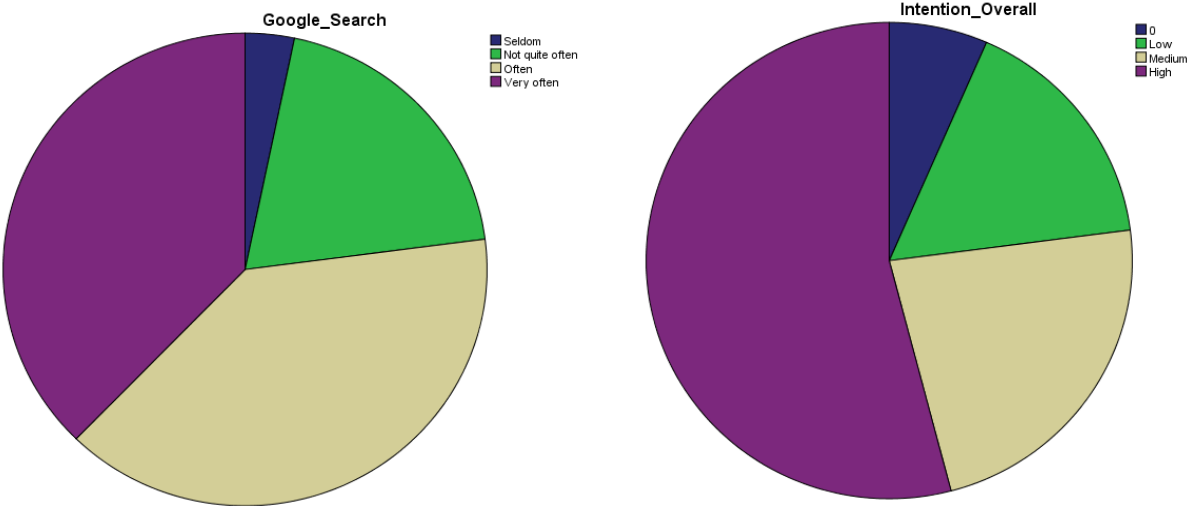


Figure 33 Overall intention to visit New Zealand & Google usage

This part of the demographics is really interesting as it presents us with data directly relevant to our experiment and theoretical background. Throughout our literature review we support those micro moments are becoming extremely important for marketing planning and thus the solution is to expand media synergy to achieve better response to consumer's needs. Our findings support the literature as 7 out of 10 users will look for solutions by turning to Google and after our study 7 out of 10 will likely express their intention to visit New Zealand.

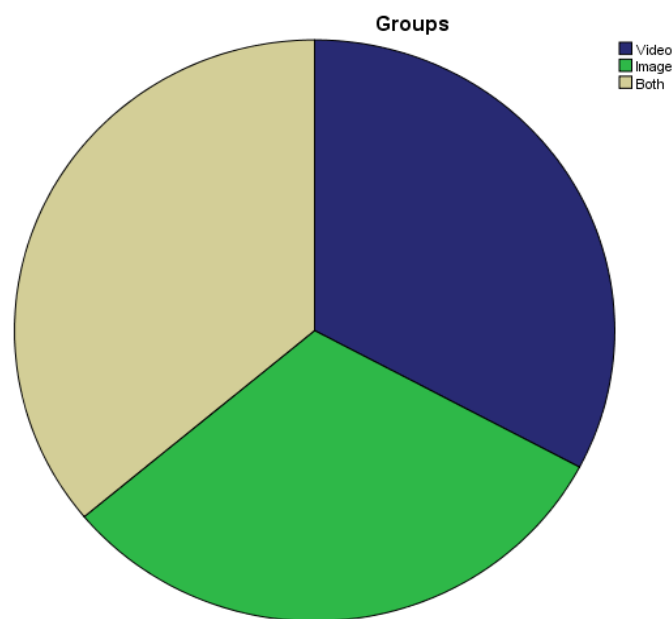


Figure 34 Experiment groups represented in our study

Our participants were divided to three groups. Each group was subjected to a different promotional media relevant to the 100% Pure New Zealand campaign. The distribution was evenly matched as each group represents 33% of the total sample. The first level of interaction occurred via the emotion tracking tool of Face Reader. After the link was sent and the recording was completed the application recorded data about emotions, arousal and pleasure. In case the application was not successful, or the process failed then we conducted personally each participant and we asked him or her to record himself or herself during watching the experimental campaign and sent this file to us for analysis. These files were studied via the Morph Cast free demo emotion tracking tool

by observing their reactions at the critical moments of 5 seconds, halfway through and at the final moments.

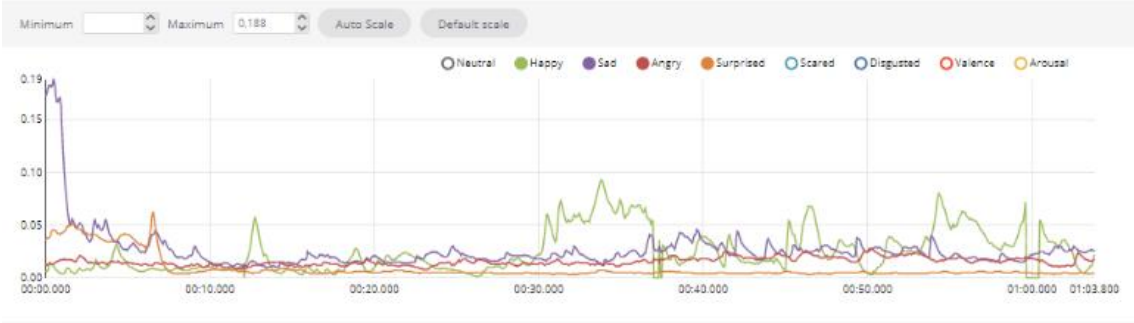


Figure 35. Evolution of emotions during the face tracking for group 3(a)

Users of group 3 (a), which in fact was the group that merged with the actual third group, displayed a distinct trend of happiness. This happiness was occurring during the video session and after the image sessions as this group belonged to the users that were subjected to the combination of image and video advertisements

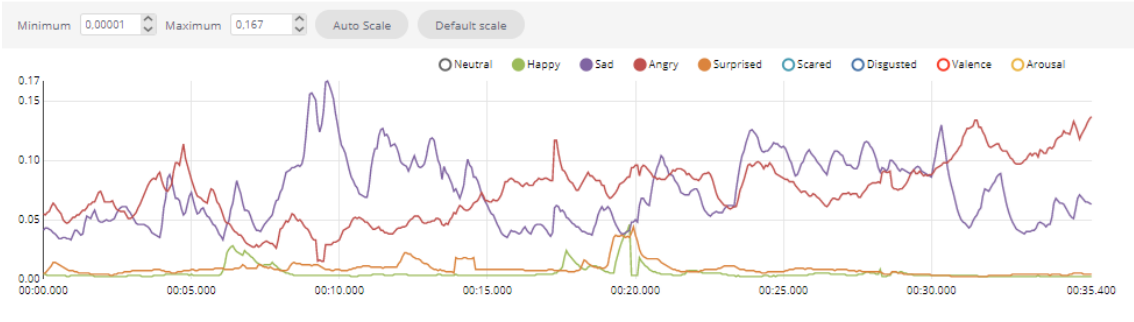


Figure 36 Evolution of emotions during the face tracking session for group 3 (b)

Users of group 3 (b), which in fact was the group that merged with the fourth group, displayed a distinct trend of sadness & angry feelings. These feelings were occurring during the image sessions and after the video sessions as this group belonged to the users that were subjected to the combination of image and video advertisements

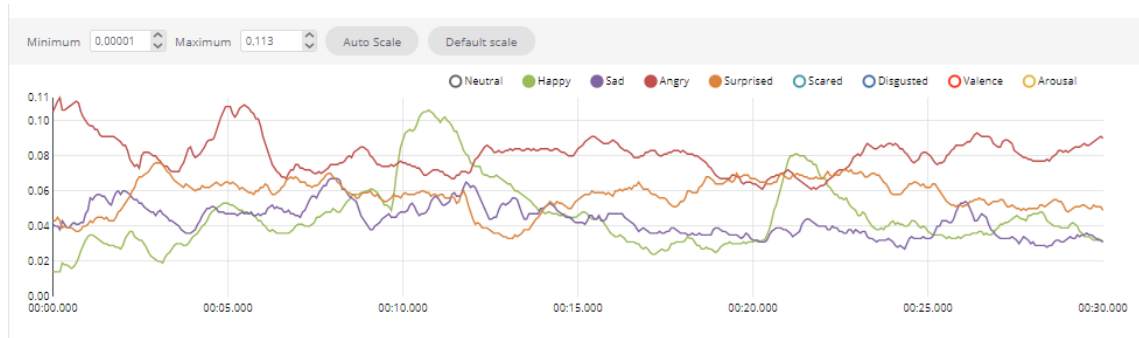


Figure 37 Evolution of emotions during the face tracking session for group 1

Users that belonged to this group were asked to watch a video advertisement. Again, the face reader tool reports high levels of sadness and happiness. There were several technical issues with Face reader, forcing us to use the free demo version of Morphecast for emotion tracking. This demo does not allow for recorded results, so we asked the participants to record themselves during our experiments and later we analyzed by hand each video, writing down the data for each significant moment.

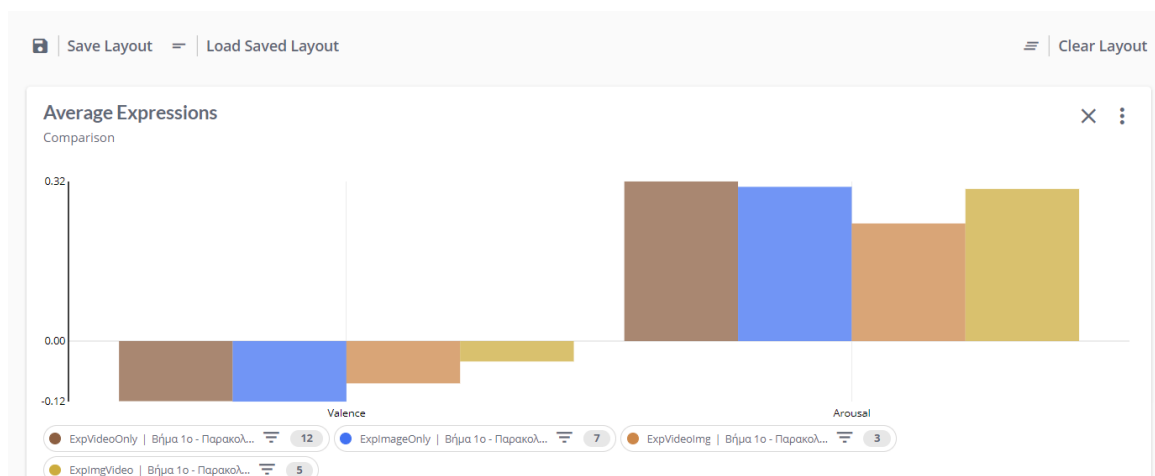


Figure 38 Average arousal and valence (pleasure) by group after the end of each task

We can see that the majority of extreme reaction happened early on the task, half way or before the final moments of the task. Moreover, there is an unexpected negative state of valence levels, effectively describing low levels of pleasure emotions but normal levels of arousal.

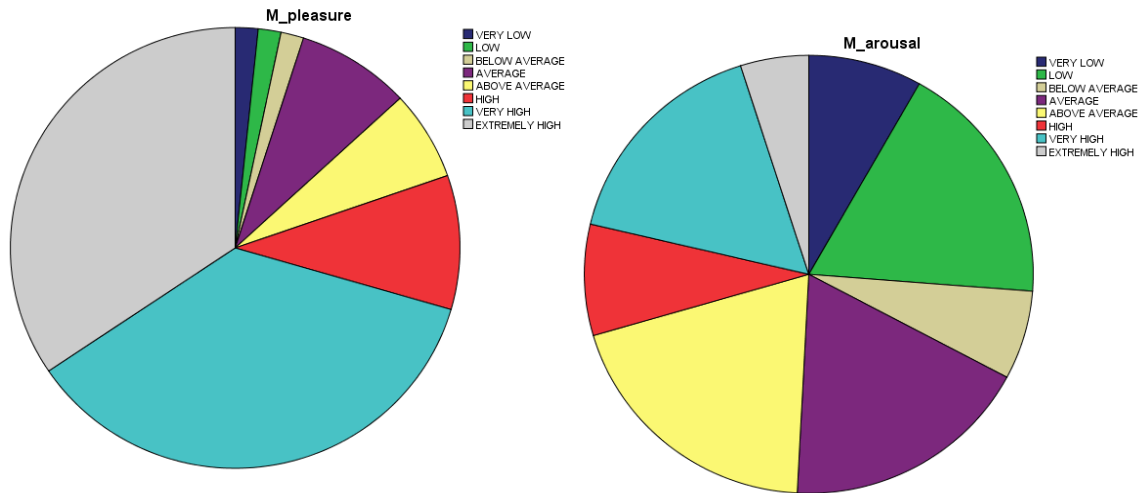


Figure 39 Self-reported arousal & pleasure (valence) levels by the Manikin tool

It is obvious that self-report results surpass those of the real time tools as users report at a 70% rate high pleasure levels and a 50% of them report also high enough arousal to raise the question: Is this difference between the research instruments meaningful? We can better understand this issue by examining the graph below, offering a better and easier view to the evolution of arousal, pleasure, and self-report values.

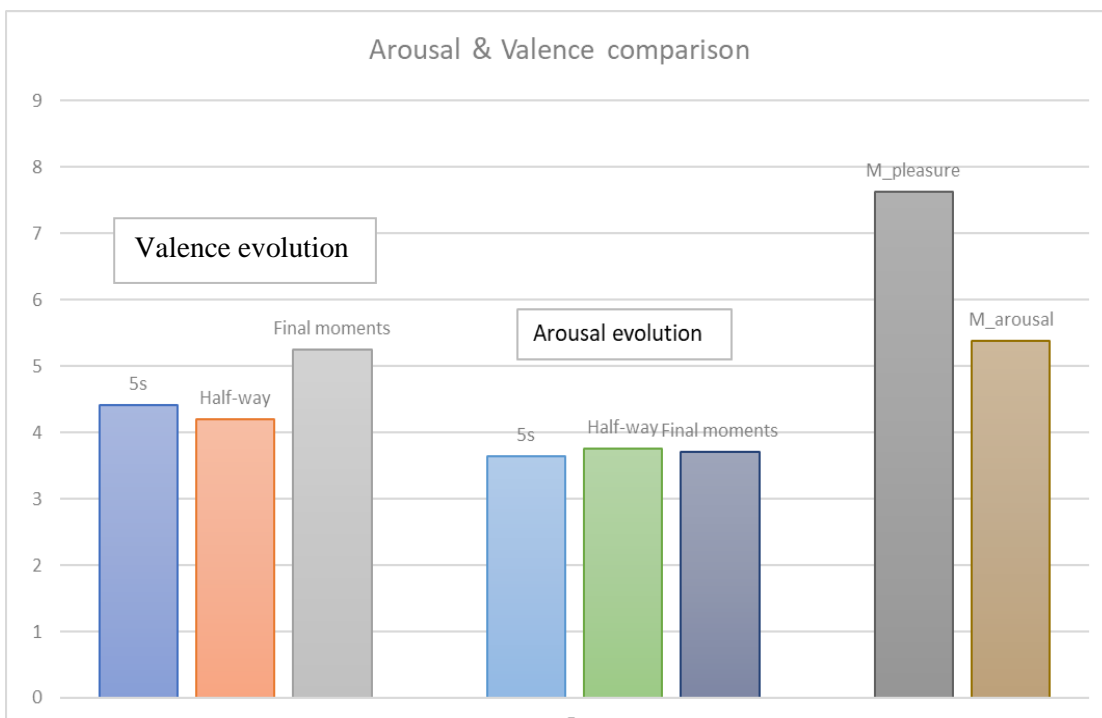


Figure 40 Comparison of arousal & pleasure levels during the experiment's tasks

Finally, we should mention the results of the theming process of keywords. This process an innovative solution that this paper purposes for monitoring online synergy.

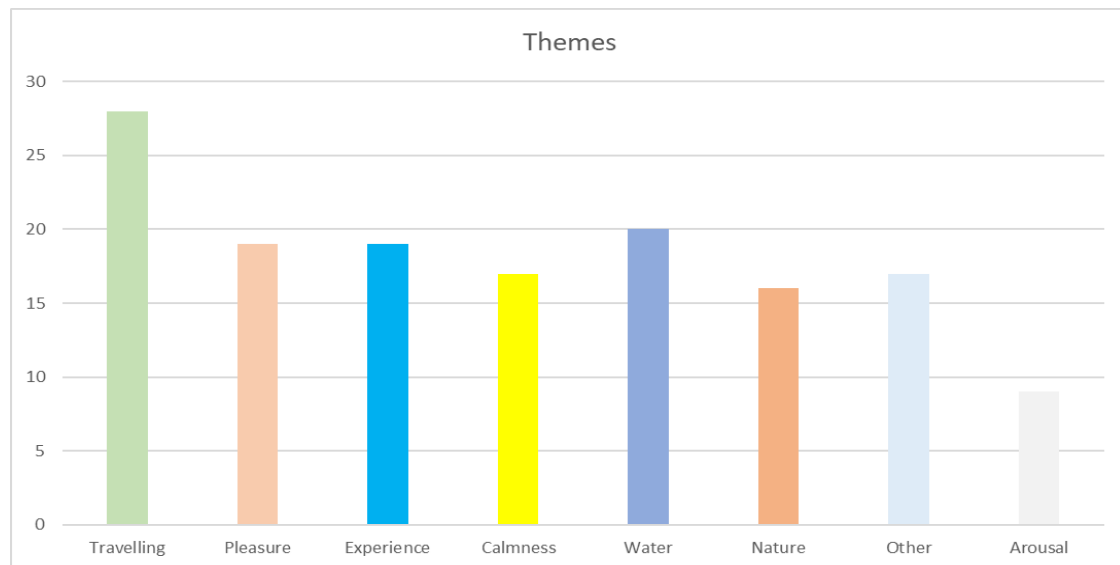


Figure 41 Themes of keywords

Each theme is compiled by words of similar etymology or describing the same general concept. These words were brainstormed by the participants after watching the advertisements we prepared for them. The most influential theme is travelling, and all the others seem to be equally perceived. Water is separated from nature in an attempt to describe the earthly components of nature as a marketing aspect. The themes can be used later to compare reported keywords with those from the literature review.

4.3.2 The difference between real time & cognitively affected emotions (Ha)

Our hypotheses will be tested by conducting 2 nonparametric tests. The main test will be Wilcoxon Signed Rank test, which is used to determine the median difference between paired or matched observations, such as evaluating participants participating in two difference research activities measuring the same variables. In addition, we will be using Kendall's Tau b as a non-parametric equivalent of Spearman's or Pearson's correlation and can help as distinguish the existence of a monotonic relationship between our data. Wilcoxon Signed Rank test is valid if 3 basic assumptions are met:

1. Our variables are continuous or ordinal. The test was predominantly created to assess interval or ratio variables but according to Seskin (2011) it has been used repeatedly to evaluate ordinal data, especially when these variables have a certain ordinality and a large scale.
2. Our variables should be related or paired, meaning that they come from the same sample, refer to separate activities but measuring the same variables.
3. The distribution of mean differences should be symmetrical in shape, meaning the scores are evenly or partially evenly distributed around a certain mean.

Effectively the null hypothesis (Ho) is considered as *the median difference being equal to zero*.

Kendall's Tau b test is valid if 3 basic assumptions are met:

1. Our variables or at least one is of ordinal nature
2. Our observations are paired, meaning that each observation, for each experiment is anchored to a certain participant and not randomly.
3. The existence of a monotonic relationship for our data – even though its not a strict assumption

Effectively the null hypothesis (Ho) is considered as *correlation coefficient being equal to zero, thus the variables are independent*.

The Wilcoxon test will be conducted amongst the reported arousal & pleasure levels aka M_arousal & M_pleasure in comparison with the average arousal & pleasure levels of the face tracking tools aka Arousal_T & Pleasure_T as well as for the crucial period of 5 seconds during the experiment aka Arousal_5s & Pleasure_5s. In order to better fit the data for comparison we divided the face tacking sessions into 3 main phases according to the literature. The phase of the first five seconds, the middle, and the last seconds of the experiment, creating a staple for comparison.

#	USER	TIMEFRAME	NEUTRAL	HAPPY	SAD	ANGRY	SURPRISED	SCARED	DISGUSTED	VALENCE	AROUSAL	M_arousal	M_pleasure	M_dominance	Keywords reviewer	Intention to Visit	Intention to recommend	Intention to promote	reviews	Gender	Age	Travel Freq	Profession	Residence	Status	GS	
16	user45	30s	0,71			0,02	0,01			-0,10	0,30																
		5s	0,70			0,15	0,02			0,01	0,40																
		15s	0,65			0,01	0,02			-0,02	0,30	4	1	8	experience fun	YES	NOT_SURE	NOT_SURE	1;2;9;11;16	M	56-65	2	2	1	1		
17	user46	30s	0,71			0,02	0,01			-0,10	0,30																
		5s	0,70			0,15	0,02			0,01	0,40																
		15s	0,65			0,01	0,02			-0,02	0,30	7	1	8	sea calmness vacation	YES	YES	YES	1;2;9;11;17	W	46-55	3	1	1	1		
18	user47	30s	0,71			0,02	0,01			-0,10	0,30																
		5s	0,51	0,01	0,24	0,03					-0,23	0,33															
		15s	0,60		0,25						-0,25	0,30	4	1	6	sea lord of the rings	YES	NOT_SURE	NOT_SURE	1;2;9;11;18	M	46-55	4	3	2	2	
		30s	0,65	0,02	0,08					-0,07	0,31																

Figure 42 Example of deposing and recoding raw data

We use the same calculation technique for the face tracking total scores as the one in the tool. The results are not a new scale nor continuous in nature. They remain ordinal and are effectively a metric for roughly understanding the evolution of emotions during the experiment. For each comparison we have calculated the mean difference between our compared variables creating the Diff_Arousal_MvsT & Diff_Pleasure_MvsT (comparing Self-reported results with the Total real-time results) and Diff_Arousal_Mvs5s & Diff_Pleasure_Mvs5s (comparing Self-reported results with the first 5 seconds real-time results). Furthermore, the first two assumptions of the Wilcoxon test are met by design, thus we need to evaluate the third. For this reason, we have compiled via SPSS the histograms of the mean differences for each paired comparison:

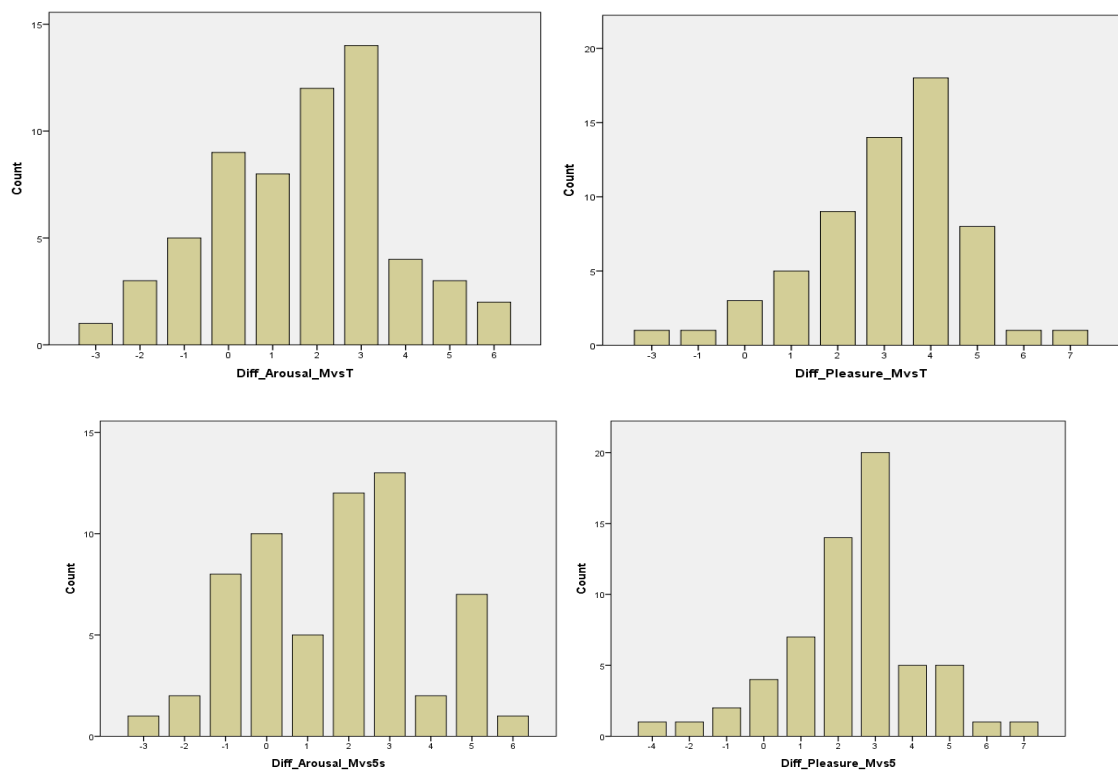


Figure 43 Histograms for shape evaluation in Wilcoxon Signed Rank test

We can see that all mean differences tend to be symmetrical, except perhaps for the mean difference for reported arousal and first 5 second real-time arousal. Nevertheless, we consider them all legit. Below we can see the results regarding self-reported arousal and monitored arousal.

Ranks				Test Statistics ^a		Report			
		N	Mean Rank	Sum of Ranks		Median			
AROUSAL_T - M_arousal	Negative Ranks	43 ^a	28,93	1244,00					
	Positive Ranks	9 ^b	14,89	134,00	Z	-5,094 ^b	AROUSAL_T	M_arousal	
	Ties	9 ^c			Asymp. Sig. (2-tailed)	,000	4,00	5,00	Diff_Arousal_MvsT
	Total	61							2,00
					a. Wilcoxon Signed Ranks Test	b. Based on positive ranks.			

a. AROUSAL_T < M_arousal
b. AROUSAL_T > M_arousal
c. AROUSAL_T = M_arousal

Figure 44 Wilcoxon test results for Self-reported vs Real-time monitored AROUSAL

An experiment was conducted to evaluate the effects of the 100% pure New Zealand campaign advertisements when measured by two different tools. The first one being the Manikin self-report tool and the second the face-tracking application of Noldus, supplement by the demo face tracking app of Morphcast. The participants initially were shown 3 different ads and they were randomly allocated to watch each ad. The ads were a video, an images sequence and a combination of both, all about the same campaign and designed to achieve the same results, thus effectively describing the term of synergy for this campaign. From the 61 participants, 43 of were reported with lower real time arousal levels than their self-reported results, 9 with increased arousal and 9 had the same results in both circumstances. The overall median increase for arousal in the self-report tool is equal to 2. These results are statistically significant as p-value < 0.001 and z = -5,094.

Ranks				Test Statistics ^a		Report			
		N	Mean Rank	Sum of Ranks		Median			
M_arousal - AROUSAL_5sE	Negative Ranks	11 ^a	11,95	131,50					
	Positive Ranks	40 ^b	29,86	1194,50	Z	-5,019 ^b	M_arousal	Diff_Arousal_Mvs5s	
	Ties	10 ^c			Asymp. Sig. (2-tailed)	,000	5,00	2,00	AROUSAL_5sE
	Total	61							3,00
					a. Wilcoxon Signed Ranks Test	b. Based on negative ranks.			

a. M_arousal < AROUSAL_5sE
b. M_arousal > AROUSAL_5sE
c. M_arousal = AROUSAL_5sE

Figure 45 Wilcoxon test results for Self-reported vs Real-time monitored 5s AROUSAL

From the 61 participants, 40 of them were reported with lower real time arousal levels than their self-reported results, 11 with increased arousal and 10 had the same results in both circumstances. The overall median increase for arousal in the self-report tool is equal to 3. These results are statistically significant as p-value < 0.001 and z = -5,019.

Ranks					Test Statistics ^a		Report		
		N	Mean Rank	Sum of Ranks		Pleasure_T - M_pleasure	Median		
Pleasure_T - M_pleasure	Negative Ranks	56 ^a	30,08	1684,50					
	Positive Ranks	2 ^b	13,25	26,50	Z	-6,461 ^b			
	Ties	3 ^c			Asymp. Sig. (2-tailed)	,000	Pleasure_T	M_pleasure	Diff_Pleasure_MvsT
	Total	61					4,00	8,00	3,00

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

a. Pleasure_T < M_pleasure
b. Pleasure_T > M_pleasure
c. Pleasure_T = M_pleasure

Figure 46 Wilcoxon test results for Self-reported vs Real-time monitored PLEASURE

From the 61 participants, 56 of them were reported with lower real time pleasure levels than their self-reported results, 2 with increased arousal and 3 had the same results in both circumstances. The overall median increase for arousal in the self-report tool is equal to 3. These results are statistically significant as p-value < 0.001 and z = -6,461.

Ranks					Test Statistics ^a		Report		
		N	Mean Rank	Sum of Ranks		M_pleasure - Pleasure_5sE	Median		
M_pleasure - Pleasure_5sE	Negative Ranks	4 ^a	18,63	74,50					
	Positive Ranks	53 ^b	29,78	1578,50	Z	-6,024 ^b			
	Ties	4 ^c			Asymp. Sig. (2-tailed)	,000	Diff_Pleasure_Mvs5	M_pleasure	Pleasure_5sE
	Total	61					3,00	8,00	5,00

a. Wilcoxon Signed Ranks Test
b. Based on negative ranks.

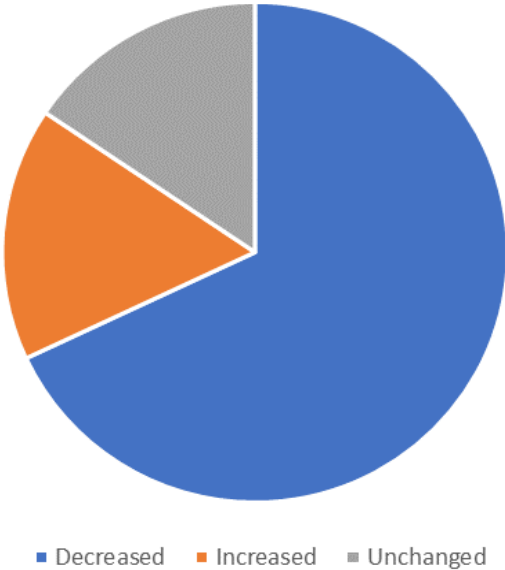
a. M_pleasure < Pleasure_5sE
b. M_pleasure > Pleasure_5sE
c. M_pleasure = Pleasure_5sE

Figure 47 Wilcoxon test results for Self-reported vs Real-time monitored 5s PLEASURE

From the 61 participants, 53 of them were reported with lower real time pleasure levels than their self-reported results, 4 with increased arousal and 4 had the same results in

both circumstances. The overall median increase for arousal in the self-report tool is equal to 5. These results are statistically significant as $p\text{-value} < 0.001$ and $z = -6,024$. We better understand the results of our test by visually representing the participants' change of arousal and pleasure levels and later they will be useful for extracting some insights about the cognitive process involved during decisions concerning emotions.

Self-reported vs Real-time arousal levels



Self-reported vs Real-time arousal levels

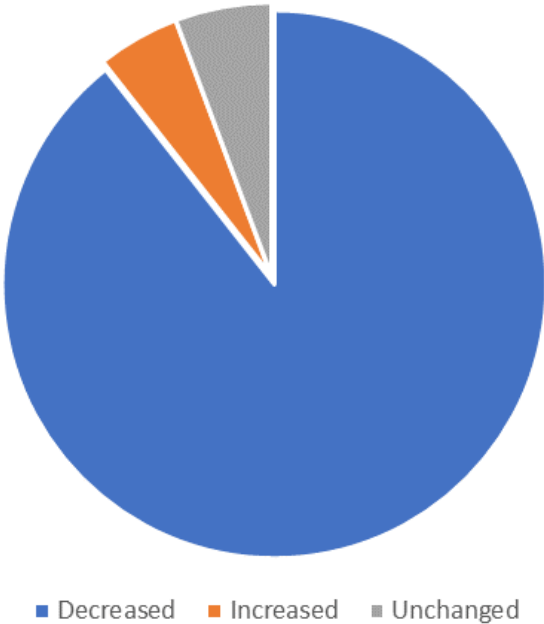


Figure 48 Representation of emotional changes between Self-report & Real-time data

The analysis for our hypothesis testing is supplement by the Kendal Tau b factor. The 2 basic assumptions are met by design and as such we can proceed to use of the metric.

*p<0.05 **p<0.001			M_arousal	AROUSAL_HsE	AROUSAL_FsE	AROUSAL_5sE
Kendall's tau_b	M_arousal	Correlation Coefficient	1,000	,198	,178	,103
		Sig. (2-tailed)		,062	,091	,329
		N	61	61	61	61
AROUSAL_HsE	AROUSAL_HsE	Correlation Coefficient	,198	1,000	,442**	,520**
		Sig. (2-tailed)	,062		,000	,000
		N	61	61	61	61
AROUSAL_FsE	AROUSAL_FsE	Correlation Coefficient	,178	,442**	1,000	,402**
		Sig. (2-tailed)	,091	,000		,000
		N	61	61	61	61
AROUSAL_5sE	AROUSAL_5sE	Correlation Coefficient	,103	,520**	,402**	1,000
		Sig. (2-tailed)	,329	,000	,000	
		N	61	61	61	61

Figure 49 Kendall's tau b test for self-reported arousal and the 3 real-time phases

According to case above, we can examine a positive monotonic relation between half-way real-time levels first five seconds & final moments arousal levels. These associations are positive and statistically significant as $t_b = 0,442$ with $p\text{-value} < 0.001$, $t_b = 0,520$ with $p\text{-value} < 0.001$ respectively. The same is true for the first seconds of arousal levels and half-way observed arousal.

Correlations

*p<0.05 **p<0.001			M_pleasure	Pleasure_FsE	Pleasure_HsE	Pleasure_5sE
Kendall's tau_b	M_pleasure	Correlation Coefficient	1,000	,145	,171	,102
		Sig. (2-tailed)		,193	,122	,346
		N	61	61	61	61
Pleasure_FsE	Pleasure_FsE	Correlation Coefficient	,145	1,000	,580**	,352**
		Sig. (2-tailed)	,193		,000	,002
		N	61	61	61	61
Pleasure_HsE	Pleasure_HsE	Correlation Coefficient	,171	,580**	1,000	,682**
		Sig. (2-tailed)	,122	,000		,000
		N	61	61	61	61
Pleasure_5sE	Pleasure_5sE	Correlation Coefficient	,102	,352**	,682**	1,000
		Sig. (2-tailed)	,346	,002	,000	
		N	61	61	61	61

Figure 50 Kendall's tau b test for self-reported pleasure and the 3 real-time phases

According to case above, we can examine a positive monotonic relation between final real-time levels, first five seconds & half-way arousal levels. These associations are positive and statistically significant as $t_b = 0,580$ with $p\text{-value} < 0.001$, $t_b = 0,352$ with $p\text{-value} < 0.001$ respectively. The same is true for the first seconds of arousal levels and half-way observed arousal with $p\text{-value} < 0.001$ and $t_b = 0,682$

4.3.3 Studying the difference between the 3 experiment groups for their intention to visit NZ & their related emotions (Hb)

Our hypotheses will be tested by conducting the Kruskal Wallis H nonparametric test. The test is used to examine for statistically significant differences between two or more groups of continuous or ordinal variables. This test is an alternative for one – way Anova, when dependent variables are ordinal, or the assumption of normality cannot be obtained. Our goal is to reveal possible differences between the three user's groups to discover if those subjected to the multiple advertisement treatment reacted differently than the others.

The Kruskal Wallis H test can be conducted if 4 basic assumptions are met:

1. Our dependent variables are continuous or ordinal.
2. Our independent variables consist of two or more groups assuming a categorical nature.
3. Our observations should be independent, thus a user from one group should not be present in another.
4. The shape of the mean difference's distributions should be either the same or different. If the shape is the same then we should use the H test for comparing medians, else we can only assume results for the overall presented difference of these distributions.

Effectively the null hypothesis (H_0) is considered as *the distributions of the related scores being equal*.

The Kruskal Wallis H test will be conducted amongst the reported overall intention to visit New Zealand aka "Intention_Overall" as well as on arousal & pleasure levels aka M_{arousal} & M_{pleasure} in comparison with the average arousal & pleasure levels of the face tracking tools aka $Arousal_T$ & $Pleasure_T$.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Intention_Overall is the same across categories of Groups.	Independent-Samples Kruskal-Wallis Test	,717	Retain the null hypothesis.
2	The distribution of M_pleasure is the same across categories of Groups.	Independent-Samples Kruskal-Wallis Test	,037	Reject the null hypothesis.
3	The distribution of M_arousal is the same across categories of Groups.	Independent-Samples Kruskal-Wallis Test	,024	Reject the null hypothesis.
4	The distribution of VALENCE_T is the same across categories of Groups.	Independent-Samples Kruskal-Wallis Test	,587	Retain the null hypothesis.
5	The distribution of AROUSAL_T is the same across categories of Groups.	Independent-Samples Kruskal-Wallis Test	,562	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Figure 51. Kruskal Wallis H test summary results

The H test returns the above results, while we use the default option for the degrees of trust threshold of 95%. At the first glance we can determine that only the distributions of the self-reported arousal & pleasure levels represent a statistically significant relationship. However, we should also examine the box plots.

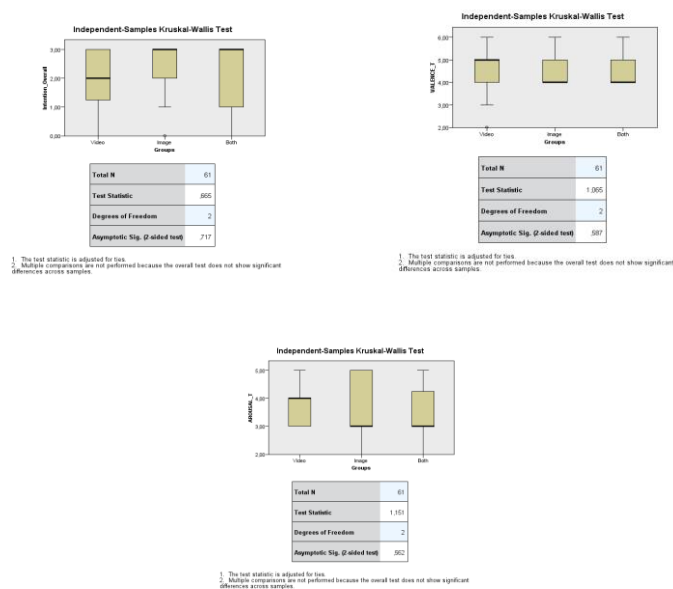
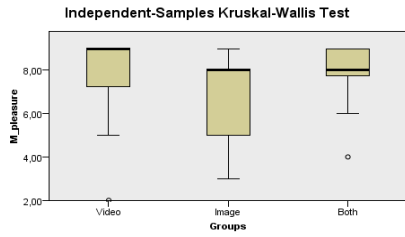
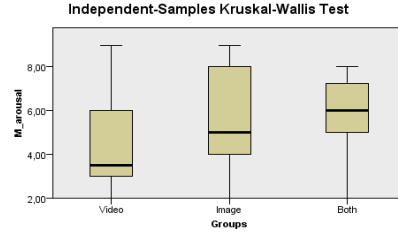


Figure 52. Kruskal Wallis Box Plots of statistically non-significant results



Total N	61
Test Statistic	6,599
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	,037

1. The test statistic is adjusted for ties.



Total N	61
Test Statistic	7,428
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	,024

1. The test statistic is adjusted for ties.

Figure 53. Kruskal Wallis Box Plots of statistically significant results

Ranks			Test Statistics ^{a,b}						
Groups		N	Mean Rank		Intention Overall	M_arousal	M_pleasure	VALENCE_T	AROUSAL_T
Intention_Overall	Video	20	28,73	Chi-Square	,665	7,428	6,599	1,065	1,151
	Image	19	32,84						
	Both	22	31,48						
	Total	61							
M_arousal	Video	20	22,50	df	2	2	2	2	2
	Image	19	33,21						
	Both	22	36,82						
	Total	61							
M_pleasure	Video	20	36,13	Asymp. Sig.	,717	,024	,037	,587	,562
	Image	19	22,89						
	Both	22	33,34						
	Total	61							
VALENCE_T	Video	20	34,10	a. Kruskal Wallis Test					
	Image	19	29,37	b. Grouping Variable: Groups					
	Both	22	29,59						
	Total	61							
AROUSAL_T	Video	20	34,20						
	Image	19	30,08						
	Both	22	28,89						
	Total	61							

Figure 54 Kruskal Wallis H test ranks and chi square statistics

According to the box plots and the asymptotic p values, we can see that Overall Intention to visit the place and data recovered from the face tracking applications do not show considerable differences to their distributions, opposed to the data collected from the self-report tool.

Analyzing the results further, we will note that in the cases of the intention to visit variable all groups have similar mean ranks in contrast with self-reported arousal and pleasure. Arousal seems to be favored by the combined multimedia advertisements and pleasure seems to be influenced more both by video only and combined media. Specifically. We can argue that:

We conducted the Kruskal Wallis H test for determining possible difference between overall intention to visit New Zealand, self-reported arousal & pleasure and real-time reported arousal & valence. The groups in question were users exposed only to the Video Ad (n=20), users exposed only to the Image Ads (n=19) and users exposed in both previous ad types (n=22). Across the results we observed that, overall intention to visit NZ did not present a statistically significant distribution between groups as $\chi^2 = 0,665$, p value > 0.05 . On the other hand, self-reported arousal & valence were described by statistically different distributions as $\chi^2 = 0,7,428$, p value < 0.05 $\chi^2 = 6,599$, p value < 0.05 respectively. In this case we have seen that arousal levels present higher mean ranks (mean.rank = 36.82) for the combined ads, although pleasure levels favor (mean.rank = 36.13) the video only task.

dichotomous ones by assigning 0 for the case of no mentions for each participant and 1 for the case of at least one word mentioned. This resulted to the next Figure:

Theme	Video Only	Images Only	Both	Sums
Travelling	8	8	12	28
Pleasure	9	4	6	19
Experience	5	9	5	19
Calmness	5	6	6	17
Water	7	9	4	20
Nature	5	0	11	16
Arousal	4	1	4	9
Other	4	9	4	17

Figure 56 Thematic allocation of reported keywords divided by participants' group

The first highlighted themes are the ones that were detected according to our literature analysis for the 100% Pure New Zealand campaign. These themes count for 37% of the reported keywords during our experiments. We should also note that the Chi-square tests of independence in SPSS did not reveal any significant results regarding independence, meaning that all themes are reported as independent for each group. However, this result allows for room to statistically maneuver in order to examine if there are any significant difference between the distributions of different themes in regard to arousal, valence and intention to visit New Zealand. For this purpose, we will be using Mann Whitney U test. The Mann Whitney U test is based on 4 main assumptions:

1. The dependent variable should be of ordinal or continuous level.
2. The independent variables should be categorical and specifically dichotomous
3. Observations should be independent
4. The distributions of scored variables or the dependent variable for each category have either similar or dissimilar shape

The two first assumptions are met by research design. The third is proved via the chi square test of associations between themes. All 64 possible combinations are proven to

be not independent according to our theme construct. The fourth construct is also met after examining the shapes of distribution and as such, we will present the only group that had a similar shape and a statistically significant result.

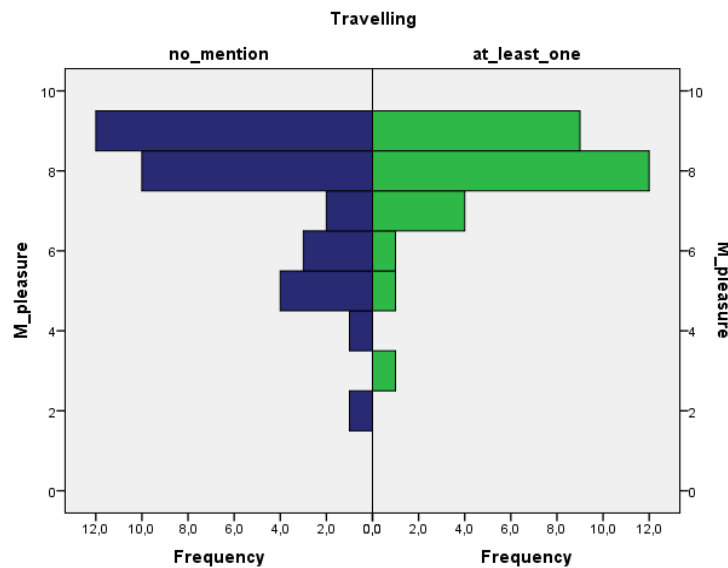


Figure 57 Comparison of shapes between distributions for travelling wording

Ranks					Test Statistics ^a															
Travelling		N	Mean Rank	Sum of Ranks		M_pleasure	M_arousal	Intention_Overall												
M_pleasure	no_mention	33	30,23	997,50	Mann-Whitney U	997,500	436,500	433,000												
	at_least_one	28	31,91	893,50																
	Total	61																		
M_arousal	no_mention	33	30,12	994,00					Wilcoxon W	997,500	994,000	885,500								
	at_least_one	28	32,04	897,00																
	Total	61																		
Intention_Overall	no_mention	33	26,83	885,50									Z	-3,387	-4,425	-2,191				
	at_least_one	28	35,91	1005,50																
	Total	61																		
					Asymp. Sig. (2-tailed)	,699	,671	,028												
																	a. Grouping Variable: Travelling			

Figure 58 Mann Whitney U test results

The previous results are the only ones that revealed a possible association in the mean differences between distributions. The Mann Whitney U test was conducted to determine if a statistically significant difference exists between the two scores of wordings. The only viable result was the traveling wording in relation to the reported overall intention to visit the destination. Participants that reported at least a keyword relevant to the travelling theme scored higher (mean.rank = 35,91) than those with no mention at all (mean.rank = 26,83). This difference is statistically significant with a z = -2,191 and p value < 0,05.

5 Conclusions

This section is devoted to our findings and initially we will group together all of our results and check the final state of our hypotheses testing. Later we will discover the study contributions to the field of online synergy how it is compared, combined, or supplemented with other studies.

5.1 Discussing the results

We should start by addressing the elephant in the room. The significant differentiation between the results of the Manikin tool and the Face Tracking applications. Sheskin (2011) suggests that the Wilcoxon H test is the best option to determine differences between variables from the same sample. This is the case especially like ours, where users are invited to participate into different tasks, which aim for same end goal (Gibbons & Chakabroti, 2011). The self-report tool led users to report much higher levels of arousal and pleasure. Therefore, we can say with certainty that the H_0 null hypothesis is accepted and H_1 is declined. This result is crucial as it fuels the debate of validity between explicit and implicit methods of monitoring emotions. Answers received from implicit methods like self-reports questionnaires are heavily influenced by cognition as there is a connection between logic and emotion, even if its subconsciously hidden (Danner et al., 2014; LeDoux & Brown, 2017; Montano & Kasprzyk, 2015) and for this reason studies should avoid using linguistic scales or semantic representations of emotions (Scherer 2005; Bynion & Feldner, 2017).

In our case the use of real time tracking of the people's emotions allowed for better understanding the impulsive elements of the ads on them. There is also the possibility that the users were restrained from the fact that they knew of being recorded and the great loss of time between activities such uploading the media file, redirecting etc, minimize the effects of the ad momentum. Nevertheless, this is the first purposed step for understanding synergistic effects, to test a real time campaign and post hoc with a appropriate tool. We cannot know which tool is more accurate, but we do know that one tool is not enough. A very interesting fact is also the positive association of the initial real-time reported pleasure and arousal levels with the later-observed levels of the same kind. This finding suggests what Zhi et al. (2018) noticed, that early elicited emotions during

a task are the most crucial or truthful and can possibly affect later decisions on behalf of the user. We should note of course that Zhi's study was conducted by tasting a product not viewing it, even though we will discuss it again later.

The next step in our study was relevant to the initially four and late three groups of participants. Each group was presented a different campaign except the third, which was shown both campaigns. This act was a direct way to examine possible synergistic effects. We combined different media (images & videos), to promote a specific message (New Zealand) by forceful repetition (Dong et al., 2018; Lim et al., 2015). Overall, by using Kruskal Wallis H test we discovered that there are not any statistically significant relationships between groups amongst arousal, pleasure and intention to visit New Zealand, except again for the results being derived by the Manikin repot tool. Especially in the case of arousal, the group related to the combined campaigns was significantly more aroused than the other two. However, we accept the H₀ null hypothesis of higher intention to visit New Zealand for the group with the combined advertisements. There is the possibility that the metric used to validating *intention to visit* was not accurate enough for this type of research. Thus, we have proposed a more flexible but complicated scale for measuring *intent* for a tourism destination, which relates to the emotional aspects of experience (Pine & Gilmore, 1999) building upon Hosany's scale (2010;2013;2015) for visiting destinations. This was a creative suggestion of the study but needs further validation and thus, we stood by the three simple questions of visiting, promoting, and suggesting a destination to others, to examine *intentions*. Still, there is not enough evidence to suggest the effectiveness of lone advertisements against many of various kind as Tercia et al. (2021) have suggested.

Finally, we come to discuss the part that until now was not discussed in the recent studies. The association of keywords and effective SEO to emotional states, because of online marketing campaigns. Google has mentioned the power of micro moments from 2014 to nowadays. Organizations should be able to match user's intent as fast as possible, as relevant as possible and in the right time. We also saw that 70% of our participants seek answers via the Google search engine. However, the majority of the studies focus on the semantic influence observed only in social media (Pancer, 2019; Li & Xie, 2020; Deng et al. 2021) or the power of product reviews (Senecal, 2005; Pan & Zhang,

2010). Naik & Raman (2003) told us that synergy is a combination of effects, and we understand that when 40% of online users obtain knew information about brands via search engines and emotions are one of the reasons of visiting a place (Prayag et al., 2018), then we need to find the joint point of reference. We accept the view of Russel (1980;2005) that emotions are not discrete but are closely related to each other, although they fall under the generallistic perspective of arousal and pleasure. We transfer this view to the keyword analysis, by introducing the themes. We needed a way to connect arousal & pleasure to SEO. A campaign or an advertisement try to promote a message. This message is understood differently by everyone. However, there is a chance that there is a connection between the message and each person's thoughts when these are materialized. This is the purpose of themes, more precisely, in our study we discovered that the themes of *traveling, experience & nature* were parts of the 100% Pure New Zealand proposed messages and they were also prominent in our users' responses. Even though we did not manage to establish any statistically crucial results regarding possible associations or differences, a future study incorporating Ordinal Logistic Regression may be more useful for achieving deeper results by bypassing current statistical limitations. As you can tell our Hc0 null hypothesis is supported, as we found 3 main themes of words to be prominent in the tested campaign but there were not any other results to solidify the fact that a combined view of media is the reason of this finding.

5.2 What others have to say & this study's innovations

Our study aims to breach the gap between the growing online marketing micro moment environment and the synergy concept of digital advertising. We went a step further by looking beyond the match debated issues of eWOM & reviews semantics (Stephens, 2016) as we tried to create a framework for testing keywords related to user's emotions. Pauwels et al. (2016) noted that online to online synergy is stronger than online to offline synergy and we built on this by combining video and image ads as stimuli. There is a distinct research design for the most studies as some either focus on measuring emotions and advertisements effectiveness with self-report tools or only by using face tracking applications. Moreover, we follow the suggestions of Bastiaansen et al. (2019) of complementing self-report methods with real-time emotion tracking data to provide the best possible analysis. To achieve this, we compared the results across specific

timeframes by organizing our results into three chronological points, three different groups and by allowing users to express what kind of words the stimuli make them think. Moreover, we support the results of Hadinejad et al. (2019) that combination reporting tools will allow us a greater degree of validity. We also overcome setbacks such as the barrier of prior knowledge of a destination and the limitations of using a laboratory (Li et al., 2017) or even the fact that many experiments do not take place on real life experiments (Dong et al., 2017). We can also argue that we overcame linguistic barriers by using Manikin as a self-report tool and tested it in a new cultural environment. Also, we took the first steps testing Manikin for experiences, which elicit strong arousal responses (Bynion & Feldner, 2017). In addition, with Manikin, we took a standpoint of using the Pine & Gilmore (1999) experience model to build and propose a possible theoretical framework of intention to visit scale. Tercia et al. (2020) was a study that made an effective use of the model. Finally, we should note that possible differences between real-time data and self-reported data are a byproduct of the cognitive connections between emotion and logic (Plass & Kalyuga, 2019)

5.3 Future research & limitations

Our results are not devoid of limitations. Even though, we managed to gather 61 participants, each group included 20 to 23 users. A larger data set would be better for future research. The intention to visit scale as a separate variable could be more broadly described as Hosany (2010;2015) with the DES initiative proposed but also include negative emotions. Towards this direction, we have proposed an intention to visit scale according to Prayag (2013; 2018) and Hosany's (2010;2015) suggestions by introducing the Pine & Gilmore (1999) experience model. Another limitation is the coding process of the themes wording. An ordinal logistic regression would be more useful for discovering the effect of specific emotions, & keywords on intention to visit than a mean difference statistical test. There is also the limitation of Face Reader tool. The tool does not support mobile integration of the face tracking software and its process of validating and uploading media are highly dependent on each user's internet connection. In addition, we did not explore the relation of specific elicited emotions, but we focus on a broader perspective of arousal and valence, something that future research may work upon. It would be interesting to test the combined results of other self-report tools and face tracking applications in order for a scientific benchmark to be applied for these

study designs. Finally, the best fit for a micro moment survey should involve mobile phones and tracking of users during their interaction with them and also there should be studies exploring the role of dominance or control (Bakker et al., 2014) in decision making for visiting a destination. This decision became more intuitive by allowing the users to write down word via a brain storming procedure we can later create a new linked digital path, this path includes user profile related to intent for travel, emotions created by the campaign and keywords related to the campaign. This link is then tested amongst different time frames and various campaign synergistic levels. For example, if there is no statistically significant relation for escapists profiles, high intent to visit, specific emotions and a specific keyword prominence between video only and images proceeding video, then it is implied that there is no need for multiple marketing sources as long as there is statistically significant relationships between the highlighted measurements. The practical implication will be the formulation of a testing process for digital marketing campaigns, connecting different strategies to achieve a specific goal, because until now there wasn't a synergistic marketing framework for digital campaigns

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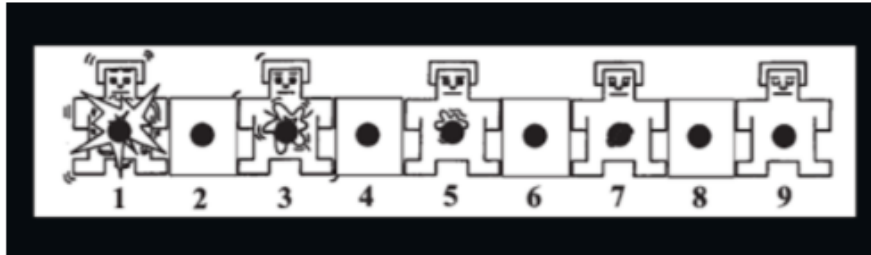
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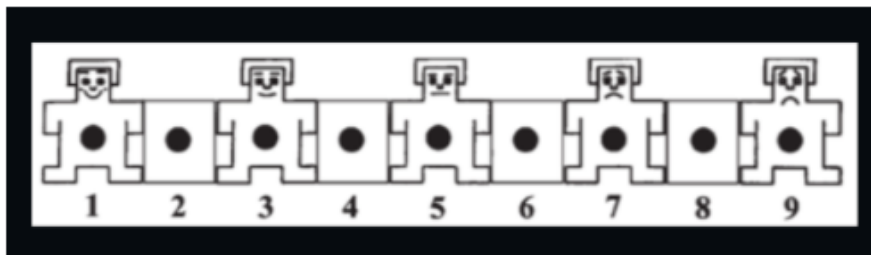
APPENDIX

Choose the answer that represents the level of arousal you felt during the video. Each number corresponds to a human-like figure or gap. Write down the number that represents the image that expresses the intensity of your emotions. *



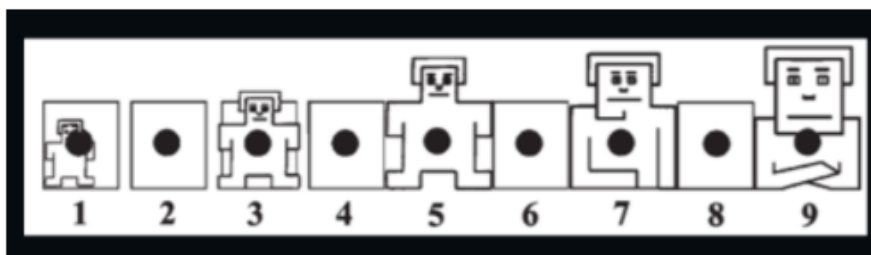
Η απάντησή σας _____

Choose the answer that represents the level of pleasure you felt during the video. Each number corresponds to a human-like figure or gap. Write down the number that represents the image that expresses the intensity of your emotions. *



Η απάντησή σας _____

Choose the answer that represents the level of self confidence you felt during the video. Each number corresponds to a human-like figure or gap. Write down the number that represents the image that expresses the intensity of your emotions. *



Vacations...not bad. Not bad at all!

Write down the words that came or come to your mind after viewing the video! *

Η απάντησή σας

Would you visit the destination of video? *

Επιλογή ▼

Would you recommend this destination to your friends? *

Επιλογή ▼

Would you say positive things about the destination to others? *

Επιλογή ▼

According to the video, I should visit New Zealand because *

- I will get the chance to meet new friends
- I will be able to take my time and rest
- I will redioscover my inner self
- I will get the chance to buy local products
- I will meet new cultures
- It seems to be a nice place for family vacations
- I will be able to better understand myself
- I will meet people, with whom I share common interests
- I will meet new people
- I will be able to better understand myself

I am *

Επιλογή



I am *

Επιλογή



I travel abroad for vacation *

Επιλογή



I am *

Επιλογή



I live in *

Επιλογή



I am *

Επιλογή



How often do I use Google to seek information about a problem or issue? *

Επιλογή

