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**DOES THE EMOJIS EFFECT ON CONSUMER
BEHAVIOR IS THE SAME IN LUXURY HOTELS VS
STANDARD BRANDS?**

João Pedro Catana Romão Pinho Gil

Dissertation presented as partial requirement for obtaining
the Master's degree in Statistics and Information
Management

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ABSTRACT

Hotels are looking for new interactive communication tools such as emojis to improve their image and develop relationships with customers. However, extant literature does not provide sufficient guidance on how emojis use helps to enhance communication. To address this gap, this research examines how hotel communication with emojis can affect the interactions between providers and customers. Findings from an experimental study with 328 customers indicate that the use of emojis affects future booking intention, independently of the type of brands (Luxury vs Standard). Participants showed a preference for communication without emojis to increase their booking intention compared with emojis presence. In addition, emojis presence reduces the seriousness and makes it less easy to interpret hotel ads. Finally, we show that emojis effects work similarly for younger and older consumers.

KEYWORDS

Emoji; Brands; Hotels; Communication

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1. INTRODUCTION

Today, companies' success in a competitive environment like hospitality relies on the ability to innovate and adapt their marketing activities to new trends (Sumer, 2017). Thus, it is important for hospitality providers to create better marketing communication strategies through flexibility, individuality, and creativity (Vangelov, 2017).

Accommodation is one of the most vital parts of the tourism sector. Given the competition and the number of hotels and accommodation services, it is important that hotels develop a distinct and efficient communication strategy to get competitive advantage against competition. Marketing tools are used to target tourist, so it is important to understand how hotel brands can benefit from the use of these tools and whether the use of this language can bring risks in terms of consumer perceptions.

Some of the new technologies and trends that are constantly appearing are focused on human behavior and communication. Due to the emoji popularity in the digital world and "its capacity to humanize communications", companies have been exploring the benefits of introducing this new language on their marketing activities (Chan & Leung, 2017).

Emojis came to replace text-based emoticons, pictorial representations of facial expressions using characters, punctuation, numbers, and letters. Expressing human feelings became easier and faster by saving time writing, helping to draw the reader's attention, and it might even improve the understanding of the message. Emojis have become part of the consumers' vocabulary, and marketers have learned to speak this language (Walgrove, 2016).

Brands, such as hotel chains, started to use emojis more frequently because they understood that their customers started to use them more frequently as well (Tao, 2016). In a world where consumers are being constantly exposed to several advertisements every day, an environment of overloaded information arises, brands are struggling in continuing to stay relevant and understand how to efficiently communicate their message in few seconds to get consumer's maximum attention (Ge & Gretzel, 2018).

The most important aspect of emojis is its reflection of emotions by images. If visual content is often thought to leave a bigger emotional impact than words, the benefits of adding emoji to campaign messages can be understood (Yakin & Eru, 2015). Also, customers do not want to watch, read, or listen to long advertise messages. This leads companies to create a short, real, and emotional relation with customers (Eru & Yakin, 2019). With the help of the emojis, gaining consumers' attention to the company's products or services could be easier. Also, it becomes more attainable to persuade new people to be involved in marketing campaigns. Both customers and businesses can gain from this digital marketing trend (Sumer, 2017).

With the increase of emoji usage in marketing, it is important that brands use these tools in effective means, otherwise the use of these paralinguistic cues could negatively impact the companies' quality of response, the brand relationship and purchase intention (Hill, 2016).

It is important to note that although emoji marketing might be successful in a certain industry, brand, and target audience it does not mean that it can equally guarantee the same performance across all businesses (Madde, 2016). This study will be focused on hotel providers.

Despite the increased use of emojis by companies – 777% in the last few years (Tao, 2016 in Yakin & Eru, 2017) – scientific research does not provide clear guidance about its effects on the relationship between accommodation brands and consumer's perception (Fullwood et al., 2015; Kaye, Malone & Wall, 2017).

The question that arises is whether the messages are well transmitted onto the consumer and if they are well interpreted (i.e., message efficacy). Thus, it is necessary to understand what meaning they have, mitigating barriers in the communication between consumers and brands (Chan & Leung, 2017).

Recent research indicates a lack of empirical investigation regarding the influence of emojis usage on purchasing intention from a marketing perspective (Lee, 2021). A key contribution of the current paper is to understand how the use of emojis influence booking intention of hotel providers. Other relevant aspect regarding this study is which Hotel segment is being promoted through the marketing communication, whether it is a luxury hotel with more hedonic values, or a standard hotel with more functional values. To the best of the authors' knowledge, the relationship between the use of emojis by different providers (luxury vs. standard hotels) and its effects on consumers has not been much explored yet. Furthermore, the consumer's prior experience with the brand and their attitude towards it, in terms of valence and other factors, such as brand personality, may influence how they respond to the brand using emoji in their advertising communications (Das et al., 2019).

This research demonstrates that when people were exposed to hotels advertises without emojis their positive affect and booking intention were higher vs when exposed to advertises with emojis. These findings have implications on hospitality managers choices regarding where to spend their resources, especially in the accommodation sector, where we realized that the impact of emojis is worse compared to not using emojis.

Moreover, the use of emoji marketing might have various effects depending on the generations and emoji use may decrease with age (Ali & Hakami, 2017; FikriMuhim, 2015). Thus, we investigate whether emojis affect booking intention across the 3 generations presented in the study (Gen Z,Y,X).

In this study, we aim to examine how the use of Emojis in two different hotels brands can influence consumers booking intention and consumers affect with this brand. The emerging effects and the big popularity of emojis represent an opportunity for all marketers to differentiate

themselves among its competitors by incorporating them into their current and future marketing campaigns, to try to increase consumer engagement (Grennan, 2016). Regardless of marketer's objectives, emojis seem to be one of the most relevant responses to transmit content messages to customers (Ashley & Tuten, 2015). The analysis of their perceptions and interactions, when they see the same emoji in different communications, is intended to add value to marketing relationships between hotel brands and customers.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

2.1 Emoji Marketing

Nowadays, social media and digital marketing are constantly mentioned topics that directly impact brand awareness. If brands want to be successful, they need to be present on social networks (Langaro et al., 2020). The classic and rational marketing thinking process, can no longer satisfy a company, so it's important to completely redefine brands' strategy (Chetochine, 2008).

Promotional activities constitute a significant part of marketing activities, both in profit and non-profit firms, so new promotion tools have appeared (Yakin & Eru, 2019). To improve the way companies communicate they should consider new strategic tools, one of these tools being emojis. Replications of face-to-face communication, since it involves non-verbal communication representations, like gestures, body language and facial expressions, helping personalize the messages being transmitted (Lemonnier, 2012).

Many brands are already aware of the tendency of using emojis in their communications, given the urgency of advertisers to find new ways to link the brands with people's familiar information, to discover new and modern ways to re-attract people's attention. There are excellent cases of emoji marketing on various web platforms, from different types of companies and organizations, that have successfully achieved good responses (Lemonnier, 2012).

The main goal of this marketing move is to convey an original and playful message. This can provide great results, for example, the mailing open rate is more meaningful with emojis in subject line with a 45% raise in the unique open rate (Werner, 2012). Also, statistics proved that click rate (ratio of users who click on a specific link) and attention time raise when emojis are involved in the content. The click rate increase from 0,4% to 9,2% due to emojis presence. Furthermore, the time spent on a mailing written with some emojis, make customers more focused on reading the message, increasing from 3,3 seconds to 7,8 seconds when emojis are involved (Werner, 2012).

Another reason why emojis started to be used so frequently in advertising campaigns is because this new language is starting to be accepted as a common alphabet, universal for all countries and languages (Huang et al.,2008). Emojis create shared uniqueness that connect users, maintain their conversations, and enhance personal and social relationships (Churches et al. 2014; Kelly & Watts, 2015). Past studies demonstrated that people react to emojis the same way as they react to real human expressions. It was also exhibited that when they received negative feedback along with positive emojis in that feedback, it helped to strengthen the receivers' perception of good intention communicated to them (Eru & Yakin, 2019).

Today, more than 3,000 emoji exist, characters that include not only facial expressions (😬), but also concepts and objects such as weather (☀️), food (🍷) and activities such as running (🏃) or dancing (💃).

Also, this new language is perceived as more positive and enjoyable, allowing more distinct interactions (Yakin & Eru, 2019). At least 6 billion emojis and 41.5 billion messages are sent all around the world daily via mobile phone messaging apps (Monllos, 2015). A survey that was conducted with 1,000 Americans indicated that 86% used emojis regularly in their digital communication (Darrow, 2017).

Emoji increased the ways in how people can express themselves, but it has become clear that emojis can be misunderstood. This can happen for one main reason. Consumer's opinions vary concerning how emojis should be used or what emojis represent (Miller et al., 2016).

For investigating how emoji understanding differs between people, a study was conducted by Tigwell & Flatla (2016). They found out that emojis are mostly used in informal contexts and with those who fall in close social circles within the individual, and in addition to it, some participants commented the challenge of communicating between different platforms.

Another study, by Yakin & Eru (2015) emphasizes that the use of emojis in marketing campaigns effectively support persuasive aims. Different types of emojis can be utilized for different marketing purposes (Mathews & Lee, 2018). The first type, by Unicode Consortium, a nonprofit corporation based in California, has standardized emojis so that they are easily available and represented in all modern software (Unicode, 2017). Then, there are also custom emojis created by brands that are available to users as stickers as well.

The computing industry Unicode, standard and systematizes the characters coding to ensure a consistent encoding, text display, processing, and interchange over the different platforms. It does it by designating a specific number to each alphanumeric and emoji character that any computer will recognize. Unicode is defined as "the foundation for text in all modern software: it's how all mobile phones, desktops, and other computers represent the text of every language" (Bromwich, 2015; Liu & Lions, 1998).

It defines Emoji as a "standardized set of characters" that are available on the different platforms and operative systems like iOS, Android, Windows and Mac OS X (Davis & Edberg, 2015).

Although, on the multiple distinct operating systems or platforms there might be a slightly different aesthetic for each of the characters. However, the character's integrity is maintained as each character has a unique numerical code and is given an official name that ensures characters appear similar across platforms and devices. Technically, this standardization process allows emoji to

be used and recognized across different devices, operating systems, and Internet platforms all over the world (Unicode Consortium, 2018).

A study from a group of researchers from the Central Michigan University (USA) analyzed how brands utilized emojis in their marketing practices, conducting a content analysis to search as many as possible articles containing information pertaining the use of emojis in marketing by brands from the beginning of 2014 to the end of 2017. They discovered a total of 55 brands in trade literature that used emojis in their marketing strategy (Mathews & Lee, 2018).

First, they found out that the industries that most utilize emojis in their marketing strategies, by ranking order was, 1st Service Industry (27,3%), then Entertainment Industry (18,2%), then food/beverages industry (18,2%), then fashion brands (9,1%) and finally health/beauty brands (5,5%). We can see here that the accommodation sector wasn't present on the top. Their second discovery was that the first motive for utilizing emojis in the brands strategy was to increase engagement (89,1%). There were also the educational proposes (9,1%), brand exposure (7,3%) and specific a social issue (3,6%) motive (Mathews & Lee, 2018).

The last finding was related to the implementation of emojis, most brands (85%) used them in social media platforms, mobile applications, and digital messaging. Only the others (15%) used them in an offline setting (Mathews & Lee, 2018).

For the authors of this study, the implementation of emojis into marketing campaigns or brands strategy has not only, its benefits as it may also have its challenges. There might be the risk of brands generate misinterpretations or suffering refutation by the customers (Mathews & Lee, 2018).

Several brands, like McDonald's, Durex, Coca-Cola, Pepsi, Toyota and other brands and organizations have shown us the success cases of emoji marketing. Their strategy consisted as: first, the use of the emoji to tell their story, which should be as simple as possible, and the emoji used should not be too complex either. Second, it is required to find the inner link of emoji and the brand, to reject the embarrassment and confusion. Third, to use suitable emoji to represent the brand culture, or spread the use of emoji for sales purposes. Fourth, no matter how the emoji is used, the audience should feel involved (Li, 2018).

An example of the use of emojis in marketing is the Twitter page of Domino Pizza Chain (Figure 1.), in 2015, the pizzas chain allowed costumers that used this social network to order pizza by simply tweeting. They found out that a simple tweet with a pizza emoji could improve its orders process.

McDonald's also created a campaign with billboards to promote its restaurants near London, that shared its marketing message using emojis (Speier, 2015). The billboard contains traffic and construction emoji, likely indicating the reasons for delays on the highway, and then shows a crying face due to the delays, followed by McDonald's famous arches and a smiley face see Figure 3.



Figure 3. McDonald's Campaign

Nevertheless, emojis are not just an online phenomenon anymore, these images routinely started to appear in offline communications and to be used by brands to create their one communication tools.

2.2 Marketing in hotels sector

Advertising is being more and more used by the tourism sector, since it has a crucial role to inform the customers about the services provided. However, it is always harder to marketing a service, like hotels, due to its intangibility and few associations with physical elements (George & Berry, 1981). The services provided by hotels are intangible, inseparable, perishable and heterogenous, which make more complicated the way marketers can advertise this service (Mullins, 1993). So, a strategy that many providers try is to create intangible perceptions of tangible products (Lewis, 1990). Sargeant & Mohamad's (1999) suggest that marketing has more benefits in selling in the hotels sector, if customer-centrism should be mirrored in the advertises, while at the same time embracing the notion that brand management marketing is more important to hotels, as the type of service being offered are intangible, so it's easy to become obsolete, and for customers to start to standardize. It's decisive for advertises to be credible, to avoid customers rejection (Gardner, 1975).

A study by Hsu & Chen (2020) aimed to understand how videos and smiley face emojis affect the selection of hotels by customers, with their brain activities measured and harvested while watching the videos. The results of the study determined that the selection of participants' hotels would be significantly affected by the subliminal stimuli of a smiling face emoji.

The hotel industry is particularly vulnerable to online analysis because a large percentage of bookings are made through this mode. Most leisure travelers use rating sites as the key source of information, while half of hotel purchase decisions are influenced by online reviews (Min et al., 2015). Besides, the influence of a negative message on online complaints is more pronounced when customers buy services instead of products. Empathy has long been considered an important factor in understanding and satisfying customer needs (Simon, 2013). While empathy is one of the top five requirements for delivering high-quality service, lack of empathy-eased employees generates a high volume of customer complaints and, in the outcome, as a critical component when responding to customer complaints.

Online reviews are increasingly important in consumer expectations and bookings. In many business areas such as hospitality, professionals recognize the influence of social media on customer booking behavior (Anderson, 2012). People have a habit of booking hotels online and as such they often read before reviews, and sometimes chat about the hotel with previous guests.

The language that is used in reviews is also a specific way for consumers to express their opinions on social media and comments influence the intention of their "Facebook friends" to book a hotel (Ladhari & Michaud, 2015). In this sense, language can be done through tips, emojis, making criticism more popular and more influential (Manganari & Dimara, 2017).

The use of emojis is a form of social expression and is becoming increasingly natural for many brands to attract customers from a platform, humanize them and make them more fun (Stark & Crawford, 2015). According to Wang et al. (2015) using this non-verbal language is fundamental, because people tend to remember more easily the comments that have personal feelings and perceptions about the service, compared to those who do not.

Besides, the use of emojis can be important for sales strategies or even to make customers feel good about the brand or service (Luangrath et al., 2017).

Similarly, we can see that using emojis in messages makes content more positive even when the emoji is unhappy. Currently brands use social media to communicate with customers and the use of these to make online reservations has increased, also increasing service reviews (Wibowo et al., 2017).

In the case of providers, the quality of service is based on personal experience rather than objective values. Personal experience includes social context, personal motivation, expectations, and customers' perceptions of the experience are affected by the fact that their expectations are met and feel involved and percept the hotel service as adequate and excellent (Lu et al., 2015).

Considering these reasons, we should study if the presence of emojis will increase hotel's booking intention and if they will create a positive effect on customers.

H1: The presence (vs. absence) of emojis will lead to higher booking intention.

H2: Positive affect will mediate the effect of emoji presence (vs. absence) on booking intention.

2.3 Hedonic versus Utilitarian communication with emojis

Services are classified as either hedonic or utilitarian (Batra & Sinha, 2000; Sethuraman & Cole, 1999), corresponding to the values provided and the motives of consumption (Chitturi et al., 2008; Dhar & Wertenbroch, 2000; Kempf, 1999; Voss et al., 2003). Hedonic services are the ones related to fantasies, feelings, fun, pleasure, and enjoyment (Holbrook & Hirschman 1982; Mano & Oliver 1993). They can belong to a various range of purpose of consumption, like flowers, chocolates, luxuries sports cars, designer clothes, themes parks, vacation resorts, concerts, movies or videogames. When buying, and consuming these products consumers are expecting strong sentimental arousal, multisensory stimulation, and feelings of cheerfulness, excitement and delight, the purchase of them is driven by perceived hedonic values, under hedonic motivations (Chitturi et al., 2008; Linh, 2017; Kempf, 1999; Khan et al., 2004).

On the other hand, utilitarian (or functional) services relate to needs, values, necessities, and problem solving (Babin, Darden, and Griffin 1994; Mano & Oliver 1993). These types of products include detergents, microwaves, or toilet paper (Linh, 2017). Customers are more focused on the attributes and functions of the service itself, driven by utilitarian motivations (Khan et al., 2004).

However, services can have both utilitarian and hedonic attributes at the same time. The motives are critical for defining whether a service might be perceived as more/less hedonic or utilitarian. A certain product can have different levels of utilitarian and hedonic value for each consumer, as these utilitarian and hedonic values are perceived and evaluated (Batra & Ahtola, 1991). They can diverge according to individualities of the customer and the situation (Holbrook & Hirschman, 1982).

A person evaluating a pair of sneakers may care for both functional features (e.g., durability) as well as hedonic features (e.g., design) and the motive of consumption may follow different motivations, for example, purchasing a mobile phone to access help in times of trouble makes a mobile phone a utilitarian service, however if the reason for buying the same phone is to chat with friends makes it hedonic (Khan et al., 2004). Certain products and services may have both high utilitarian values and high hedonic values, such as Apple computers for tech lovers and Mac enthusiasts. On the other hand, other products might only have fairly moderate utilitarian or hedonic value, such as generic store-brand scented candles or a dollar-store garden shovel (Batra & Ahtola, 1991).

The two types of attributes are likely to operate in matching for any person when making decisions, whereby an automatic process would be impacted by hedonic values and conscious evaluative process would be operated by and utilitarian value (Bond et al., 2009).

An investigation by Kronrod & Dazinger's (2013) regarding the consumer's response to figurative language, like smiles, in consumer reviews of hedonic versus and utilitarian products, discovered that customers have more positive attitudes toward hedonic products than to utilitarian products, when they have a figure alongside text, suggesting that this happens because figurative language is more emotional, and because that matches with the profile of hedonic products (Kronrod & Danziger, 2013). Figurative language in a user-generated context (created by users without receive anything from brands), is only effective in certain contexts. This complexity results from differences in the conversational norms regarding advertising and consumer-generated context. Their results of the referred study showed that different conversational norms are present in advertising content and in user-generated content. In advertising, figurative language is conversationally normative, and therefore affective across contexts.

However, for example in consumer reviews, figurative language is less normative for descriptions of utilitarian consumption related with more rational and less affective attitudes. Therefore, the effectiveness of a review, in which people tend to prefer rational considerations regarding the products, for a utilitarian consumption experience decreases when the author add to the review a figurative language. It was demonstrated that although emotional strength encourages figurative language use, conversational norms do not lead to positive consumer's outcomes.

It can be assumed that the relationship between emojis and advertisements can be similar. Like figurative language, emojis are an effective way to communicate emotions, without expressing complexity or long information's (Derks et al., 2007). It fits on the emotional profile of hedonic products, but it does not fit well with utilitarian products.

A previous study by Das et al. (2019) examining the influence of emojis on consumer reactions to advertising discovered that advertisements including emojis only lead to higher positive affect when the advertised product is hedonic, not when it's a utilitarian product. Participants of the study that saw hedonic products being advertised with smiley emotion felt more positive than the ones who saw the same smiley emotion with utilitarian advertisements. Although a negative effect was not found in the utilization in the utilitarian products advertisements, that happened in another related research (Glikson et al., 2018).

Another example is the newspapers industry, for example, it already happened with the USA Today, a national American daily middle-market newspaper, that attempted to put emojis in their headings. The results of this experiment showed that it is hard to communicate serious message with

emojis. Undeniably, readers felt like the newspaper tried to reflect how they should feel about the news (Cosslett, 2015).

Considering these reasons, we should study if the different hotel types will have any impact on booking intention and on the customer's positive affect.

H3: Hotel type (luxury vs. standard) will moderate the effect of emoji presence on positive affect.

H4: For luxury hotels the increased positive affect will mediate the effect of the presence of emoji on booking intention.

H5: For standard hotels the increased positive affect will mediate the effect of the presence of emoji on booking intention.

2.4 Generation X vs. Generation Y vs. Generation Z

There are different generation profiles for different age groups (Brosdahl & Carpenter, 2011). The Generation X constituted by people who were born between 1961 and 1981 and that currently are between 40-60 years old. These people typically still consume the classical media, like newspapers, radios, magazines, and television, however, they are also big social media adepts, they tend to spend weekly a lot of time in social platforms like Facebook.

The Generation Y, also called Millennials, refers to people who were born between 1982 and 1996, that currently they have between 25-39 years old, and have a different way of consuming medias, most part of his members still watches television, however, they prefer streaming platforms to classical television channels, and they spend a lot of time on multiple social media platforms. They tend to have less brand loyalty that the older generations and they seek the help of digital tools to help their habits of consuming, expecting a special brand relationship. Even so, they are more likely to be affected by brands status, symbolic characteristics, feelings evolved by the brands and by the grade of congruency between the brand user's self-image and the look of the brand (O'Cass & Frost, 2002).

Generation Y, versus the Generation X, is more prone to reveal interest towards searching for online information (Strutton et al., 2011). Additionally, the searching for the right opportunity, can be also classified as a utilitarian driver, since customers tend to choose the benefits that matches the brands. Once again, comparing both generations, Generation Y is more conscious of promotions and deals than other generations (Millennial Marketing Production, 2010). Seeking for information or investigate for a certain product or for specific information about brands or products, might be classified as a utilitarian motivation (Mangold & Faulds, 2009).

Different from the other generations, the members from the Generation Z, born after 1997, value more individual expression and avoid labels, they truly believe in the efficacy of the dialogue, and have a very unique way of relating with brands, they prefer access to possession, and consume as an expression of individual identity, at the same time using the more recent technologies (Francis & Hoefel, 2020).

Usually, new technologies are embraced first by the younger generations and when a customer relates with a brand through social media, the individual's main motivations are brand affiliation, opportunity seeking, discussion and entertainment (Enginkaya & Yilmaz, 2014; Janzer, 2021). However, nowadays, not only young people consume web and social media platforms. All ages are using them, and their presence is starting to grow (Lewi, 2012).

For many customers, marketing has become synonym of harassment or spam, for example, multiplication of emails or SMS (Truphème, 2016). To solve this phenomenon of consumers tired by traditional and direct marketing, companies must find new innovative ways of communication and then captivate again their audiences (Andral & Larroque, 2016).

A survey made in the United States in 2018 with people from different generation, asked them how they would feel about companies that use emojis in the communication with them. The answers proved that all generations were ok with the use of emojis as long as they were in the right context, the Generation Y being more responsive to this use than the Generation X (Reyes, 2019).

A study has been made with the purpose of deeply understanding the profile of the customers who liked emojis and their perception regarded their presence in marketing. It has been discovered that, the three age groups 15-25, the 26-40 and the 41-60 years old like emojis without significant differences in their results percentages. The three age groups give similar importance to emojis, the younger ones, the group that gives more importance (Andral & Larroque, 2016).

The main reason why these people use emojis in their daily live it's because make them better communicators. Also, asked in the survey of the referred study, people were more disposed to consume products of a specific brand, if this brand had created their own emojis. For the respondents providing these answers, the main motive is because they are used to use this type of emojis in their private online chat (Andral & Larroque, 2016).

More than half of these respondents who were willing to consume more products of a brand which had created their own emojis answered so because they had already used them in conversation or have seen them in advertisement.

Regarding their opinion about brands who used emojis in their communications, more than half of the answers were positive, with more than half of the persons agreeing that it is funny and less than half thinking it is trendy (Andral & Larroque, 2016).

A high percentage of the respondents also answered that using emojis is a good way to improve the brand image. Of the consumers who had a negative opinion about branding emojis, the relevant motives appointed were thinking that is non-professional and lower-ended.

We can deduce that, depending on the company sector, companies should use emojis or avoid them (Andral & Larroque, 2016).

Considering these reasons, different ages groups can have different booking intention regarding the advertises.

H6: Belonging to a different generation influences booking intention.

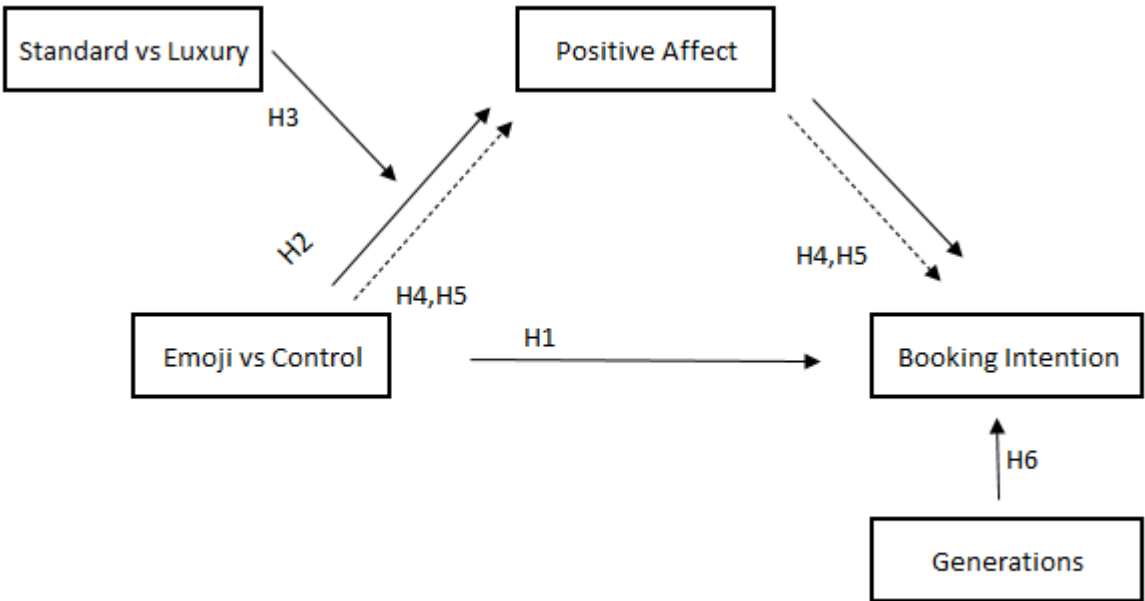


Figure 4. Conceptual Model

3. METHODOLOGY

3.1 Research Method and Research Design

A 2x2 experimental design was used, each respondent was only randomly assigned to one scenario, without having the visibility over the others. There were four different scenarios presented to the individuals in the survey. Two of them real hotel advertises (luxury vs standard), and the other two the corresponding advertises but with the same emojis replacing some words (emoji vs control).

One of the advertises is from Holiday Inn, a hotel chain known by providing the services that usually guests need when travelling, while also offering a comfortable feeling, where guests can relax and enjoy amenities, like restaurants and room service, swimming pools, fitness centers and cozy lounges.

The second advertise is from Westin, by Marriot. A hotel chain known by being a global leader in wellness, offering their guest the best comforts and pleasures, like game-changing beds, top fitness equipment's and delicious foods.



Figure 5. Experimental conditions

3.2 Measures

Booking intention: Three items were measure using a scale from 1 = totally disagree to 7= totally agree.

Feelings. The second set of questions were related to the feelings of the respondents when exposed to the Picture, using a scale from 1= totally disagree to 7= totally agree. There were 4 itens based on The PANAS scale (Watson et al., 1988) to understand the scale of the feelings. Das et al. (2019) in one of their papers also used these items.

Brand Perception. To assess the perception formed about the brands of the hotels in the advertises, participants were asked to think about the brands competence and warmth (Bolton & Mattila, 2015).

Consumer attitude. To test if after exposed to the advertisement, the willingness to join the services increase, an item was created adapted from (Manganari & Dimara, 2017), using a scale from 1 = totally disagree to 7= totally agree.

Consumer perception (towards emojis on advertising campaign). Three items were mare using a scale from 1 = totally disagree to 7= totally agree.

Consumer interest. Five instruments were used based in the paradigm of Walther & D'Addario (2001) and were ranked from a 1 to 7 scale: 1 = extremely disambiguous, 7 = extremely ambiguous; 1 = not very serious, 7 = very serious; 1 = very difficult, 7= very easy; 1 = totally not appealing, 7 = totally appealing and 1= very disinteresting, 7 = very interesting.

Brand Sophistication. Three items were used with a scale from 1 = totally disagree to 7= totally agree, based on one of the five dimensions of personality, Sophistication (Aaker, 1997).

3.3 Procedure

The survey data was collected from the 27 of February to the 22 of March of 2021. The platform used to develop and create the survey was Qualtrics (see the Appendix for the detail of the full survey), and it was shared through social Media Facebook and through a major European University Community. After each of the respondents opened the linked shared, the first page explained the motive of the research, the expected duration of the survey, and the consentient of privacy and confidentiality of the data. After the participants agreed with the willing to proceed with the survey, they would be exposed to a randomize advertise. There were 4 different scenarios of images that could be displayed, the Westin, by Marriot without emoji, the Holiday Inn without emoji, or each of the previous with the same emojis substituting text of the advertises. The advertises without the

emojis, were real advertises used by both hotel's chains. The two emojis used, were a bed (🛏) emoji to substitute the pillow word, and a tired face emoji (😩) to substitute the word tired.

After being told to look carefully to the advertise, several blocks of questions regarding the advertise preceded. The questions were the same for each of the four different scenarios. The first set of questions were related to the booking intention of the hotel in the advertise (3 items). Next, a set of questions asked about how the respondents felt after being exposed to the advertise (4 items). After this set, the individuals were asked to rate how the hotel looked with just seeing one the previous explained images (5 items). After the set, the participants were also asked to rate their interest with the hotels serviced provided (3 items) and following this block, questions about the respondent's perception towards advertising campaign being appropriate, fun or professional were asked (3 items). Since there were no emojis on two of the displayed scenarios, the questions were addressing the full advertise look not specifically the emoji. There were also a set of questions regarding the interest of the participants about the advertise showed (5 items). The last set of questions were about the perception of the hotel's brands sophistication and luxury (3 items).

To control if the participants were used to utilize emojis in their daily communication, a question measured from 1 to 7 were made, asking the participants to rate from 1-7 how often they use emojis. Also, they were asked if they use/own a smartphone, tablet or device equipped with and Emoji Keyboard.

At the end of the survey, participants answered some sociodemographic questions, regarding their sex, age, level of education and occupation.

3.4 Participants and Design

The sample was composed by 328 individuals. The average age of the respondents was 29.6 years, ranging from a minimum of 18 to a maximum of 65 years. The majority were female (54.9%), with a bachelor's degree (38.7%) and employed (40.2%). The distribution of the groups by experimental condition was relatively homogeneous, $\chi^2(3) = 1.220, p = .748$.

Table 1. Sociodemographic characterization (N = 328)

	N	%
<i>Age (M; SD)</i>	29.6	12.5
Gender		
Female	180	54,9
Male	148	45,1
<i>Education</i>		
Prefer not to answer	2	,6
Lower than highschool	5	1,5
Highshcool	66	20,1
Bachelor degree	127	38,7
Post-Degree/Master degree	125	38,1
Doctoral degree	3	,9
<i>Employment status</i>		
Employed	132	40,2
Retired	1	,3
Self-employed	32	9,8
Student	122	37,2
Unable to work	2	,6
Unemployed	12	3,7
Working-student	27	8,2
<i>Condition</i>		
Holiday	81	24,7
HolidayEmoji	89	27,1
Westin	83	25,3
WestinEmoji	75	22,9

Respondents use emojis with some frequency, as the average usage is significantly higher than the average point of assessment of the scale (4), $p < .001$.

Table 2. How often do you use emojis?

	Minimum	Maximum	Mean	Std. Deviation
How often do you use emojis?	1	7	5,32	1,70

1 – Not very often 7 - Very often

A very high percentage indicates that it uses a smartphone, tablet or device equipped with and Emoji Keyboard (98.8%).

Table 3. Do you use/own a smartphone, tablet or device equipped with and Emoji Keyboard?

	Frequency	Percent
No	4	1,2
Yes	324	98,8
Total	328	100,0

4. RESULTS

The statistical analysis involves measures of descriptive statistics (absolute and relative frequencies, means and respective standard deviations) and inferential statistics. The level of significance for rejecting the null hypothesis was corrected at $(\alpha) \leq 0.05$. Were used the internal consistency coefficient of Cronbach's alpha, Pearson's correlation coefficient, the chi-square, the t-test and one-way ANOVA. In sample cells with dimensions greater than 30, normality of distribution was accepted according to the central limit theorem. The homogeneity of variances with the Levene test.

A statistical analysis was performed with SPSS (Statistical Package for the Social Sciences) version 27 for Windows and the AMOS Software v.24.

The internal consistency values, measured with the Cronbach's alpha internal consistency coefficient, vary from a minimum of .845 (good) to a maximum of .949 (excellent). The categorization of Alpha values is based on Hill (2016).

Table 4. Internal Consistency

	Cronbach's Alpha	N of Items
Positive affect	,944	12
Booking Intention	.845	6
Standard vs Luxury	.949	3

The descriptive statistics of the theoretical constructs can be seen in the table below. It displays the current and maximum values, averages, and respective standard deviations. The average values are lower than the average point of evaluation of the scales (4), $p < 0.001$. The highest rate occurs between positive affect and Standard vs Luxury ($r = .718$, $P .001$).

Table 5. Descriptive statistics and correlation – Positive Affect, Booking Intention and Standard vs Luxury

	Minimum	Maximum	Mean	Std. Deviation	Aff	Simp
Positive affect	1,00	7,00	3,35	1,16	.851***	.668***
Booking Intention	1,00	7,00	3,65	1,25		.718***
Standard vs Luxury	1,00	7,00	3,80	1,64		

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ M – Mean SP – Standard deviation

Table 6. Descriptive statistics – ambiguity, seriousness, facility, appealing and interest

	Mean	SD
How do you rate the advertising campaign's message about its ambiguity?	3,97	1,56
How do you rate the message of the advertising campaign as to its seriousness?	3,98	1,56
To what extent do you think it was easy to interpret the message of the advertising campaign?	4,10	1,95
The message of the advertising campaign is appealing?	3,80	1,78
Am I interested in knowing more information about this service?	3,20	1,78

The comparison of the differences according to the experimental situation detects the following significant differences:

Table 7. Comparison by experimental situation – Hotel Brands

	Westin Emoji		Westin		Holiday Emoji		Holiday		Sig.
	M	SD	M	SD	M	SD	M	SD	
Positive affect	3,33	1,14	3,85	1,07	2,94	1,12	3,32	1,15	.001***
Booking Intention	3,65	1,22	4,15	1,16	3,17	1,19	3,68	1,28	.001***
Standard vs Luxury	4,04	1,46	4,71	1,59	2,92	1,54	3,65	1,44	.001***

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ M – Mean SP – Standard deviation

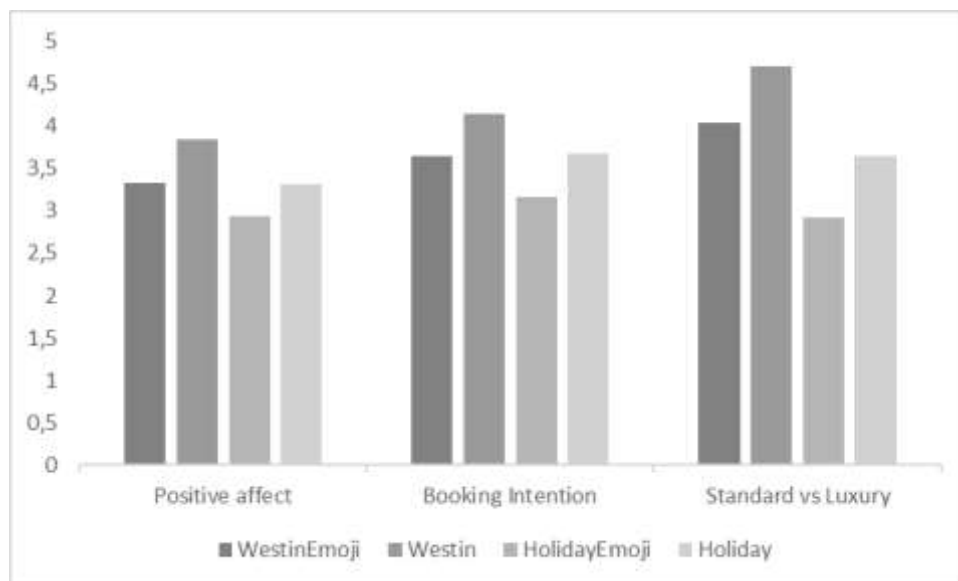


Figure 6. Interaction Effect of the emoji presence in positive affect, booking intention and standard vs luxury in the 4 different scenarios

Positive affect, $F(3, 327) = 9.433$, $p = .001$, the posteriori multiple comparison test indicates that, with the exception of the difference between Westin Emoji and Holiday, all the rest are statistically significant, with the Westin group with higher values and the Holiday Emoji group with lower values.

Booking Intention, $F(3, 327) = 9.493$, $p = .001$, the multiple posterior comparison test indicates that the subjects in Westin's experimental condition have significantly more intention of reservation than the other groups.

Standard vs Luxury, $F(3, 327) = 20.965$, $p = .001$, the a posteriori multiple comparison test indicates that, with the exception of the difference between Westin Emoji and Holiday, all the rest are statistically significant, with the Westin group with higher values (perceived as more luxury) and the Holiday Emoji group with lower values.

The comparison of the differences between the experimental and control groups detects the following significant differences:

Table 8. Comparison by experimental situation – Control vs Emoji

	Control		Emoji		Sig.
	M	SD	M	SD	
Positive affect	3,59	1,14	3,12	1,15	.001***
Booking Intention	3,92	1,24	3,39	1,23	.001***
Standard vs Luxury	4,18	1,61	3,43	1,60	.001***

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ M – Mean SP – Standard deviation

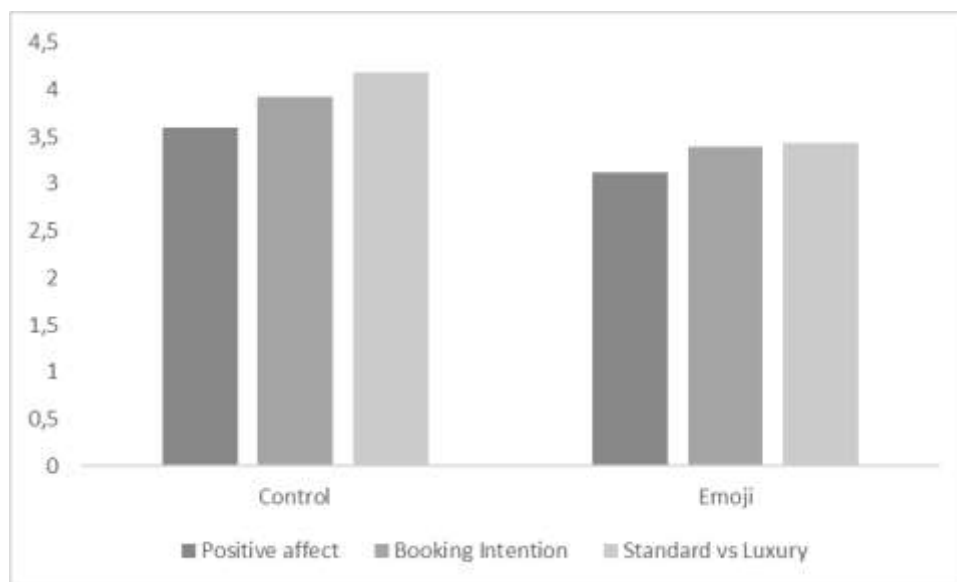


Figure 7. Interaction effect of the emoji presence in positive affect, booking intention, standard vs luxury, vs the control group

Booking Intention, $t(326) = 3,727$, $p = .001$, the control group has significantly higher values, preferring the Hotels Advertises without emojis.

Positive Affect, $t(326) = 3,922$, $p = .001$, the control group has significantly higher values, preferring the Hotels Advertises without emojis.

Standard vs Luxury, $t(326) = 4,247$, $p = .001$, the control group has significantly higher values, preferring the Hotels Advertises without emojis.

Table 9. Comparison by experimental situation – Others

	Control		Emoji		Sig.
	M	SD	M	SD	
How do you rate the advertising campaign's message about its ambiguity?	3,90	1,48	4,05	1,64	.378
How do you rate the message of the advertising campaign as to its seriousness?	4,42	1,42	3,53	1,58	.001***
To what extent do you think it was easy to interpret the message of the advertising campaign?	4,66	1,84	3,53	1,90	.001***
The message of the advertising campaign is appealing?	4,15	1,73	3,46	1,76	.001***
Am I interested in knowing more information about this service?	3,38	1,84	3,02	1,71	.063

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ M – Mean SP – Standard deviation

How do you rate the message of the advertising campaign as to its seriousness? $t(326) = 5.377$, $p = .001$, the subjects in the control situation evaluate this dimension significantly higher.

To what extent do you think it was easy to interpret the message of the advertising campaign? $t(326) = 5.489$, $p = .001$, the subjects in the control situation evaluate this dimension significantly higher.

The message of the advertising campaign is appealing? $t(326) = 3.567$, $p = .001$, the subjects in the control situation evaluate this dimension significantly higher.

The adjustment values obtained for the causal model of the relationship between Emoji vs Control, positive affect and booking intention, $\chi^2/df = 2.103$; CFI = 1.000; GFI = .997; RMSEA = .018, SRMR = .009, indicate a good fit quality. The model explains 63% of the variability of the reservation intention.

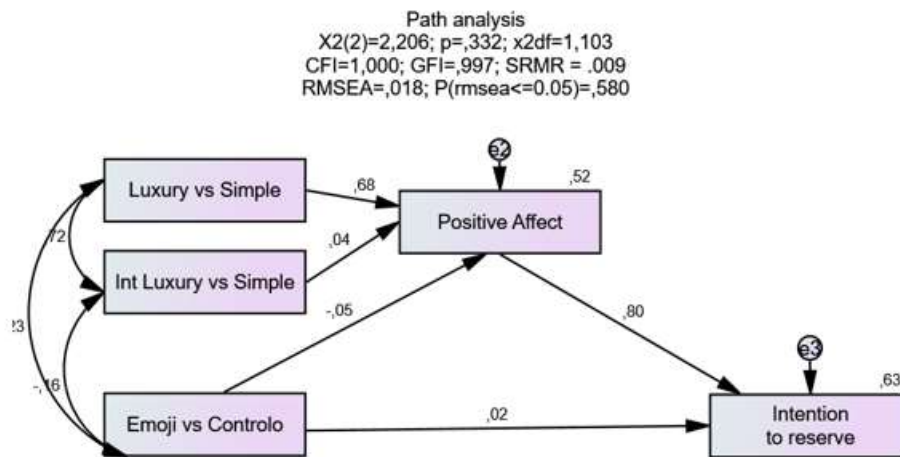


Figure 8. Path Analysis

Table 10. Comparison by experimental situation – Path Analysis

			Estimate no standardized	S.E.	Estimate standardize d	Sig.
Int Group Luxury	--->	Positive affect	,074	,099	,041	,456
Luxury vs Standard	--->	Positive affect	,851	,070	,677	***
Emoji vs control	--->	Positive affect	-,127	,099	-,051	,200
Emoji vs control	--->	Booking intention	,052	,113	,016	,646
Positive affect	--->	Booking intention	1,035	,045	,796	***

*** $p < .001$

H1: The presence (vs. absence) of emojis will lead to a higher booking intention.

The standardized coefficient is statistically significant but negative, ($r = -.153$, $p = .005$). The stated hypothesis is thus not confirmed.

H2: Positive affect will mediate the effect of emoji presence (vs. absence) on booking intention.

The direct effect of emoji presence on booking intention is initially $-.153$ and statistically significant ($p = .005$) and changes to $.016$ and is no longer statistically significant ($p = .646$), with the indirect effect being statistically significant, $p = .010$. Thus, the stated hypothesis is confirmed.

H3: Hotel type (luxury vs standard) will moderate the effect of emoji presence on positive affect.

The interaction effect between Luxury vs standard and emoji presence on positive affect is not statistically significant ($r = .041$, $p = .456$).

H4: For luxury hotels the increased positive affect will mediate the effect of the presence of emoji on booking intention.

The direct effect of emoji presence on booking intention is initially from $-.201$ and is statistically significant ($p = .001$) and changes to $.037$ ceasing to be statistically significant ($p = .345$), with the indirect effect being statistically significant, $p = .010$. Thus, the stated hypothesis is confirmed.

H5: For standard hotels the increased positive affect will mediate the effect of the presence of emoji on booking intention.

The direct effect of emoji presence on booking intention is initially $-.160$ and statistically significant ($p = .035$) and changes to $-.001$ and is no longer statistically significant ($p = .978$), with the indirect effect being statistically significant, $p = .010$. Thus, the stated hypothesis is confirmed.

When comparing the intention of reservation according to the generations, we find the following statistically significant differences:

Table 11. Control vs Emoji - Generations

	M	DP	Sig.
<i>Control Group</i>			,034*
Generation Z	3,21	1,45	
Generation Y	3,48	1,78	
Generation X	4,29	1,85	
<i>Emoji Group</i>			,422
Generation Z	2,87	1,58	
Generation Y	3,22	1,44	
Generation X	2,74	1,67	

* $p < .05$

In the control group, $\chi^2_{KW} (2) = 6.739$, $p = .034$, the difference is statistically significant, with generation X when compared to generation Z having significantly higher recommendation intent values ($p = .029$).

In the Emoji group, $\chi^2_{KW} (2) = 1.725$, $p = .422$, generation Z when compared to generation Y has lower intention recommendation values and with generation X higher values, but the difference is not statistically significant. When comparing the different situations, depending on the generations, we did not find any statistically significant differences.

Table 12. Comparison by Generation

	M	DP	Sig.
<i>Westin Emoji</i>			,709
Generation Z	3,23	1,58	
Generation Y	3,00	1,26	
Generation X	2,94	1,92	
<i>Westin</i>			,096
Generation Z	3,38	1,34	
Generation Y	3,64	1,94	
Generation X	4,58	1,97	
<i>Holiday Emoji</i>			,236
Generation Z	2,58	1,53	
Generation Y	3,33	1,55	
Generation X	2,46	1,26	
<i>Holiday</i>			,268
Generation Z	3,04	1,54	
Generation Y	3,31	1,65	
Generation X	4,00	1,75	

H6: Belonging to a different generation influences booking intention.

The stated hypothesis is confirmed for Control Group, not for Emoji Group.

5. DISCUSSION

Most hotel brands are often trying to identify effective ways to communicate with all their stakeholders, especially their customers. In this effort, technology, particularly social media, is playing a vital role, allowing organizations to present innovative ways to better express their brands especially the emotions, feelings and values that are associated (Arya et al., 2018). This study aims to understand how hotel brands can benefit of the use of emoticons in their advertises, if has benefits to traditional advertises.

5.1 Theoretical and Practical Implications

One of the points that were intended to study, was if there was any kind of relationship between the age and the use of emojis, especially because usually new technologies and digital trends are first embraced by younger age groups (Janzer, 2021).

With the results of the survey, we conclude that Generation X, in the control scenarios with no emojis in the advertise, have a high booking intention compared to Generation Z, which make sense, they were presented to the conventional advertise scenario, not different from what have been made in the past years. These generation X typical still consumes classical media, like newspapers, tv and Magazines (Brosdahl & Carpenter, 2011). It's a generation described as very skeptical. Comparing to Generation Z, a generation of consumers who prefer difference, brands that allow them to express their individuality, and personalized way of connecting with brands, very dependent of technology and more tolerant to new ways of communication (Delloite, 2015).

When analyzed the booking intention in the advertises with the emojis, it can be seen that generation Y has a higher booking intention when compared to generation X. And that generation X as a lower booking intention when compared to generation Z. Generation Y, was the generation that was pioneer of the digital steps, when the Generation Z is already digitally native, even less sceptic than Generation Y. Generation Z will choose face to face communication every time possible, so that can mean that Generation Z values this fact (Florentine, 2020). However, these differences weren't statistically significant.

Emojis perform nonverbal communication functions. Over time, emojis have become part of the language of expression. They are icons of emotion used more often and usually among friends to express a feeling, to strengthen a message, or to add a little humor (Kelly & Watts, 2015).

When the booking intention of the different scenarios were compared, the different hotel brands (luxury vs standard) depending on the generations, there weren't any statistically significant differences. This can mean that for all generations the perception of the use of the Emojis in a more

luxury Hotel brand like Westin and on a more common hotel chain like Holiday Inn is similar, age is not a factor when evaluating the use of emojis in different hotels segments.

We wanted to analyze if the perception of the Intention of Booking the services provided by both hotels could change if the advertisements had any figurative language on it, since literature suggests that the use of emojis is a way of increasing the way people can express themselves, however it was clear that the use of emojis could be misunderstood. One of the main reasons why this happens is because consumer's opinions vary concerning how emojis should be used or what emojis represent (Miller et al., 2016).

With the results from our survey, we can conclude that the advertises without emojis were the ones perceived with bringing more intention of reservation to customers. To explain why this happened we can compare to an example in the literature in a completely different industry, the Media industry, more specifically with USA Today, a national American daily middle-market newspaper, that attempted to put emojis in their headings. With this marketing move, the results of this experiment showed that it is hard to communicate serious message with emojis. It didn't bring satisfaction to its clients. Undeniably, readers felt like the newspaper tried to reflect how they should feel about the news (Cosslett, 2015). There was a topic in the survey evaluating the rate of the message of the advertising campaign as to its seriousness where the subjects in the traditional situation evaluate this dimension significantly better, which also relates to the case of literature.

With our results, the same higher effect for the advertises with no emoji happened to the positive effect. Here, we can see a potential danger for hotels brands to use emojis in their communication, there might be the risk and danger of brands generate misinterpretations of brand purpose or suffering refutation by the customers when exposed to the advertisement (Mathews & Lee, 2018). That is not supposed to happen. If on one side, emojis are considered an important role in media communication due to their ability to intensify persuasive appeals and intended to generate customer engagement, if not correctly used the negative effects on this customer engagement can be harmful (Ge & Gretzel, 2018).

On our findings, we saw that using emojis on a hotel brand, both for a luxury brand and a more convenience brand, will make the hotels look less glamorous, good looking and charming when compared to the hotels in the advertisement with no emoji on it.

When going in more detail regarding our findings in the different hotel's brands, we saw that the booking intention was higher on the Westin Hotel Advertise without Emojis. That can be explained by considering the differentiating characteristics that a 5-star luxury hotel has versus a hotel that does not have this type of classification. Studies indicate that three of the most important factors in assessing the crucial factors for travelers in hotels are the services provided by the staff, the quality of the rooms and overall value (Choi & Chu, 2001). Other studies go into more detail, indicating that

room quietness, hygiene and cleanliness of the premises, availability of personal care, safety and external leisure environments also have an impact on customer satisfaction (Lin et al., 2011; Heung, 2000). So, it is clear that a hotel chain, known for its luxuries and amenities like Westin will have a higher impact vs Holiday Inn Chain.

Regarding the positive effect, our findings suggested that Westin Advertise without Emoji had higher values than the Holiday Emoji group. That doesn't come in line with what have been stated about figurative language, more specifically emojis are an effective way to communicate emotions, without expressing complexity or long information's (Derks et al., 2007), but not in all industries. It might fit more on the emotional profile of hedonic services, but it does not fit well with utilitarian products. That is the case of Holliday Inn, a hotel chain known by providing the services that usually guest need when travelling, not being known for being a global leader in wellness, offering their guest the best comforts and pleasures like the Westin Chain. This can be exemplified on a study by Kronrod and Dazinger's (2013), about consumer's response to figurative language, like smiles, in reviews of hedonic versus and utilitarian products. They found out that customers have more positive attitudes toward hedonic products than to utilitarian products, when they have a figure alongside text, suggesting that this happened because figurative language is more emotional, and because it matches more with the hedonic products profile of (Kronrod & Danziger, 2013). Also, a negative effect was found in the utilization of emojis in the utilitarian products advertisements (Glikson et al., 2018).

Our comparison test indicates that, except for the difference between Westin Emoji and Holiday, the Westin group is the group with higher values and the Holiday Emoji is the group with lower values of Luxury Perception. The Westin Group being perceived as the most luxury is in line with the literature and the other findings. Regarding Holiday Inn have even a lower perception of being a luxury hotel with the presence of emojis, lead us to believe that the presence of Emojis, in a common hotel chain, will lead tourists to believe that the hotel is less luxurious.

Past studies about the use of emojis by brands suggest using emojis is a good way to improve the brand image. However, some customers have a negative opinion about brands using emojis, the relevant motives appointed were thinking is non-professional and think it is a lower-ended (Andral & Larroque, 2016). This is in line with our findings that the control group (no emoji on the advertises) evaluated the seriousness and the appealing of the campaign significantly better than the advertises with emojis.

Creating favorable advertising judgments through emojis is essential for marketers, as the effectiveness of advertising depends heavily on how consumers perceive and develop their attitude towards the service. And, consequently, it has a direct impact on the general attitude towards the brand and influence the purchase reservation (Duffett, 2015; Mir, 2012). Our findings indicate that,

depending on the company sector, companies should use emojis or avoid them (Andral & Larroque, 2016).

5.2 Limitations and Future Research

Further studies should explore more about the use of emojis in the tourism sector in the future. Important questions remain unanswered, regarding strategic aspects, considerations, and the potential effect of emojis on consumer's actions and purchase intention (Das et al., 2019).

This study is limited to an example of a 5-star luxury hotel and a 3/4-star hotel chain. Other brands of similar hotel chains should be studied to reinforce these results. In addition, other types of accommodation should be studied. If, for example, the use of emojis, in advertisements for Student Hostels or for renting apartments temporarily for vacation may have any difference.

With this dissertation, the extension of knowledge regarding the effect of this new modern tool in the consumer's reactions is the goal. The implications are expected to be taken from this study to add value and knowledge to all the professionals working with marketing, advertising, or communication.

6. CONCLUSIONS

Emojis are continuously evolving as an expressive language, providing people with a simpler way to express their emotions in messages on computer-mediated communication platforms. Emojis are opening new possibilities for innovative communication at the commercial level, making information more engaging and playful, especially in the ways in which brand marketers interact and communicate with their customers.

Our study identified that, when comparing the differences between advertises with emojis and without emojis, there are significant differences in booking intention, the control group (advertise without emoji) presents significantly higher values. It aimed to understand how the use of emojis in advertising campaigns for hotels can influence the perception and interpretation of consumers. More specifically when advertising hotel brands are from a standard accommodation provider vs a luxury accommodation provider. So, in essence, it is necessary to understand whether the type of hotel can impact the use of this new trend in communication between customers and brands.

In this sense, it was clear that emojis do not influence hotel reservations, but in the context of hotel brands evaluations, and in hypothesis 2, “positive affect will mediate the effect of the presence of emoji on the booking intention” the indirect effect is significant. In the case of hypothesis 4, it was confirmed that for luxury hotels the increase in the positive effect will mediate the effect of the presence of emoji on the booking intention. Also in hypothesis 5, it was confirmed that for standard hotels, the increase in the positive effect will mediate the effect of the presence of emoji in the intention to book.

From a theoretical and practical point of view, we found that the effect of emojis is not always beneficial to the perception of the hotel services since the presence of emojis does not increase the booking intention or increase the positive affect.

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8. APPENDIX (SURVEY)

Start of Block: Default Question Block

Q0 This questionnaire is integrated in the development of an academic research. Your answer will be an important contribution to this research and will help us understand how the use of emojis can impact the communication of hotel advertisements.

All data collected obey the criteria of confidentiality and anonymity.

The average time to complete this questionnaire is 4 minutes. Having become aware of the information available about the study, I declare my acceptance to participate.

Yes (1)

No (2)

Skip To: End of Survey If This questionnaire is integrated in the development of a Master's Thesis. Your answer will be an... = No

End of Block: Default Question Block

Start of Block: Holiday Emoji

Q1

Please look at the advertise carefully.

End of Block: Holiday Emoji

Start of Block: Westin

Q2

Please look at the advertise carefully.

End of Block: Westin

Start of Block: Westin Emoji

Q3

Please look at the advertise carefully

End of Block: Westin Emoji

Start of Block: Holiday

Q4

Please look at the advertise carefully.

End of Block: Holiday

Start of Block: Block 1

Q5

After looking to the advertise, please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
Intention to book hotels from this brand (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expected average price for the service (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to pay this service (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 While exposed to the advertisement, how did you feel? Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
Happy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delighted (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excited (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthusiastic (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7

How does the hotel in the advertise looks? Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
Caring (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thoughtful (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
My willingness to join this service has increased after viewing this advertising campaign. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this service to friends/family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you use this type of service? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 1

Start of Block: Block 2

Q9

How do you perceive the ad? Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
Appropriate (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
How do you rate the advertising campaign's message about its ambiguity? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How do you rate the message of the advertising campaign as to its seriousness? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you think it was easy to interpret the message of the advertising campaign? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message of the advertising campaign is appealing? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Am I interested in knowing more information about this service? (5)

Q11 Please rate the following items from 1 to 7 (not very much to very much).

	1 Not very much (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very much (7)
The service in the advertise looks glamorous? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The service in the advertise seems Good Looking? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The service in the advertise looks charming? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 2

Start of Block: Block 3

Q12

	1 Not very often (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 Very often (7)
How often do you use emojis? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Do you use/own a smartphone, tablet or device equipped with and Emoji Keyboard?

- Yes (1)
- No (2)

End of Block: Block 3

Start of Block: Block 4

Q14 What is your gender?

- Male (1)
 - Female (2)
 - Prefer not to say (3)
-

Q15 What is your age?

Q16 What is the level of education you have completed?

- Lower than highschool (1)
- Highschool (2)
- Bachelor degree (3)
- Post-Degree/Master degree (4)
- Doctoral degree (5)
- Prefer not to answer (6)

Q17 Which option describe your current employment status?

- Student (1)
- Employed (2)
- Self-employed (3)
- Unemployed (4)
- Retired (5)
- Unable to work (6)
- Working-student (7)

End of Block: Block 4

