

## ONLINE OFFICIAL DESTINATION PROMO VIDEOS' INFORMATIVENESS AND COMMENTS' VALENCE'S EFFECT ON VISITING INTENTION TO RISKY DESTINATIONS

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### ABSTRACT

Social media is becoming a growing research topic nowadays, especially in destination- promotion, information search and prospective tourists' decision-making behaviours. Destination promo videos (DPVs), especially the online ones, are among the most important information sources of travel decision-making for their interactive and sharing features. This study examined the influence of the perceived informativeness of social media official DPVs (ODPVs), and their comments' positivity, on perceived destination risk and visiting intentions to risky destinations. The results showed that the of comments' positivity reduces perceived destination risks, and the respondents trust the online ODPV's perceived informativeness. Their trusts made the perceived destination risks to be less. Lesser perceived destination risks improve behavioural intention in visiting there. This study results would be beneficial for those who are focusing their researches on social media DPVs and their informativeness as part of their destination-promotion strategy, especially risky destinations.

**Keywords:** social-media; destination-promo-videos; perceived-destination-risks; risky-destination; perceived-informativeness; positivity-of-comments;

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### 1. INTRODUCTION

Risky destinations suffer a lot in their countries' economy development, mainly in the tourism sector (Ibrahim, 2015). It is very important for the prospective tourists to know and be able to perceive the destination as safe enough to travel (Karl, 2018), which leads to this challenge; how destination marketing organizations (DMOs) can promote that place or destination, so that prospective tourists can visit in future. Several tourism and destination related studies were conducted in the area of risk perception and visit decision-making, which indicate a decline of tourism demands in those destinations (Ibrahim, 2015). Most tourists tend to avoid risky destination (Neuburger & Egger, 2021), because safety and

security always become the first priority while travelling (Hajibaba et al., 2015). Hence, perceived destination risks and ways to reduce those, caught growing attention in the tourism and travel literatures by the researchers, destination marketers and stakeholders, and thus led to this study.

Prospective customers have amplified social media usage for getting information about products, places or services, see and compare more related products that are available, and make the final decision-making (Kulkarni & Mohapatra, 2021; Sharma, 2021). Social media promotions or advertisements are very effective in affecting the customers' purchasing intention (Chawla, 2020; Sharma et

al., 2022a, 2022b), and became a significant resource of retrieving online information (Barcelos, et al., 2019; Sharma, 2021). This not only helps the destination marketers, but also helps prospective tourists to avoid risks (Narangajavana et al., 2017) and finalising buying decisions by retrieving information related to the place. Informativeness of online social media applications or websites helps in reducing perceived risks related to the product, services, or destination one intends to get or purchase (Pavlou et al., 2007), or visit, thus improving tourism of that place. Hence, destination promo videos (DPVs) could be one of the strategies as DPVs can change tourists' destination view and can create a positive image in mind (Yanjun et al., 2014), and can improve an image of a country positively, even if it is risky destination (Firoz et al., 2020). It is seen that official DPVs (ODPV) became a popular method to attract tourists' attention (Fong, et al., 2018), and influence their visiting intentions (Firoz et al., 2020). However, very few studies were conducted on the use of DPVs' informativeness on reducing risks and visit decision-making (Gong & Tung, 2017), in respect of risky destination, hence became a research gap for this study.

Customers seek supportive information from the online comments to reduce the related perceived risk and uncertainty (Park & Lee, 2009). Same goes while selecting a destination – destination promoters are concerned regarding the effects of the positive comments' valence for their businesses, similarly for hospitality managers (Goßling et al., 2018). Positive comments are seen to perform an important role in influencing future bookings of prospective tourists (Mauri & Minazzi, 2013). More detailed researches are required, in respect to comment's valence or positivity, to lessen the perceived destination risk and influence prospective tourist's decision-making to visit these places and make them flourish again. Hence became a scope of research for this study.

The main objective of the research was to assess online ODPV' informativeness and its comments' positivity's influence on perceived destinations risk and visit decision-making behaviours towards risky destination. For this study, one of the most beautiful heritage tourism destination, Egypt was chosen to be the risky destination, because the negative

occurrences there like, terrorism-attacks, political-instabilities, pandemics and the uncertainties of getting impacted by them, affected the travel and tourism economy, and declined their GDP (WTTC, 2018).

Concerning the significance of the study, some researchers are studying incessantly and finding ways on improving the tourism sectors of these "risky destinations", from different aspects and viewpoint, because some countries' economies are mostly supported by tourism sector. Hence, this study results might be helpful to DMOs or any researchers to know whether ODPVs' informativeness and the comments' positivity, really helps or otherwise in creating a visit-decision to a risky destination.

## 2. LITERATURE REVIEW

### 2.1 *Positivity of Comments*

Comments valence is delineated as the 'tone or preference' of comments, and are usually conveyed in positive, negative, or neutral opinion for the company, product place, service, firms and/or other prospective customers or consumers (You, et al., 2015). Comments with more positive valence, lead to more positive customer attitudes and increased buying intentions (Tata, et al., 2020). Viewers mostly rely on online comments to reduce the risk and uncertainty related to any selection of service, place, or purchase of any products (Park & Nicolau, 2015), because they consider them as trusted information sources (Filiari, 2015). Therefore, it can be said that online comments strongly affect any prospective customer's purchase decisions (Lata & Rana, 2021).

The valence of online comments affects a prospective customer's decision-making (Kwok et al., 2017). Positive comments are also seen to perform an important role in influencing future bookings of prospective tourists (Xia et al., 2022). However, the effects of positive comments of the ODPVs on perceived destination risks and visiting intentions are still at its beginning. The assumption now is the influence of comments' valence might influence the perceived destination uncertainties positively, and help in boosting tourism economy, and thus became a gap for this study.

### 2.2 *Perceived Destination Risk*

Perceived risks in tourism and travel behaviour are studied from varying aspects including

destination risks such as political, financial, psychological, risks related to health, terrorism, environmental disaster, and many more (Alfandi, 2020). Sharifpour et al. (2014) explored the Middle East destination risk perception in their study; they identified three different destination risk types; (a) physical risks, (b) travel-related risks, and (c) destination-related risks, all of which are used for this study. Perceived destination risk is defined as a tourist's perception of something happening in the destination in the future, which might lead them to risky situations, and eventually might influence their travelling if the risk is beyond tolerable level (Reichel et al., 2007). In tourism, perceived destination risks influence tourists' choices of places to visit, their travel decision-making and their travel behaviour (Mine Ozascilar et al., 2019).

Nowadays, the use of social media applications influences travel-risk perceptions among tourists by providing vast information through sharing comments, reviews or user-generated contents (UGCs) from the former tourists or by DMOs (Uslu & Karabulut, 2019) or by destination-related news, videos or DPVs shared online (Brodien Hapairai et al., 2018). However very little has been focused on the relationship of ODPV's comment's positivity and lessen their destination risk perception and eventually becomes a knowledge gap in the related field.

### 2.3 *Perceived Informativeness of ODPV*

Advertising informativeness portrays helpful and resourceful information (Du et al., 2015), and can be delineated as the value of information, conveyed by media in the form of texts, images, or videos (Sun, Han, & Feng, 2019). Advertisement informative content in social media positively affects their perceived value (Pintado et al., 2017). Perceived informativeness is delineated as "the extent to which the post messages include informational content". In social media promotion, informativeness is related with the fact that this media offers related and high-quality information about a product or services (Arli, 2017). From previous studies in social media or new media advertisements, several researchers found that informativeness of the message conveyed through videos, are mostly studied in the social media context (Mao & Zhang, 2017; Windels et al., 2018).

The related literatures convey that informative social networking sites (SNSs) or online advertisements provides the viewers the information to make an effective decision for future purchases. In tourism and travel context, although DMOs' DPVs are promising forms of online destination advertisings, these advertisement forms have not been sufficiently studied in the research, especially related to its informativeness effect, thus becoming a gap in this study.

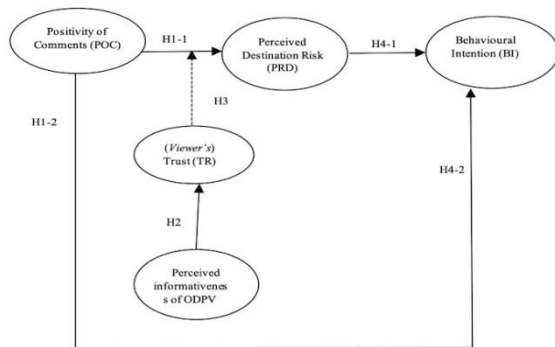
### 2.4 *Viewer's Trust*

Trust is defined by Agag and El-Masry (2017) as "the subjective belief that the online service provider will fulfil its transactional obligations, as those obligations are understood by the consumer" (Sadiq et al., 2021). Trust is an important element in knowing customers' behaviours while online shopping (Cheng et al., 2019). This is a critical element in online tourism contexts and should be understood that potential customers or tourists avoid making online purchase or take any visit decision-making, if there is lesser trust in the information provided (Ladhari & Michaud, 2015). Customers' purchasing intentions, or visit decision-making, through online platforms are significantly inclined to trust (Rashid et al., 2022). Trust plays a vital role in serving customers to overcome uncertainty and risk perceptions while purchasing online (Kim, Ferrin, & Rao, 2008). There a number of studies using trust as mediating variable (Oghazi et al., 2018; Rizal et al., 2020) and moderating variable (Al-Ghraibah, 2020; Bhatti et al., 2021) and few related to perceived risk factor regarding buying intention (Ng, 2013; Tedeschi, et al., 2017). However, in tourism and social media literatures, not many studies focused on trust factor as moderating variable in respect to perceived destination risks.

### 2.5 *Theoretical Framework*

This study employed perceived risk theory and trust theory in developing a research model that might help to assess the official DPV's informativeness and its comments positivity influence on destination risk and in travel decision-making. The moderating role of viewer's trust towards the relationship between positivity of comments and perceived destination risk is implied, to assess their influence on visiting intention. Figure 1 shows the proposed research model.

**Fig:1 Proposed Research Model with Hypotheses**



### 3. HYPOTHESIS DEVELOPMENT

In tourism researches, comments or reviews is perceived as a marketing tool with significant influences on tourism sector (Kamble et al., 2020), and that media of any type, including social media, affects risk perceptions (Pennington-Gray et al. 2011). It is seen that positive online comments' information can influence in reducing tourists' risk perceptions while reserving accommodation (Gretzel, et al., 2007), and in reducing med-tourists' uncertainty and perceived risks when selecting a place (Abubakar, 2016). Online comments can efficiently decrease the uncertainty and risk during online purchasing by creating online trust and reducing perceived risk (Al-Debei et al., 2015). Particularly, positive comments aid to create high online trust and help to alter customers' attitude and perceptions, and thus lessen their perceived risk (Al-Debei et al., 2015). However, there are not many researches on positivity of online comments related to destinations risk perceptions and their effects on the particular destination visits. Therefore, the following hypothesis is proposed:

H1-1: Positivity of comments (ODPV's comments) have a significant effect on perceived destination risk.

Starting from early times, 'Word-of- Mouth' (WOM) had and still have a very strong effect on travelling decision-making (Apostolopoulou, et al., 2018). EWOM or online comments significantly affect buyers' picks (Filieri & McLeay, 2014), and their valence affect a prospective customer's decision- making (Kwok et al., 2017). This means that more-positive comments' valence can lead to increased buying intentions (Lin & Xu, 2017; Tata, et al., 2020). There are a number of studies that gave

attention to the positive eWOM and behavioural intention in the related literatures (Alcaniz et al., 2009; Huang, et al., 2015). Many tourism and travel research studies supported that, online comments can impact intentions of travelling (Filieri & McLeay, 2014; Siang, et al., 2020). Researchers supported that positive comments' information can increase booking intentions and room sales (Chan et al., 2017). In the tourism literature, there are not many studies regarding online comments' valence/positivity effects and intentions to visit tourist destination. Hence, it may be said that comments' valence may influence visit intention to risky destination such as Egypt. As such, the following hypothesis was proposed:

H1-2: Positivity of comments (ODPV's comments) have a significant effect on behavioural intention to visit risky destination.

It is seen that informativeness of any social media promotions has a positive influence on customer loyalty towards a brand (Hanaysha et al., 2021). Moreover, social media's official DPVs (ODPVs) are found to influence tourists' attitude and visit intention positively (Guerrero-Rodríguez, et al., 2020). In respect to that, if an ODPV could provide ample and detailed information clues about the risky destination to the viewer or user, and offer that information in full, with accuracy, reliability and many more, their perceived informativeness might be high and the level of their trust on them would increase, leading in decreasing the level in perceived destination risks. Trust can play the role of a risk-reducer among new online-prospective customers or consumers or users, which may work to influence the consumers' decision to carry on any online transactions or decision-making through online information (Zhao et al., 2018). It plays a vital part in relating to online sellers (Kim et al., 2011; Jain et al., 2021). However, very few researches have been carried out on promotional videos' informativeness in relation to trust, especially in social media platforms. Trust is a very important feature in social media, as it enables the interchange and usage of information in tourism sector (Nunkoo & Smith, 2015). In light of these, the subsequent hypotheses were anticipated:

H2: Perceived informativeness of ODPVs has a significant and positive effect on viewers' trust.

Trust factor are seen to influence on reducing purchasing risk and increasing buying intention (Hajli et al., 2017). In social networks platforms, trust has also been found to have significant effects, where word of mouth (WOM) or online comments, can reduce perceived risks (Kim & Park, 2013; Arya et al., 2019, 2018-a, 2018-b, 2018-c). Trust was used as a moderator in some recent studies related to e-commerce or tourism related studies related to online (Al-Ghraibah, 2020; Sadiq et al., 2021), and few related to perceived risks regarding buying intention (Ng, 2013; Tedeschi, et al., 2017). However, not many tourism researches have focused on trust factor as a moderator in relation to perceived risks regarding destination. Considering this and from previous related literatures, it can be said that viewers' trust can be used as a moderator to the relations between positivity of comments' perceived information and perceived destination risk. This means that if the positivity of comments reduces the perceived destination risk, viewers' trust might make it lesser. Thus, the following hypothesis was developed:

H3: The negative relationship between positivity of comments and perceived destination risks will be stronger when viewer's trust is higher.

Any unsafe or damaging occurrence in a place can alter the level of destination risk perception and can reduce tourist arrivals (Chew & Jahari, 2014). There are studies on the perceived risk effects on customer behaviour intention in different areas, like travelling to places (Adam, 2015; Sharipour et al., 2014). The perceived destination risks (terrorist risk) create negative effects on behavioural intentions (Carballo, 2021). Interestingly, Isaac (2021) found that many tourists might still choose to visit a country even if it is perceived risky to travel to. Brodien Hapairai et al. (2018) showed that reducing destination risk perceptions through media likely to increase the eagerness to visit those destinations. Reducing perceived risk can influence tendency for more behavioural intention (Tavitiyaman & Qu, 2013). Thus, it can be assumed that perceived destination risks perform averting roles in tourists' destination choice and visit intention, especially in relation to risky destination or destination with negative image. However, if the perceived risk is less, tourists might intent to visit there. Hence, the subsequent hypothesis was anticipated:

H4-2: Perceived destination risk have a significant effect on behavioural intention to visit risky destination.

## 4. METHOD

### 4.1 Measurement Items and Scales

Perceived destination risk (PRD) was measured with 20 items adapted from the studies by Sharifpour, et al (2014) and Sharif & Mura, (2019). For the perceived informativeness of online ODPV(PIV), is measured by 5 items, which were adapted from the study Taylor, Lewin, & Strutton, (2011), and was modified according to the study. All these items were assessed on 7-point Likert scales ranging from 1, which denotes "Strongly Disagree", to 7 denoting "Strongly Agree". Positivity of comments (POC) adapted from Sparks and Browning (2011) and Wang et al. (2012), and were modified according to the requirements of the study. A 7-point Likert scale, ranging from 1 denoting "Strongly Disagree" to 7 denoting "Strongly Agree" measured, "Overall, I felt the provided comments' information were more positive than negative", and 1 denoting "Not at all positive" to 7 denoting "Very positive" which measured "How do you rate the overall positivity of these comments?". Viewers' trust (TR) was a moderating variable, and its measurements was adapted from Mpinganjira (2015). The measurement items were modified according to the requirements of the study. For example: The perceived informativeness of the DPV is: "TR1- Unbelievable/ Believable" and were assessed on 7-point Likert scales, ranging from 1 denoting "Definitely Unlikely" to 7 denoting "Definitely Likely".

### 4.2 Sample and Data collection

International students and young tourists share various characteristics because both are considered as sojourners (Jamaludin et al., 2016). It is seen that, university students were considered as samples in many studies related to young tourists (Gianchio et al., 2021; Khan 2019). Hence young tourists of Malaysia, were chosen for this study too, despite of their country of origin, for the convenience of the study. With the help of using *Morgan's Table for Sample Size*, determining sample size, 384 students at least (both locals and foreigners mixed), were considered to be the targeted sample size, with 5% margin of error and at a 95% confidence level. To overcome the issues of unusable cases, low response rate, and to be

on the safe side, the researcher (of this study) collected around double than the determining sample size to ensure that the participants totally agreed to partake in the study. For risky destination, as stated earlier, Egypt was chosen; and for the ODPV, the country's award-winning ODPV "*This Is Egypt*", was chosen because, it won the best tourism promotional video in the Middle East at the General Assembly of the World Tourism Organization (WTO) in China, beating out 63 other contestants in 2017 (UNTWO, 2018). Malaysia is chosen for the respondents because it is a multicultural country and is one of the popular countries for higher education in South-East Asia, and represents totally the opposite tourism attractions and destination attributes than that of Egypt.

Due the current pandemic situation, emails and social networking applications like LinkedIn, email, etc., were viable choice of collecting data, so that the respondents can easily access and answer in their convenient times safely. Convenience sampling and judgemental sampling, were used. Judgemental sampling technique was chosen by the researcher of this current study because, some criteria like: the participants should be 18 years and above, a student, have an intention of travelling to outbound locations and have never been to Egypt before, were applied to select the most appropriate samples from the target population, to meet the researcher's interests regarding the objectives of this study. A total of 720 responses were collected through self-administered online questionnaires (Sharma et al., 2021, 2022a, 2022b), and only 609 responses were found to be useful for the study. SPSS and PLS-SEM were considered to be the best statistical tools for conducting data analysis for this study and IBM SPSS 26 and SMART PLS 3.3.2 software were used.

**Table 2: Confirmatory factor analysis, reliability and convergent validity of constructs**

Construct	Loading	Cronbach's Alpha	CR	AVE
<b>Perceived Informativeness of ODPV (PIV)</b>	0.866	0.927	0.945	0.774
The video is a valuable source of information about the country	0.873			
The video provided relevant destination information.	0.898			
The video provided a good source of up-to-date destination information	0.882			

## 5. ANALYSIS

The demographic profile, showed in Table 1, portrayed around 63% were female and 37% of the respondents were male, and most of the respondents, 53%, were in the age group of 21-23 years, followed by 18-20 years, which is 34%.

**Table 1: Demographic Profile of Respondents**

	Category	Percentage (%)
Gender	Male	37
	Female	63
Age group	18-20	34
	21-23	53
	24-26	10
	Above 27	3
Total		100

Table 2 presents a summary of the measurement model along with the factor loadings, means, standard deviations, composite reliability (CR), average variance extracted (AVE) and Cronbach alpha. The corresponding constructs and the loadings are ranged from 0.596 to 0.919. Accordingly, the CR values are ranged from 0.940 to 0.970, hence exceeding the acceptable value ( $> 0.70$ ) (Hair et al., 2017). AVE values also exceeded the cut-off value of 0.50 except for PRD= 0.472 (Fornell & Larcker, 1981). If the AVE's value is less than 0.5 but if composite reliability (CR) is greater than 0.6, the construct's convergent validity is still satisfactory (Fornell & Larcker, 1981). Thus, all constructs of this model have a high level of internal consistency reliability and sufficient convergent validity. All Cronbach's alpha values are more than the minimum standard for reliability of 0.70 (Nunnally & Bernstein 1994), indicating good internal consistency.

The video made the destination information immediately accessible.		0.880			
The video is a convenient source regarding the destination information					
<b>Viewer's Trust (TR)</b>			0.941	0.953	0.773
Perceived informativeness is believable		0.855			
Perceived informativeness is trustworthy		0.903			
Perceived informativeness is convincing		0.825			
Perceived informativeness is credible		0.909			
Perceived informativeness has high integrity		0.892			
Perceived informativeness is dependable		0.889			
<b>Positivity of Comments (POC)</b>			0.939	0.970	0.943
Overall, I felt the provided comments' information were more positive than negative.		0.968			
How do you rate the overall positivity of these comments?		0.974			
<b>Perceived Destination Risk (PRD)</b>			0.939	0.944	0.472
I might have a disappointing experience there.		0.772			
This trip might be a waste of time for me.		0.798			
I may get a bad value for money from visiting the destination.		0.852			
My friends/family may disapprove this holiday there.		0.734			
I might have some cultural misunderstanding there.		0.682			
I might experience the unfriendliness of the residents there.		0.819			
I might face difficulties in communicating.		0.596			
I might get discriminated based on my gender.		0.646			
There is a possibility of being involved with a terrorist act.		0.801			
There might be political unrests of the country visiting.		0.824			
I might become a crime victim there.		0.826			
There's a risk of transmissible diseases in that country.		0.777			
I might have accident.		0.804			
There might be problems with regards to food safety.		0.765			
I might face unexpected extra expenses.		0.663			
The natural environment there might be hostile.		0.819			
I might not receive holiday benefits or have bad hospitality performance while visiting there.		0.873			
I might face some technical, mechanical, or organisational problems during travel or at destination.		0.851			
I might become a victim of natural disasters there.		0.728			

Behavioral Intention (BI)					
I plan to travel to Egypt in the near future		0.906	0.914	0.940	0.796
I will make an effort to travel to Egypt in the near future		0.846			
I have an intention to travel to Egypt in the near future		0.896			
I am willing to travel to Egypt in the near future		0.919			

Figure 2 shows the direct path-values along with R<sup>2</sup> values. Focusing on *f*<sup>2</sup>, POC was shown to have small effect on PRD (*f*<sup>2</sup> = 0.129) but no effect on behavioural intention (BI) (*f*<sup>2</sup> = 0.001), and PIV showed medium effect on TR (*f*<sup>2</sup> = 0.245).

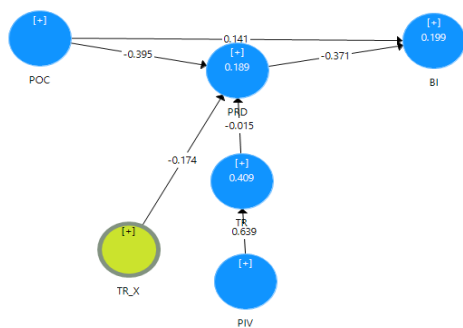


Fig 2: The research model with the path-values of direct relations and R<sup>2</sup> values (on the construct)

### 5.1 Hypothesis Testing

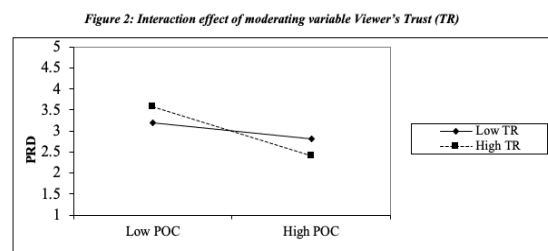
The result showed that positivity of comments has significant but negative effect on perceived destination risk ( $\beta_{POC \rightarrow PRD} = -0.384$ ,  $t = 8.831$ ,  $p < 0.001$ ) and has no significant effect on behavioural intention ( $\beta_{POC \rightarrow BI} = 0.011$ ,  $t = 0.430$ ,  $p > 0.05$ ), which means that hypothesis H1-1 is supported and hypothesis H1-2 is not supported. Perceived informativeness of the online official destination promotional video (ODPV) has positive and significant effect on viewers' trust ( $\beta_{PIV \rightarrow TR} = 0.379$ ,  $t = 9.350$ ), supporting the hypothesis H2. Perceived destination risks have negative significant effect on behavioural intention ( $\beta_{PRD \rightarrow BI} = -0.052$ ,  $t = 2.155$ ,  $p < 0.05$ ), which support hypothesis H4. To test the moderating effect, this study used the product-indicator method as recommended by Henseler and Fassott (2010). The interaction term between the viewers' trust and perceived destination risk was created, but before doing this AVE, CR and discriminant validity had been evaluated and check for their validity. From Table 2 it is seen that R<sup>2</sup> for the main model was 0.145 and

after the addition the moderating variable interaction term, it changed to 0.187. The R<sup>2</sup> change of 0.042 shows that with the addition of the interaction term (POC\*TR), the R<sup>2</sup> has improved about 4.2% (additional variance). The beta coefficient for the interaction effect of POC\*TR is -0.195, with  $t = 5.162$  and  $p < 0.001$ . Hence, hypotheses H3 was supported. The effect size *f*<sup>2</sup>, as suggested by Kenny (2016), was 0.051 and showed large effect size. Table 3 portrays R<sup>2</sup> values' differences with effect size.

Table: 3 R<sup>2</sup> values' differences with effect size

	Moderating Interaction effect Included	Moderating Interaction effect Excluded	<i>f</i> -squared	Effect size
R-squared	0.187	0.145	0.051	large

As suggested by Dawson (2014), the interaction effect was plotted to see how the moderator changes the relations between positivity of comments (POC) and perceived destination risk (PRD). The result is portrayed in Figure 2. The line labelled as high TR has a steeper gradient when compared to low TR, indicating that the negative or inverse relationship between positivity of comments (POC) and perceived destination risk (PRD) is indeed stronger when TR is high. This means that means that if the perceived risk is less, viewer trust makes the perceived destination risks lesser, and thus making the relation stronger.



Notes: Perceived Destination Risk (PRD); Positivity of Comments (POC) variable Viewer's Trust (TR)



## 6. DISCUSSIONS

In this study, positivity of comments is seen to have a significant but negative relationship with perceived destination risk when the viewers were going through comments along with the video. This indicates that when the positivity of the comments with exposure of ODPVs is more, it decreases the perceived destination risks related to the risky destination. In support of this, it was reported in Gretzel, et al. (2007) study that positive online comments' information could influence in reducing tourists' risk perceptions while booking accommodation, and in reducing medical-tourists' uncertainty and risk perception when selecting a destination (Abubakar, 2016). Additionally, Yang et al. (2016) stated that high proportion of positive reviews or comments might reduce the perceived risks while purchasing. Related literatures do not clearly state the relationship between the perceived destination risks and positivity of comments along with a video exposure, thus becoming a potential addition to the literature.

In the case of positivity of comments' effects over behavioural intention towards the risky destination, no significant relations were found. This means that comments' positivity cannot influence visiting behaviour intentions to risky destinations. This may be because according to O'Reilly and Marx (2011), respondents got doubtful by considering comments to be more positive or the positivity was high, and as stated in Dholakiya (2014) study, become indecisive in their actions (Maslowska, et al., 2017), and might get in to more risks. The results support the studies by El-Said (2020) and Zhao et al. (2015) in which it was discovered that comments with positive valence did not influence consumers' hotel booking behavioural intentions, however, this partly contradicts the existing literatures on behavioural intentions, which indicates that positive comments' information can increase booking intentions (Mauri & Minazzi, 2013; Chan et al., 2017). However, it is to be noted that these studies were not accompanied by exposure to any promotional videos. Thus, becoming another significant addition to the knowledge literature.

Interestingly, in this study, perceived destination risk has negative influence or relation with behavioural intention. This

means that when perceived destination risk is low, the visiting intention towards a risky destination is high, and is supported by Brodien Hapairai et al. (2018) study which shows that lesser destination risk perceptions, influenced by media, likely to increase the visiting intentions to that place. Tavitiyaman & Qu (2013) showed that reducing perceived risk can influence tendency for more behavioural intention, or in other words, reducing perceived risks can increase the possibility to visit a place. Conversely, this result is contradicting the study by Carballo (2021), who showed that the perceived destination risks (terrorist risk) have a negative effect on behavioural intentions, means higher risks leads to lesser chances to visit, and partly with the results of Nurmazidah (2021), who found stated that risk perception has a positive and significant influence on decision-making to visit. In a nutshell, this study found that positive alterations (less) in perceived destination risk inversely influences the visiting intention behaviour to a risky destination, meaning increases the visit behavioural intention to the risky destination.

### *6.1 Trust as a Moderator to the Relationship of Positivity of Comments and Perceived Destination Risks*

Trust plays a vital role to overcome risk perceptions while purchasing online (Kim, Ferrin, & Rao, 2008), and are seen to reduce purchasing risk and increasing buying intention (Hajli et al., 2017; Tseng & Lee, 2016). In this study viewer's trust was seen to have moderating effect in between positivity of comments and perceived destination risk negatively. This means that when comment's positivity is decreasing the perceived destination risks of the risky destination, viewers' trust on the perceived informativeness of video and its attributes, are influencing the perceived destination risks to be lower. This shows that trust is not only effective in reducing risks and increase behavioural intention, but also it can moderate the effect of relations of other variables related to risk factors. The result partly supports the studies where trust was used as a moderator of perceived risk and buying intention (Ng, 2013; Tedeschi, et al., 2017). Trust was seen to moderate the relationship between online purchase and risks (Bhatti et al., 2021). However, literatures regarding trust, moderating the relationship between

comments' valence and perceived destination risk, along with the exposure of video, are hard to find in tourism literatures. Thus, this relation-findings became an addition to the existing related literatures' knowledge.

## 7. THEORETICAL CONTRIBUTIONS

Regarding theoretical contributions, this form of study on online ODPVs' perceived informativeness and comments' positivity, influencing decision-making behaviour to visit risky destinations, on the basis of perceived risks, has not been conducted before. Hence, this is a new contribution to travel and tourism literatures. It is seen from the results that the ODPV's comments' positivity does reduce the perceived destination risks, and the trust on the ODPV's perceived informativeness, helps in reducing the risk effects, even more, and thus creating a valuable addition to the related literatures of risk reduction strategies related to destinations, tourism and travels and social media. This also adds in to the trust and perceived risk theories related literatures.

## 8. MANAGERIAL IMPLICATIONS

Concerning Managerial implications, the findings would help and guide the DMOs to understand the importance of monitoring the perceived informativeness factor of the ODPVs and their comments, which would create positive opinions among the minds of tourists, reduce their fears, and inspire them to visit risky destinations. This would also encourage effective tourism promotion for not only risky destinations, but for any other popular and less popular tourism destinations. Destination marketers should depict informative destination attributes in ODPVs in an organized manner which would aid in maintaining the prospective tourist's trust on the perceived informativeness of the video contents. The results can also be a reference DMOs and future researchers for related studies.

## 9. Future Scopes and Limitations of the Study

To upgrade the generalizability of the outcomes or findings, future researcher can broaden the target populations to any tourists with varied age group. Future researchers can do gender specific research, related to online official destination promotional videos' (ODPVs) effects in terms of tourism. Among

the several limitations in this research study, the first one being that the present study focused on young tourists with diverse nationality. The results might vary if it focused on elderly tourists or on a particular nationality for instance. Secondly, the data was collected through social media platforms, due to the pandemic, thus, the accuracy of the data collected remains a little indistinct – whether the respondents had seen the video or not, or they had gone through the comments fully before answering the questionnaire, remains unclear.

This study provides an extensive understanding of the effects of comments positivity and informativeness of the DPVs on perceived destination risks and behavioural intentions while deciding to make a visiting intention to a risky destination. This study can be a good reference to the young tourists, DMOs and future researchers.

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