

ABSTRACT

The tourism sector has relied on conventional marketing approaches, but the current study recognizes a shift towards a more nuanced e-marketing and experiential marketing strategies, incorporating sensations to evoke customer emotions and enjoyment. ASMR, known for its calming effects, emerges as a key element in this paradigm shift, offering immersive and sensory experiences aimed at alleviating the travel industry. Therefore, this research applied ASMR advertising practice to examine whether it influences tourists' positive emotion to their engagement on ASMR ads. Further, the study also investigates the impact of tourist's engagement on destination awareness, and their behaviour intention.

The results suggest that positive emotions on ASMR make a significant and positive effect on consumer engagement, which in turn positively impacts destination awareness and behaviour intentions. The findings further conclude that engagement serves as a mediator between positive emotions on ASMR and destination awareness, while destination awareness acts as a mediator between consumer engagement and behaviour intention. This dual mediation model provides a more comprehensive understanding of the process through which ASMR influences tourist behaviour. The findings support the use of flow theory to explain ASMR experiences and their influence on consumer engagement. The results align with previous research on the psychological and emotional effects of ASMR, demonstrating its potential as a marketing tool in the tourism industry. The research presents empirical data on the positive benefits of ASMR on tourism-related outcomes, contributing to a better understanding of how ASMR can be leveraged to improve tourist engagement, enhance destination awareness, and ultimately influence travel intentions.

Keywords: Autonomous Sensory Meridian Response (ASMR), Positive Emotion, Consumer Engagement, Destination Awareness, Behaviour Intention

摘要

一直以來，旅遊業都依靠傳統的行銷方法，但本研究認識到一股正朝向更細膩地利用網路行銷及體驗行銷策略轉變中的趨勢，策略中則融入用以喚起消費者情感與享受的感受。而以具有鎮靜效果著稱的 ASMR 在此模式轉變中成為重要的一環，它提供了身歷其境的感官體驗，旨在緩解旅遊業面臨的轉型需求。因此，本研究應用 ASMR 廣告實踐，檢驗其是否影響遊客對 ASMR 廣告的正向情緒。此外，本研究還探討了遊客參與度對目的地認知和行為意圖的影響。

研究結果表明，正向情緒對 ASMR 的影響在消費者的參與度方面具有顯著且積極的效果，進而積極影響目的地的認知和行為意圖。研究結果進一步得出結論，參與度在 ASMR 的正向情緒和目的地認知之間起到了中介作用，而目的地認知在消費者參與度和行為意圖之間起到了中介作用。這種雙重中介模型更全面地解釋了 ASMR 對旅遊者行為的影響過程。研究結果支持使用流動理論來解釋 ASMR 體驗及其對消費者參與度的影響。研究結果與以往關於 ASMR 心理和情緒效應的研究一致，證明了其作為旅遊業行銷工具的潛力。該研究提供了關於 ASMR 對旅遊相關結果的正面影響的實證證據，有助於更好地理解如何利用 ASMR 來提高旅遊者參與度，增強目的地認知，並最終影響旅行意圖。

關鍵字：自主性感官經絡反應 ASMR、正向情緒, 消費者參與、目的地認知、行為意圖