# Article information:

How to improve destination brand identification and loyalty using short-form videos? The role of emotional experience and self-congruity - ScienceDirect  
<https://www.sciencedirect.com/science/article/abs/pii/S2212571X23000641>

# Article summary:

1. The COVID-19 pandemic has greatly impacted tourism volumes, leading to a need for destination marketing organizations (DMOs) to use audience-based strategies and online digital channels, such as social media, to build long-term brand reputations and competitive advantages.

2. Social media, particularly short-form videos on platforms like TikTok, plays a crucial role in emotional communication between consumers and destination brands. It allows DMOs to connect with consumers, foster brand identification and loyalty, and convey emotional experiences.

3. Short-form videos have received less attention in academia compared to other forms of social media content. There is a need for research on the design aspects of short-form videos and their impact on viewer experience and response. Additionally, the relationship between short-form video features, emotional experience, brand identification, and loyalty needs to be explored, with self-congruity as a potential moderator.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章探讨了如何利用短视频来提高目的地品牌识别和忠诚度，以及情感体验和自我一致性在其中的作用。然而，文章存在一些潜在的偏见和不足之处。

首先，文章过于强调社交媒体对目的地品牌营销的重要性，而忽视了其他营销渠道的作用。虽然社交媒体在当今数字时代起着重要作用，但它并不是唯一的营销工具。文章应该更全面地考虑到其他渠道，如传统广告、公关活动和口碑营销等。

其次，文章没有提供足够的证据来支持其主张。虽然有一些研究表明社交媒体对消费者态度和行为有影响力，但作者没有引用相关研究来支持他们关于短视频对目的地品牌认同和忠诚度影响的观点。缺乏实证研究支持使得读者难以相信作者所提出的主张。

此外，文章没有充分考虑到可能存在的风险和负面影响。尽管社交媒体可以帮助建立品牌认同和忠诚度，但它也可能导致信息过载、虚假宣传和消费者隐私问题。文章应该更加平衡地讨论社交媒体的优点和缺点，以便读者能够全面了解其潜在风险。

最后，文章没有提供对反驳观点的探索。虽然作者提出了一些关于短视频对目的地品牌营销效果的假设，但他们没有探讨可能存在的反驳观点或其他解释。这种片面性使得文章显得不够全面和客观。

综上所述，这篇文章在探讨短视频对目的地品牌营销的影响时存在一些潜在的偏见和不足之处。为了提高其可信度和说服力，作者应该更全面地考虑到其他营销渠道、提供更多实证研究支持、平衡地讨论社交媒体的优点和缺点，并探索可能存在的反驳观点。

# Topics for further research:

* 其他营销渠道的作用
* 社交媒体对消费者态度和行为的影响
* 短视频对目的地品牌认同和忠诚度的影响的实证研究支持
* 社交媒体的优点和缺点
* 社交媒体可能存在的风险和负面影响
* 反驳观点和其他解释

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