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Emotional or Rational? Effective ESG Advertising Messages for Travel Enterprises

Abstract

This study investigates the effect of ESG advertising messages on consumer support for ESG management in the context of travel enterprises by integrating persuasion theory and regulatory focus theory. This study adopts a mixed-method approach. Study 1 explores how travel enterprises leverage ESG performance effectively in their advertising by conducting in-depth interviews with tourism and hospitality professionals. In Study 2, a 2 (ESG advertising message: emotional vs. rational) \times 2 (regulatory focus: prevention vs. promotion) between-subjects experiment is conducted. The findings make several contributions to the literature and also have practical implications.

Keywords. ESG, message appeal, message elaboration, support for ESG management, travel enterprise

1. Introduction

An airline that offers all-inclusive travel packages contributes considerably to greenhouse gas emissions. The level of CO₂ emissions of the aviation is estimated to account for approximately 2–3% of global CO₂ emissions (Singh, 2023). As investors and consumers increasingly prioritise sustainability in their decision-making, non-financial factors, such as ESG (environmental, social, and governance), have become more prominent in the travel and tourism industry (Chen, Su, & Chen, 2022; Hassan & Meyer, 2022; Quan, Koo, & Han, 2023). The ESG factors that are the most relevant for the airline are fuel efficiency and emissions reduction, workplace diversity and inclusion, and responsible corporate governance practices (Johansson, 2022; Paraschi, 2022).

Airlines and holidaymakers have responded to these ESG concerns by implementing sustainability initiatives, such as investing in eco-friendly technologies, making operations more energy-efficient, and adopting sustainable procurement practices (Johansson, 2022). For example, in 2022, Korean Air signed a memorandum of understanding with the global energy company Shell to purchase carbon-neutral aviation fuel (Korean Air, n.d.). In addition, many hospitality enterprises, such as Marriott International and Hyatt Hotels Corporation, are publicly reporting their ESG performance and progress, allowing stakeholders to track their efforts in these areas (Banerji, 2021; Hertzfeld, 2022). By managing ESG risks and opportunities effectively, enterprises can improve their reputation, build trust with stakeholders, and enhance their long-term financial performance (Chen et al., 2022; Hassan & Meyer, 2022).

The tourism industry is closely linked with ESG issues (Arvidsson & Dumay, 2022; Chen, Tan, Chen, & Han, J. (2023). Tourism activities have a serious impact on the natural environment and trigger social and economic changes in tourist destinations (Cárdenas-García, Sánchez-Rivero, & Pulido-Fernández, 2015). In addition, the industry involves a considerable amount of interactions with local communities (Chua & Han, 2022); thus, it is important that the industry fulfil its social responsibility (Arvidsson & Dumay, 2022; Lee et al., 2022). Therefore, ESG messages have become an important component of the advertising strategy in this industry. Advertising messages influence consumer action (Wang, Kim, & Agrusa, 2018).

Meanwhile, scholars have argued that it is important to persuade consumers to support firm ESG initiatives because ESG is not simply a tool for management but requires long-term

consumer participation (Arvidsson & Dumay, 2022; Lee, Raschke, & Krishen, 2022). ESG management without consumer participation is neither sustainable nor achievable (Arvidsson & Dumay, 2022; Lee et al., 2022). As ordinary consumers generally find ESG information to be complex, it is important that ESG is communicated in a different way to consumers (Bharadwaj, Naik, & Nath, 2022; Lee et al., 2022).

The persuasiveness of an advertising message varies depending on the type of message appeal delivered through various media (Verlegh, Franssen, & Kirmani, 2015; Warren, Becken, & Coghlan, 2017). Message appeal in advertising affects consumers' level of attention and psychological response to an advertisement and the brand being advertised (Ahn, Choi, & Joung, 2022). Different types of message appeals (e.g., emotional and rational) create different levels of engagement and impact. When an advertisement appeals to its target audience, it increases the likelihood of consumers remembering the advertisement and taking action (Feng, Liu, & Li, 2022). That is, understanding how ESG advertising messages can be used more effectively in the tourism industry can help to enhance the sustainability of this industry, raise customer awareness of corporate sustainability practices through ESG messages, and gain customer support. This can contribute to the overall development of a sustainable tourism industry.

At this point, it is important to introduce the concept of regulatory focus theory (Higgins, 1997), an influential framework in psychology and marketing. Regulatory focus theory posits that individuals tend to operate under one of two motivational orientations: promotion focused or prevention focused (Higgins, 1997). A promotion focus emphasises achieving growth, advancement, and accomplishments (i.e., gains), whereas a prevention focus is concerned with safety, responsibility, and the avoidance of negative outcomes (i.e., losses). In advertising, understanding these orientations is key as they influence how consumers interpret, process, and respond to marketing messages (Cai & Leung, 2020; Higgins, 1997).

A regulatory focus could play a vital role in the context of ESG advertising. A prevention focus in ESG may extend beyond the avoidance of personal losses to include the prevention of societal or environmental harm, which aligns with the essence of ESG initiatives. In contrast, a promotion focus in ESG may involve not only personal gains but also societal benefits. Therefore, aligning ESG advertising messages with the appropriate regulatory focus could greatly enhance the persuasiveness of the messages and increase consumer support for ESG initiatives.

However, despite the importance of ESG advertising message, studies have focused on ESG and financial performance (Chen & Xie, 2022; DasGupta, 2022) and the impact of ESG management on investment decisions (Amel-Zadeh & Serafeim, 2018; Park & Jang, 2021; Roselle, 2016) in the finance and accounting literature for decades. Although a few tourism scholars have examined ESG factors, research is still limited to the financial aspects of ESG management, such as the financial resilience of the hotel industry during the COVID-19 pandemic (Chen et al., 2022), ESG risk ratings and tourism demand (Hassan & Meyer, 2022), and ESG implementation (Moon, Tang, & Lee, 2022). They have overlooked the importance of message appeal in ESG advertising from a marketing perspective.

While the general advertising literature has investigated the impact of message appeal (emotional vs. rational) and regulatory focus (prevention vs. promotion), we argue that these concepts acquire unique characteristics in the context of ESG advertising. ESG is embedded in a societal component that inherently involves taking collective responsibility (Lee, Raschke, & Krishen, 2022). In this regard, emotional and rational message appeals may function differently. For example, in ESG advertising, an emotional appeal may not elicit only individual feelings but a sense of collective guilt or responsibility instead, which traditional advertising may not evoke. Similarly, the concepts of prevention and promotion focus may have different implications in ESG advertising. A prevention focus in ESG may extend beyond an avoidance of personal losses to include prevention of societal or environmental harm. Likewise, a promotion focus may involve personal gains and societal benefits. In this way, our study makes a substantial contribution to the general advertising literature by exploring these previously unexplored concepts.

Given that ESG research is still in its infancy in the tourism literature, it is not known how tourism and hospitality professionals in management positions perceive ESG information as an effective marketing tool and use it for advertising purposes. Furthermore, there has been no attempt to examine the mechanism of persuasion of message appeal, message elaboration, and consumer support for ESG management by travel enterprises. Persuasion is a complex psychological process that is influenced by many factors, including consumers' regulatory focus, message presentation, and the context in which the advertisement is viewed (Verlegh et al., 2015; Yoon, Kim, & Fu, 2020). Hence, it is meaningful to theoretically examine the interaction effects of message appeal and regulatory focus on message elaboration resulting in support for ESG management by integrating mass communication theory (i.e., persuasion theory) and psychology theory (i.e., regulatory focus theory).

Therefore, this study addresses two research questions (RQs) to fill the gaps in the literature. RQ1: ‘How do tourism and hospitality professionals perceive ESG information as a strategic marketing tool?’. The rationale behind RQ1 is that the perceptions of these professionals regarding ESG information can significantly influence how they utilise this information in their marketing strategies. Undertaking ESG practices is not an optional exercise; rather, it involves fundamental strategies and operational choices (Seraheim, 2020). Seraheim (2020) further posited that CEOs and top executives should spearhead the implementation of ESG practices, making them an integral part of the firm’s core culture. In a similar vein, Castro and Gradillas Garcia (2022, p. 169) underscored “the need for senior management commitment to implement value creating ESG initiatives that are core to the organisation’s activities”. This suggests that without support from top management, initiating ESG advertising as a marketing tool is ultimately unachievable. Based on RQ1, the subsequent RQ2 is developed as follows: ‘How can travel enterprises utilise message appeal (emotional vs. rational) and regulatory focus (prevention vs. promotion) in ESG advertising to increase consumer support for ESG management?’

To answer these questions, this study explores message appeal in ESG advertising by travel enterprises by integrating persuasion theory and regulatory focus theory. As shown in Figure 1, this study is conducted in two parts: in-depth interviews with tourism and hospitality professionals (Study 1) and experiments with prospective tourists (Study 2). The specific objectives of this study are to explore tourism and hospitality professionals’ perception of ESG, understand how travel enterprises can effectively leverage their ESG performance in their marketing messaging, identify the interaction effect of ESG advertising message (emotional vs. rational) and regulatory focus (prevention vs. promotion) on message elaboration, and examine the mediating role of message elaboration in the effect of message appeal on building consumer support for ESG management.

[Insert Figure 1 here.]

Our study deepens the understanding of how tourism enterprises can leverage their ESG performance in advertising. By doing so, our study extends the theories of advertising and persuasion and provides actionable insights for the tourism industry on ESG-focused advertising strategies. This new understanding will enable us to refine existing theories and provide practical insights for enterprises engaged in ESG advertising.

2. Literature Review

2.1. Growing importance of ESG

ESG refers to a business philosophy that conducts corporates' sustainable and responsible management (Lokuwaduge & Heenetigala, 2017) or a non-financial performance index that measures environmental, social, and governance practices (Tarmuji, Maelah, & Tarmuji, 2016). Given that ESG was initiated to support the overarching movement to promote sustainability, early academic discourses on ESG began four decades ago (Eccles & Viviers, 2011). Later, many researchers and practitioners started paying substantial attention on ESG issues when the United Nations Global Compact (2004) articulated distinct dimensions/sub-dimensions of ESG and provided specific guidelines for ESG practices. More recently, ESG becomes a critical component of corporates' business strategy. For instance, Business Roundtable (2019), a non-profit lobbyist association in the US, redefined the purpose of a corporation to reflect the benefits of all stakeholders, including investors, customers, employees, suppliers, and communities. Almost all members of Business Roundtable who are the CEOs of major U.S. companies agreed to release their companies' ESG performance as a non-financial performance index for potential investors (Bebchuk & Tallarita, 2021). Also, the United Nations (2021) established six principles for responsible investment (PRI) to incorporate environmental, social, and governance considerations into investment analysis and decision-making process.

Likewise, an increasing number of corporates focus on ESG issues and integrate sustainability into their business strategies and operational practices (Lokuwaduge & Heenetigala, 2017). Although ESG is closely related to the concept of corporate social responsibility (CSR), these two terms imply distinct aspects of a corporate's sustainable efforts and social impacts. Chen et al. (2022, p. 2) pointed out that "the objective of CSR is to hold businesses accountable, while ESG standards quantify those efforts". Moreover, the scope of ESG is broader than CSR by taking accounting of a corporate's internal governance policies and practices.

To measure a corporate's ESG performance, there are three main pillars: environmental, social, and government practices. According to UN PRI (2021), environmental practices reflect a corporate's efforts on environmentally sustainable issues, such as climate change, energy efficiency, waste management, pollution, water usage, and deforestation. Social

practices include issues on well-being and human rights, such as employee relations, working conditions, community support, freedom of expression, health and safety, labour protection, inclusion, and consumer protection. Lastly, governance practices are related to the governance system of a corporate and partners, including issues on bribery and corruption, taxation, executive pay, board structure and diversity, business ethics, risk management, political lobbying, and donations.

With the increasing demands on measurable information for corporates' ESG performance, there have been many attempts to develop ESG rating systems. For instance, MSCI (Morgan Stanley Capital International) ESG Ratings is currently one of the most influential global rating systems. MSCI rates more than 8,500 companies on a scale of AAA (leader) - CCC (laggard) based on 35 key ESG issues (Tayan, 2022). Recent studies have provided evidence that these ESG ratings and scores are critically important information for investors and shareholders in a financial market (Chen et al., 2022; Hassan & Meyer, 2022). Despite the fact that more ordinary consumers are being exposed to ESG ratings in advertisement and media, less attention has paid on the effect of ESG ratings from a marketing perspective. Particularly in tourism and hospitality domains, it is largely unknown how ESG ratings influence consumers' perception and attitude, consumption behaviour, corporate image, brand, and loyalty.

2.2. Message appeal (emotional vs. rational) in tourism advertising

Message appeal refers to the type of psychological attraction that an advertisement creates in the minds of its target audience (Ahn et al., 2022; Choi, Choi, & Kim, 2022). Emotional appeal in advertising focuses on eliciting positive emotions in the target audience. Images, music, or other sensory stimuli are often used to create an emotional connection between the target audience and the product/service being advertised (Feng et al., 2022; Wang, Kim, & Agrusa, 2018). In contrast, rational appeal in advertising focuses on emphasising the practical benefits and advantages of the product/ service. It is based on logic, reasoning, and facts and is frequently used to appeal to the logical side of the target audience's decision-making process (Choi et al., 2022; Feng et al., 2022).

Choi et al. (2022) assert that the type of message appeal used in an advertisement has a significant impact on message elaboration, which is the process by which consumers process and elaborate on an advertisement's message. According to Feng et al. (2022) and Wang et

al. (2022), advertisements that use emotional appeals tend to elicit higher levels of message elaboration than those that use purely rational appeals, as emotional appeals tend to be more engaging. Advertisements that use rational appeals rely on logical arguments and appeals to reason to persuade the target audience. Although rational appeals may be less attention-grabbing than emotional appeals, they can still lead to message elaboration if the target audience finds the information relevant and easy to understand (Volz & Volgger, 2022).

Message appeal in tourism and hospitality advertising has been studied in advertising research as a means of understanding tourist behaviour and the effectiveness of advertising messages. The use of message appeal has been shown to have a significant impact on consumers' attitudes and behaviours (Choi et al., 2022). In one line of research, scholars have compared the effects of emotional and rational message appeals on consumer attitudes and purchase intentions. Findings have showed that advertisements that use emotional appeals tend to generate positive attitudes and higher purchase intentions than advertisements that use purely rational appeals more effectively (Ahn et al., 2022; Volz & Volgger, 2022; Wang et al., 2018).

For example, Wang et al. (2018) found that the effectiveness of message appeal (emotional vs. rational) in tourism destination advertising was significantly different from the effectiveness of endorser advertising. Similarly, Ahn et al. (2022), who researched the promotion of hotel upselling, found that emotional message appeal was the most effective way to make an impression on customer attitudes, especially in online upselling. However, Volz and Volgger (2022) found no significant difference in the effectiveness of Airbnb advertising when comparing types of message appeal (emotional vs. rational). Instead, the control group (a boutique hotel) in their experiment confirmed that emotional appeal was more effective than rational appeal in advertising in terms of tourist attitude and behaviour.

Another research stream has focused on the role of message appeal in affecting the elaboration likelihood of an advertisement (Cheung, Leung, Cheah, & Ting, 2022; Choi et al., 2022). For example, Cheung et al. (2022) indicated that the type of message appeal used in a digital tourism platform could impact the level of effort and attention that consumers devoted to processing the information in the advertisement, with advertisements using emotional appeals leading to higher levels of message elaboration than advertisements using rational appeals. Overall, the study of message appeal in tourism and advertising has provided critical insights into the impact of advertising messages on consumer attitudes, beliefs, and

behaviours, and it has helped marketers to initiate more effective advertising campaigns than in the past.

2.3. Moderating role of regulatory focus (prevention vs. promotion)

Regulatory focus theory suggests that individuals can have either a promotion focus, namely a focus on gains, or a prevention focus, namely a focus on avoiding losses (Choi & Choi, 2022; Kim, Huang, & Kim, 2022). Prevention focus involves a focus on safety and responsibility and the avoidance of negative outcomes, whereas promotion focus involves a focus on aspirations and progress and the achievement of positive outcomes. The type of focus possessed by individuals can affect how they perceive and elaborate on information (Choi & Choi, 2022; Kim et al., 2022). Advertising research has applied regulatory focus theory by examining how different types of advertisements, based on their message framing and appeals, activate different regulatory focuses in target audiences (Chen & Jai, 2018).

Both emotional and rational message appeals can be used effectively to craft prevention- and promotion-focused messages depending on the content and framing of the message (Hussain & Lapinski, 2017; Septianto, Seo, Sung, & Zhao, 2020). Rational message appeals tend to cater to promotion-focused individuals by providing detailed and logically structured information or the necessary data to make decisions that help them achieve their objectives (Lee & Aaker, 2004; Tannenbaum et al., 2015). In contrast, emotional appeals tend to resonate more with prevention-focused individuals by eliciting strong feelings, such as fear or guilt, prompting these individuals to avoid potential negative outcomes (Lee & Aaker, 2004; Tannenbaum et al., 2015).

The interaction effect of message appeal and regulatory focus on message elaboration may highlight the importance of understanding the target audience and their motivations and preferences to develop impactful advertisements. In the tourism and hospitality literature, destination marketing organisations and hospitality marketers use this information to tailor the central message in advertisements to better resonate with target audiences (i.e., prospective consumers and tourists) and achieve their desired outcomes (Kim et al., 2022; Zhang, Zhang, Gursoy, & Fu, 2018).

Although several studies (e.g., Han, 2016; Pham & Avnet, 2004) have argued that emotional appeal tends to be associated with a promotion focus and rational appeal to be associated with a prevention focus, there has been a recent shift in this view, particularly in studies dealing

with socially critical themes that require preventative measures. For example, The Khoa et al. (2021) demonstrated the effectiveness of fear, an emotional appeal, in maintaining physical social distancing during the COVID-19 pandemic – a clear case of prevention-focused behaviour. Myrick (2015) also argued for the crucial role of emotions in preventative health communication. Similarly, Zhao et al. (2022) demonstrated the effectiveness of an emotional narrative in a cancer prevention context on social media platforms. Finally, Baek and Yoon (2020), in a study of the social issue of anti-poaching advertisements, reviewed the effects of images of death and regulatory focus on wildlife protection campaigns. Images of death elicited positive intentions towards wildlife conservation by provoking fear (as part of an emotional appeal), although advertising is more prevention driven than promotion driven. In other words, the results showed that participants who saw the image of a dead elephant felt fear and had a stronger intention to protect wild animals when the appeal was associated with a prevention focus. These studies reinforce the association between emotional appeal and a prevention focus, especially in relation to socially critical issues.

ESG promotes voluntary behavioural change among enterprises and individuals and aligns well with advertisements focusing on socially critical themes that require preventative measures. Schaltegger and Wagner (2017) clearly demonstrated the preventative aspect of ESG practices in the context of climate change. They argued that the adoption of ESG practices by businesses can help prevent further environmental degradation and contribute to sustainable development. ESG practices serve as a tool for businesses to mitigate their environmental impacts, which is crucial in the broader fight against the climate crisis. Furthermore, aligning ESG practices with the United Nations Sustainable Development Goals (UNSDG) also reflects the preventive focus of these practices. The UNSDG fundamentally target the prevention of various forms of societal and environmental challenges, such as poverty, inequality, and climate change (Sachs, 2015). ESG practices are a crucial part of businesses' efforts to contribute to these goals.

Meanwhile, message appeal type and message valence are separate dimensions of an advertising message. The type of message appeal pertains to the persuasive strategies used in the message, which may be emotional (invoking feelings or emotions) or rational (providing factual or logical information; Choi, Choi, & Kim, 2022). Message valence refers to the positivity or negativity of the message content (RV & Varshney, 2022). Positive messages stimulate action by focusing on the benefits or attractive outcomes of using a product or

service, whereas negative messages motivate by concentrating on the potential drawbacks or consequences of inaction (RV & Varshney, 2022). Both emotional and rational message appeals can be used to craft positive and negative messages (Choi et al., 2022; Feng, Liu, & Li, 2022). Positive emotional messages may create feelings of joy or excitement associated with the usage of a product, whereas negative emotional messages may trigger fear or guilt associated with non-usage (Feng et al., 2022). Similarly, positive rational messages highlight the factual benefits, whereas negative rational messages highlight the logical reasons for potential adverse outcomes. Pentina, Bailey, and Zhang (2018) argued that the message valence is often linked to the fit of the regulatory focus in advertising.

For example, fear appeals, one of the emotional message appeals, highlight the potential negative consequences of not using a product/service or following a recommended course of action, and they tap into the need of prevention-focused individuals to avoid risks (Blose, Mack, & Pitts, 2015; Chen & Jai, 2018). Blose et al. (2015) examined effective message framing to persuade hotel guests to become involved in green practices by emphasising emotional appeals such as fear and guilt. Similarly, Chen and Jai (2018) argued that advertising that urges food waste reduction in restaurants (i.e., the prevention of food waste) was effective when it used an emotional appeal. In contrast, promotion-focused fit tends to be related to rational message appeal in advertising because the advertisements motivate the target audiences to pursue positive outcomes, and the target audiences are interested in information that can help them achieve their desired goals (Lwin, Phau, Huang, & Lim, 2014; Tripp, 1997). Rational appeals rely on logic to persuade target audiences, and they can provide promotion-focused individuals with the information they need to make informed decisions (Tripp, 1997). More importantly, several scholars have pointed out that factual message cues are more frequently used in service advertisements that emphasise emotional arousal rather than necessity goods (Grove, Pickett, & LaBand, 1995; LaBand, Pickett, & Grove, 1992; Tripp, 1997). Rational appeals rely on logic and evidence to persuade the target audience, and they can provide promotion-focused individuals with the information they need to make decisions.

Based on the regulatory focus theory and recent empirical studies, our study attempts to explore the effects of emotional and rational message appeals on consumers with different regulatory focuses in the context of ESG advertising (see Figure 2). We propose that

emotional appeals resonate more with a prevention-focused fit, whereas rational appeals may align more with a promotion-focused fit, as follows:

Hypothesis 1: There is an interaction effect between ESG advertising message and regulatory focus.

Hypothesis 1-1: An emotional message appeal (vs. a rational appeal) produces a higher level of message elaboration when it is associated with prevention-focused fit (vs. promotion-focused fit).

Hypothesis 1-2: A rational message appeal (vs. an emotional appeal) produces a higher level of message elaboration when it is associated with promotion-focused fit (vs. prevention-focused fit).

[Insert Figure 2 here.]

2.4. Persuasion theory and the mediating role of message elaboration

Persuasion theory explores how people are influenced by communication, particularly in the context of advertising (Warren et al., 2017). Persuasion theory is used in advertising research to help explore how and why advertising messages effectively influence consumer attitudes and behaviour (Verlegh et al., 2015). Such research could identify the key factors that make a message persuasive and seek to obtain an understanding of how different types of messages are more or less effective in different types of target audiences. (Feng, Liu, & Li, 2022; Yoon et al., 2020). For example, Feng et al. (2022) found that emotional appeal (vs. rational appeal) in tourism destination advertising is more associated with a country with a high-warmth stereotype (vs. a low-warmth stereotype), resulting in international travel by tourists. In addition, persuasion theory is used in advertising research to identify the key elements of a message. Warren et al. (2017) identified the key elements of a message that make it more or less persuasive, including the source of the message, the language used, and the images and arguments presented. This understanding can help advertisers and marketers to develop more persuasive advertising campaigns and measure the impact of their advertising efforts (Feng et al., 2022; Verlegh et al., 2015; Yoon et al., 2020).

In persuasion theory, message elaboration means the process of developing the central message in an advertisement (Choi et al., 2022). It associates adding details and supporting information to the main message to make it more compelling, and effective in communicating the corporate brand's values, expected benefits, and unique selling proposition to the target

audience (Choi & Choi, 2022; Choi et al., 2022). Message elaboration also refers to the extent to which a target audience thinks about and processes the information contained in a persuasive message (Lillie, Ratcliff, Pokharel, & Jensen, 2023). It is believed that the more someone elaborates on a message, the more likely they are to be persuaded by it. Message elaboration involves considering the argument and evidence presented, along with one's own beliefs and attitudes related to the topic, leading to deeper and more meaningful processing of the information (Shu & Scott, 2014; Lee & Gretzel, 2012). The goal of message elaboration is to engage the target audience, build brand awareness and trust, and ultimately drive sales and profit.

The level and quality of message elaboration can play a mediating role in the effect of the type of message appeal on the target audience's attitude towards advertising (Lillie et al., 2023). For example, a well-elaborated advertisement that uses an emotional appeal can more effectively evoke feelings and emotions in the audience than a poorly elaborated advertisement, leading to a more favourable attitude towards the well-elaborated advertisement (Hornik et al., 2017) and influencing behavioural intention (Lillie et al., 2023). Conversely, a poorly elaborated advertisement that uses a rational appeal is expected to fail to provide the target audience with sufficient information and context to make a decision, leading to a less favourable attitude towards the advertising (Lillie et al., 2023; Zhang, Sun, Liu, & Knight, 2014). Similarly, Choi and Choi (2022) confirmed the mediating role of message relevance in the effects of message appeal in Airbnb advertising on tourists' stay intention. In summary, the mediating role of message elaboration highlights the importance of not only choosing the right type of message appeal but also ensuring that the advertisement is well-crafted and effectively elaborates on the central message to achieve the desired outcome. Synthesising the persuasion theory and empirical studies, the following hypothesis is developed:

Hypothesis 2: Message elaboration mediates the interaction effect of ESG advertising message and regulatory focus on support for ESG management.

3. Methods and Results

3.1. Study 1

3.1.1. Methods

The objectives of Study 1 are 1) to explore tourism and hospitality professionals' basic perceptions of ESG and 2) to establish how travel enterprises can effectively leverage ESG performance in their management and marketing. ESG has been practiced in corporate finance for decades but represents a relatively new approach in tourism research. The results of Study 1 serve as the basis for Study 2, in which we examine effective ESG advertising messages for travel enterprises that target prospective tourists. Participants were selected according to the following eligibility criteria: (a) possession of knowledge of ESG, particularly in terms of its importance in hospitality and tourism management; (b) at least five years of work experience in the hospitality and tourism industry; and (c) a managerial position. Table 1 shows the 10 participants (i.e., participant ID: A–K) recruited through purposive and snowball sampling. A series of in-depth interviews (both face-to-face and online) were conducted in the UK in November 2022. The interviews took approximately 40 minutes per person, and the questions were distributed in advance (see Table 2). As suggested by All, Castellar and Van Looy (2016), a minimum sample size of 20 participants is appropriate for analysing qualitative data via NVivo. Thus, the researchers manually analysed the samples. Following the data analysis steps proposed by Colaizz (1978), two researchers independently analysed the data, extracted themes and compared the findings. Three themes were finally confirmed.

[Insert Tables 1 and 2 here]

3.1.2. Results

Top priority of sustainable management

All participants emphasised that ESG management is the top priority in terms of sustainable management. ESG has become an ideology, unlike the preceding concepts of corporate social responsibility and creating shared value, and organisations such as the UN and the EU, along with countries such as the US, have institutionally enforced and mandated ESG implementation (Lim, Ciasullo, Douglas, & Kumar, 2022). Money and effort are obviously required to ensure continuous growth and profits, so corporations need to tighten their belts and take the lead in addressing ESG issues (Liang, Lee, & Jung, 2022). The participants further mentioned that ESG is a management condition that cannot be avoided, no matter how difficult the corporate reality is. For example, one participant suggested that:

“...The goal of ESG management is not to nurture good companies, but to assess how well we can respond to complex risks related to ESG components that are expected to grow in uncertainty in the future, and to continue corporate management. These complex risks have already been incorporated into management conditions by the system of ESG disclosure obligation. Corporate management cannot go against the institutional conditions...”

(Participant A)

Power of pairing ESG and employee benefits

The business ecosystem is rapidly changing, and current rules hinder the transition to ESG management (Lim et al., 2022). Human resources and ESG management are closely related to the happiness of employees through, for example, wages, welfare benefits, employment, organisational culture, tenure, human rights and labour practices (Liang et al., 2022). The interviewees agreed that corporations should pay as much attention to the freedom and well-being of their employees as they do to productivity. They also said that because employees are closest to consumers, they can identify the company’s ‘tail risks’, i.e., those that are uncommon but can have a significant impact on asset value once they do occur, and seize new business opportunities. For example, one participant noted the interaction between ESG and employee benefits:

“Corporations, like people, cannot be defined as good or evil. But the decisions corporations make have consequences for good or for evil. The old rules that governed corporations in the past now have a negative impact on society beyond them. Take an interest in your employees. Employees are the CEO’s allies and valuable assets in fierce market competition. ESG management also begins inside the company.” (Participant G)

Importance of message appeal in advertising for consumers

ESG has become a hot topic in business management, especially in the investment world (Liang et al., 2022; Lim et al., 2022). As ESG has gained importance, marketers have faced the challenge of demonstrating and sharing a company’s ESG authenticity (Serafeim & Yoon, 2022). Communicating the achievements of ESG, in addition to practicing it, can have a tremendous impact on a brand’s reputation (Paolone, Cucari, Wu, & Tiscini, 2021). All participants agreed that adding an ESG management section to their business’s official homepage was the first step in ESG marketing. They further confirmed the need to maintain a consistent message appeal across their social media to effectively promote ESG.

However, in terms of the message appeal in advertisements, the interviewees had different views. For example, some suggested that ‘emotional appeals’ (vs rational appeals) to the public are critically important in the environmental sector in terms of ESG achievements, whereas others thought that it was more effective to emphasise rational rather than emotional appeals. The participants’ views on whether the overall advertising strategy should be focused on ‘prevention’ or ‘promotion’ also differed. The regulatory focus theory in the field of psychology is applicable in areas such as advertising, consumer behaviour, negotiation and sales (Kim et al., 2022; Zou & Chan, 2019). The theory suggests that the approach to achieving a goal differs according to whether an individual has a propensity for promotion or prevention, and that approaches and solutions should then be tailored towards these individuals’ propensities (Kim et al., 2022; Zou & Chan, 2019). The participants asserted that these important but veiled message appeals in advertising should be appropriately considered:

“We all know that ESG management is an urgent and important responsibility task facing companies regardless of the business sectors. ESG management became an inevitable trend that cannot be avoided. However, we haven’t discussed how to effectively promote ESG performance to potential consumers. What message and visual cues appeal to them? Which of the ESG components will receive more active support in the long run? It is urgent to conduct comprehensive research on ESG advertising.” (Participant H)

3.1.3. Discussion and Implications of Study 2

Study 1 explored tourism and hospitality professionals’ perceptions of ESG management and how travel enterprises effectively leverage ESG performance in management and marketing. Findings identified the themes of ‘top priority of sustainable management’, ‘power of pairing ESG and employee benefits’, and ‘importance of message appeal in advertising for consumers’. Consistent with other studies (Liang et al., 2022; Lim et al., 2022), results of Study 1 found that companies pursue economic prosperity, social progress and environmental preservation through ESG management, and strive to advance a sustainable future where business and society coexist. ESG management is an activity that examines whether an enterprise is taking concrete steps to reduce the environmental and social risks of its core business and create new opportunities (Gillan, Koch, & Starks, 2021). ESG management is impossible if the top management or board members do not understand social and environmental issues, such as climate risks (Roselle, 2016). Studies have shown that the will of the leader always takes precedence in ESG management (Roselle, 2016). In other words, it

is difficult for an enterprise to engage in ESG management if the leader does not recognise the enterprise's social responsibility or the value of ESG. In addition, successful ESG management cannot be achieved without consumer support and participation. Thus, it is important to understand how enterprises can build consumer support regardless of the industry in which they operate.

However, the views of the participants differed regarding which type of ESG advertising message (emotional vs rational) is associated with which type of regulatory focus (prevention vs promotion) to ensure that a message is effective and persuasive. The interaction effect of message appeal and regulatory fit in terms of supporting ESG management from consumers' perspectives has not been examined in the tourism or marketing literature. Thus, Study 2 is aimed at identifying the impact of the ESG advertising message appeal (i.e., emotional vs rational) on consumer support for ESG management, as mediated by message elaboration. The proposed research model included regulatory focus as a moderator (i.e., prevention vs promotion). The research model for Study 2 draws on both message elaboration theory and regulatory focus theory.

3.2. Study 2

The objectives of Study 2 are: 1) to identify the interaction effect of ESG advertising message (emotional vs rational) and regulatory focus (prevention vs promotion) on message elaboration to test H1 (H1a and H1b); and 2) to examine the mediating role of message elaboration in the effect of the ESG advertising message on consumer support for ESG management in the context of travel enterprises to test H2.

3.2.1. Methods

A 2 (ESG advertising message: emotional vs rational) \times 2 (regulatory focus: prevention vs promotion) between-subjects experiment was conducted (see Figure 2 again). An airline that offers all-inclusive travel packages was chosen as the study context. The airline and holidaymakers sector must demonstrate high ESG performance as it emits significant amounts of CO₂, which contributes to the climate crisis (Singh, 2023). Therefore, a fictitious airline (i.e., Twinkle Airways & Holidays) was created to examine whether its advertising could persuade consumers to support its ESG management.

As shown in Appendix I, stimuli for the ESG advertising message (i.e., emotional vs rational) were developed by differentiating the wording of the posts on the airline's official Instagram account. A set of stimuli for regulatory focus (i.e., prevention vs promotion) that emphasised a different regulatory fit in advertising was also developed, as shown in Appendix II. A pilot test with 30 master students confirmed that the differences between the stimuli could be recognised. Data collection (N = 400, UK residents) was conducted in December 2022 through Prolific, a trustworthy UK research platform. We randomly assigned the 400 participants to one of the four conditions (i.e., C1: emotional and prevention; C2: emotional and promotion; C3: rational and prevention; and C4: rational and promotion). All participants were asked to read the following scenario:

Imagine that you are browsing Instagram posts from Twinkle Airways & Holidays, a British low-cost carrier offering flights and all-inclusive package holidays. Three Instagram posts will be presented. These posts show the company's ESG ratings and performance. Overall performance is slightly above average (A level), with average performance in 'carbon emission' and 'water stress'. Then, please pay attention to them. You will be required to answer questions about the posts.

They were invited to check the stimuli (see Appendices I and II again) and complete the questionnaire. Two manipulation checks were conducted using the following stimuli questions: 'I think the advertising messages on posts are emotional' and 'I think the advertising posts show how the airline is working to prevent the climate crisis' (1 = strongly disagree, 7 = strongly agree).

Four items adapted from Rosaen, Dibble and Hartmann (2019) were used to measure message elaboration: 'not persuasive/persuasive'; 'unconvincing/convincing'; 'not effective/effective'; and 'incoherent/coherent'. Three items adapted from Lee, Kim and Kim (2020) were also used to measure consumer support for ESG management: 'overall, I will support the ESG management'; 'overall, I am likely to support ESG management'; and 'overall, I am positive towards ESG management'. Finally, Study 2 controlled for the possibility that familiarity with ESG may have affected the participants' responses using three items (Choi & Choi, 2022): 'how familiar are you with ESG management?'; 'how knowledgeable are you about ESG management?'; and 'how experienced are you with ESG management?' In addition, intensity of Instagram use was controlled by adopting and modifying three items (Ellison et al., 2007): 'Instagram is part of my everyday activity'; 'I

am proud to tell people I'm on Instagram'; and 'Instagram has become part of my daily routine.' All measurement items in the questionnaire were scored using 7-point Likert scales (1 = strongly disagree, 7 = strongly agree).

To ensure the quality of the responses, participants were required to answer two attention check questions: Q1) 'According to this scenario, what industry would this company be in?' ① cruise, ② coach, ③ airline, ④ train, and ⑤ taxi; and Q2) 'According to this scenario, what are the Instagram posts showing?' ① customer satisfaction index, ② ESG ratings and performance, ③ market share data, ④ list of destinations, and ⑤ job posting. We finally obtained 349 usable samples for further data analysis using SPSS 28.0. As shown in Table 3, the participants were normally distributed in terms of gender (male: 43%, female: 57%), age, education, marital status and annual household income.

[Insert Table 3 here.]

3.2.2. Results

Manipulation Checks. The participants in the 'emotional' condition ($n = 180$, $M_{\text{emotional}} = 4.89$, $SD = 2.070$, $t = 5.910$, $p < .01$) indicated that the advertising post had a higher level of emotional appeal than did those in the 'rational' condition ($n = 169$, $M_{\text{rational}} = 3.62$, $SD = 1.973$). In addition, the participants in the 'prevention' condition ($n = 212$, $M_{\text{prevention}} = 5.36$, $SD = 1.308$, $t = 13.233$, $p < .01$) perceived that the advertising posts offered a higher level of prevention-focused message than did participants in the 'promotion' condition ($n = 137$, $M_{\text{promotion}} = 3.36$, $SD = 1.484$). This confirms that the manipulations for the two stimuli were successful.

ESG advertising message and support for ESG management. Two-way ANCOVAs were performed to identify the interaction effect of ESG advertising message and regulatory focus on message elaboration by including the covariate of familiarity with ESG. As shown in Table 4, the ESG advertising message had a positive effect on message elaboration [$F(1, 344) = 71.226$, $p < .01$], but regulatory focus had no statistically significant effect [$F(1, 344) = .009$, $p > .10$]. The interaction effect of the ESG advertising message and regulatory focus on message elaboration was statistically significant [$F(1, 344) = 8.317$, $p < .01$]. Figure 3 shows that the emotion message appeal was more closely associated with prevention-focused posts ($M_{\text{emotion and prevention}} = 5.34$) than with promotion-focused posts ($M_{\text{emotion and promotion}} =$

5.05). In contrast, the rational message appeal was more closely associated with promotion-focused ($M_{\text{rational and promotion}} = 4.40$) than with prevention-focused posts ($M_{\text{rational and prevention}} = 3.88$). Finally, familiarity with ESG [$F(1, 344) = 13.377, p < .01$] and intensity of Instagram use [$F(1, 344) = 10.719, p < .05$] were statistically controlled. Thus, H1 was supported.

[Insert Table 4 and Figure 3 here.]

ESG advertising messages were found to have a positive effect on support for ESG management [$F(1, 344) = 26.598, p < .01$], but regulatory focus had no statistically significant effect [$F(1, 344) = .393, p > .10$]. However, the interaction effect of ESG advertising message and regulatory focus on support for ESG management was statistically significant [$F(1, 344) = 16.227, p < .05$]. Consistent with Figure 3, Figure 4 shows emotion message appeal was more closely associated with prevention-focused ($M_{\text{emotion and prevention}} = 4.30$) than with promotion-focused posts ($M_{\text{emotion and promotion}} = 3.94$). In contrast, rational message appeal was more closely associated with promotion-focused ($M_{\text{rational and promotion}} = 3.75$) than with prevention-focused posts ($M_{\text{rational and prevention}} = 3.08$). Finally, familiarity with ESG [$F(1, 344) = 4.611, p < .10$] was marginally controlled while intensity of Instagram use was not statistically significant [$F(1, 344) = 1.004, p > .10$].

[Insert Figure 4 here.]

Indirect Effect. Study 2 used the Hayes process model in Study 2 (2018, Model = 7, bias-corrected bootstrap = 5,000). Model 7 included regulatory focus as the moderator (W). As shown in Table 5, the ESG advertising message (X) had a positive impact on support for ESG management (Y) when familiarity with ESG (S) and intensity of Instagram use (S) were controlled (adjusted $R^2 = .6844$, Coeff. = .2575, SE = .0934, $p < .01$). Table 6 also indicates the significant indirect effect of the ESG advertising message on support for ESG management, as mediated by message elaboration (indirect effect = .6482; 95% CI = .1967 to 1.1097). Emotional appeal (effect = 1.2237, 95% CI = .8864, 1.5656) and rational appeal (effect = .5755, 95% CI = .2529, .8876) had significant conditional indirect effects on support for ESG management. Thus, H2 was also supported.

[Insert Tables 5 and 6 here.]

4. Discussion

4.1. Academic contributions

This study makes several academic contributions. First, it broadens ESG research in tourism and hospitality from a marketing perspective. As ESG is an indicator developed to assess corporate sustainability by quantifying social activities that are not revealed by financial factors (Chen & Xie, 2022; DasGupta, 2022), finance and accounting scholars have conducted extensive ESG research for decades. In the tourism and hospitality industry, ESG research has been also limited to the financial resilience of hotels during the COVID-19 pandemic (Chen et al., 2022), ESG risk rating and tourism demand (Hassan & Meyer, 2022), and ESG implementation (Moon, Tang, & Lee, 2022). That is, the major research focus has been on examining the long-term financial impact of ESG.

In contrast, our research views ESG as a strategic marketing tool to elicit consumer support for ESG management from a marketing perspective. Lee et al. (2022) contended that corporates manage ESG performance not only to drive a rise in valuation and to attract investment but also for more strategic purposes. Through ESG activities, corporates intend to reveal the values that they pursue internally and externally and use these activities for reputation, brand, and risk management. Lee et al. (2022)'s arguments found support from Moalla and Dammak (2023), who reported that ESG activities act as good insurance in managing corporate reputation, just as corporate social responsibility activities play a buffer role in corporate brand management in times of crisis. While maintaining the same marketing stance as previous studies, our study examines this in more detail by clarifying what kind of messages appeal to prospective tourists, and how these can be used in corporate ESG management to induce their support more persuasively. In this way, findings fill substantial research gaps in ESG management in both the marketing and tourism literature.

Second, our research findings explore in-depth the persuasion mechanism underlying ESG advertising message for travel enterprises by integrating persuasion theory and regulatory focus theory. The findings confirm that ESG advertising messages positively affect consumer support for ESG management mediated by message elaboration. Previous studies in both the marketing and tourism literature (Ahn et al., 2022; Choi et al., 2022; Volz & Volgger, 2022; Wang et al., 2018) have investigated the effects of message appeal on consumer behaviour such as purchase intention. However, the products and services being advertised in these studies were limited to consumer goods. In contrast, the premise underlying our research is

that consumer reactions to product sales advertisements and public service advertisements could be different.

Our findings reveal that ESG advertising messages have a positive impact on consumer support for ESG management, mediated by message elaboration in the context of travel enterprises. By applying mass communication theory (i.e., persuasion theory) to further differentiate how ESG advertising messages are processed to generate consumer support for ESG management, the present study affirms the results of previous studies. Lee et al. (2022), and Moalla and Dammak (2023) have emphasised the role of consumers in ESG management, arguing that consumer-led ESG will have implications for new ESG directions for corporates. The results of this study make a meaningful contribution in that social and environmental issues are directly related to consumers, and ESG activities with consumers is the future direction of ESG.

Findings of this study also reveal an interaction effect between ESG advertising messages and regulatory focus affecting message elaboration. An emotional message appeal (vs. a rational appeal) produces a higher level of message elaboration when it is associated with a prevention-focused fit (vs. a promotion-focused fit), while a rational message appeal (vs. an emotional appeal) produces a higher level of message elaboration when it is associated with a promotion-focused fit (vs. a prevention-focused fit). This is somewhat consistent with previous studies on message appeal. Grove et al. (1995) and LaBand et al. (1992) have asserted that factual message cues are more frequently used in service advertisements that emphasise emotional arousal rather than necessity goods. Similarly, promotion-focused fit is closely related to rational message appeal by motivating target audiences to achieve their desired outcomes (Lwin et al., 2014; Tripp, 1997).

However, some studies (Han, 2016; Zhang et al., 2018) have found that emotional appeal is related to promotion focus and that rational appeal is associated with prevention focus. The interaction effect of message appeal and regulatory focus thus remain in conflict. Unlike previous studies that studied the messages of green advertising or environmental public service announcements (Chang, Zhang, & Xie, 2015; Kim, Malek, & Roberts, 2019), our study summarises corporate ESG performance using stimuli. The present study has the distinction of revealing that message elaboration increases when advertisements are created with a combination of message appeal (emotional vs. rational) and regulatory focus (prevention vs. promotion) when all ESG indexes of private corporates are used as stimuli.

Finally, findings of this study identified how tourism and hospitality professionals perceive ESG and how to use it as a strategic marketing tool. Three themes are extracted from the in-depth interviews: ‘top priority of sustainable management’, ‘power of pairing ESG and employee benefits’, and ‘importance of message appeal in advertising for consumers’. Consistent with previous studies on ESG in finance and accounting (Chen et al., 2022; Liang et al., 2022; Lim et al., 2022), our study finds that investing that leverages corporate ESG performance seeks long-term returns for investors while influencing corporate behaviour to benefit society. Our study also confirms the findings of Liang et al. (2022), who argued that the ‘social’ component of ESG is critical for sustainable ESG management.

The hospitality and tourism industry is a labour-intensive industry with a high turnover rate (Choi, Choi, Kim, & Badu-Baiden, 2023). Customer complaints usually stem from the perceived behaviour of employees, such as attitude, professionalism, and communication (Choi, Law, & Heo, 2018). Our research findings confirm that hospitality and tourism professionals in managerial positions strongly emphasise employee benefits, including working conditions, health/safety, and diversity/inclusion. Furthermore, the findings of our in-depth interviews contribute to identifying how travel enterprises effectively leverage ESG performance in marketing, thus filling a research gap. Unlike previous studies (Kapoor, Balaji, & Jiang, 2021; Noble, Pomeroy, & Johnson, 2014) on green advertising that used specific emotional appeal (e.g., sensual vs. guilt, positive vs. negative), our findings show that message appeal is highly regarded among hospitality and tourism professionals.

4.2. Practical implications

The study findings provide useful managerial implications to tourism and hospitality firms and marketers. First, this study suggests that ESG ratings are not only useful as a non-financial index for investment but also used as a marketing tool to increase consumers’ attention and support. Researchers postulated that ESG cannot be solely achieved by a corporate and its investors but it is imperative to encourage ordinary consumers’ participation and support (Arvidsson & Dumay, 2022; Lee et al., 2022). This study showed that a company’s ESG performance rating was an evident visual cue in advertisement, which is powerful enough to change consumers’ perception about the advertisement message. Given that tourism, hospitality, and airline industries produce substantial environmental, social, and economic impacts (Singh, 2023), tourism and hospitality firms should effectively showcase

their efforts to implement ESG practices by presenting ESG scores and ratings on the firm's website and social media.

Second, this study suggests that consumers who are conscious about environmental, social, and governance-related matters perceive a high ESG rating or score as a firm's credential for sustainable and responsible operations. In the process of persuasion, a certain symbol or sign of credential and/or endorsement is known to have a strong psychological effect on consumers' attitude and purchase decision (Chaiken, 1980). Obviously, the endorsement/rating of ESG performance from internationally reputable and trustworthy organizations, such as MSCI ESG Ratings, is more effective and powerful. However, a majority of tourism and hospitality firms are small businesses or medium-size companies, which are usually not the target of MSCI ESG Ratings. Such ESG rating organizations need to consider expanding their evaluation scope to incorporate small- and medium-size companies. Also, considering the unique characteristics and structure of tourism and hospitality businesses, it is required to develop specific ESG measurement metrics for companies in the tourism and hospitality domain.

Last but not least, the experiment findings are useful to develop communication strategies to convey ESG messages to consumers. One important finding is that emotional appeal had a stronger effect on message elaboration compared to rational appeal. In recent years, unprecedented global disasters, such as the COVID-19 pandemic, severe drought conditions in California, mass fires across Australia, and Kahramanmaraş earthquake, spark to arouse people's attention to ESG issues. As more consumers concern about environmental and social issues, ESG messages that emotionally appeal and solicit a sense of urgency for consumers to take action are considered more effective. More importantly, this study found that emotional appeal produced a stronger effect when message focused on protection, not promotion. Thus, we suggest that marketers use emotional appeal and protection focus to maximize the effect of companies' ESG messages.

4.3. Limitations and future research

The academic contributions and practical implications of this study need to be seen in the context of the following limitations. First, due to the limited sample sizes and study sites used in this research, caution is needed in interpreting the results. Second, the unique characteristics of Gen Z consumers were not considered in this study. Gen Z consumers differ from other generations in the way they pursue eco-friendly and ethical consumption. Gen Z

consumers place great importance on environmental values, corporate ethics, and transparency (Choi et al., 2022). Second, although our study addressed the role of message elaboration in the context of consumer support for ESG, we acknowledge that a comprehensive examination of the central and peripheral pathways in ELM is not our primary focus. Future studies could explore these processes in more depth to further elucidate the nuances of persuasion in this context. Third, while ESG advertising message (refer to Appendix A) aims to shed light on the emotional and rational appeals of ESG messaging, we recognise the limitation in the design of our stimuli, which predominantly emphasised the environmental component. Future research would benefit from a more comprehensive representation of ESG dimensions to achieve a holistic understanding and avoid potential misunderstandings.

Finally, individual psychological distance and construal level should be considered. Construal level theory posits that there is a psychological distance between an individual and a certain phenomenon. An individual's behavioural responses –and thus how that individual identifies with that a certain phenomenon – vary according to the extent of this psychological difference. (Chang, et al., 2015). Given that an individual has different psychological distances (e.g., temporal, spatial, social, and hypothetical) vis-à-vis ESG management, future research could consider the impact of these different types of psychological distance.

With these limitations in mind, future studies should adopt diverse samples and study sites that will enable findings to be more widely generalisable. Cultural difference may be a second moderating factor, so a future study could examine the interaction effects between ESG advertising message appeal (emotional vs. rational), regulatory focus (prevention vs. promotion), and culture (western vs. eastern) on message elaboration affecting consumer support for ESG management. A future study could also conduct in-depth research on Gen Z travellers and investigate their support for ESG management and purchase intention. Finally, it would be meaningful to investigate the moderating role of psychological distance (e.g., temporal, spatial, social, and hypothetical) on ESG management in ESG advertising message and consumer behaviour.

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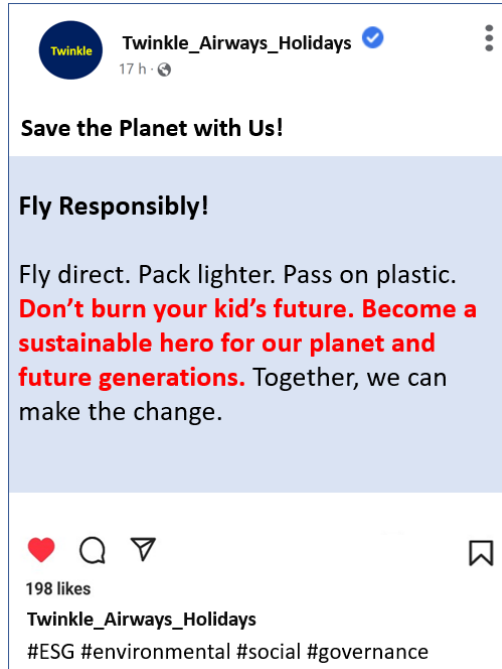
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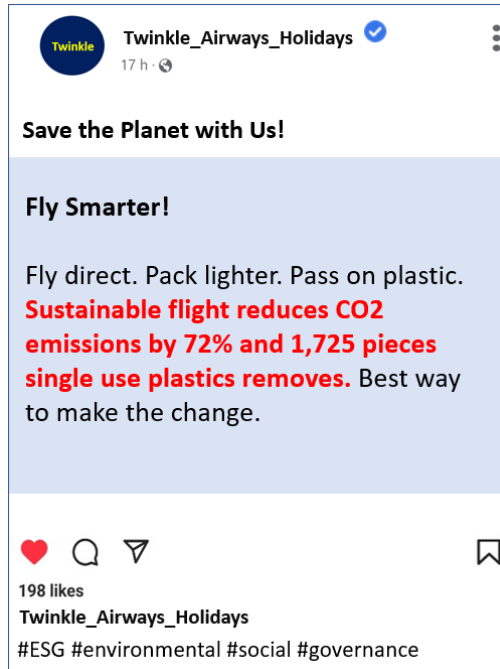
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Appendix I: ESG advertising message

Emotional message appeal (left)



Rational message appeal (right)



Appendix II: Regulatory focus

Prevention focused posts

Twinkle_Airways_Holidays 17 h · 🌐

ESG Rating and Performance

Our company demonstrates strong ESG compliance. It helps prevent global crisis from becoming worse.

Category	Rating	Percentage
LAGGARD	CCC	5%
	B	18%
	BB	27%
	BBB	5%
AVERAGE	A	18%
LEADER	AA	27%
	AAA	0%

198 likes

Twinkle_Airways_Holidays

#ESG #environmental #social #governance

Twinkle_Airways_Holidays 17 h · 🌐

It also helps prevent to widen inequality /conflict and reduce unnecessary concerns about corruption in workplace.

ESG LAGGARD	AVERAGE	ESG LEADER
 CORPORATE BEHAVIOR	 CARBON EMISSIONS	 WATER STRESS
	 CORPORATE GOVERNANCE	 PRIVACY & DATA SECURITY

Twinkle Airways & Holidays is in line with the Paris agreement's maximal goal of keeping global mean temperature to 1.5°C.

198 likes

Twinkle_Airways_Holidays

#ESG #environmental #social #governance

Promotion focused posts

Twinkle_Airways_Holidays 17 h · 🌐

ESG Rating and Performance

Our company demonstrates strong ESG compliance. It helps promote sustainable behaviour change for our planet.

Category	Rating	Percentage
LAGGARD	CCC	5%
	B	18%
	BB	27%
	BBB	5%
AVERAGE	A	18%
LEADER	AA	27%
	AAA	0%

198 likes

Twinkle_Airways_Holidays

#ESG #environmental #social #governance

Twinkle_Airways_Holidays 17 h · 🌐

It also helps boost employee motivation, attract talent through greater social credibility in workplace.

ESG LAGGARD	AVERAGE	ESG LEADER
 CORPORATE BEHAVIOR	 CARBON EMISSIONS	 WATER STRESS
	 CORPORATE GOVERNANCE	 PRIVACY & DATA SECURITY

Twinkle Airways & Holidays is in line with the Paris agreement's maximal goal of keeping global mean temperature to 1.5°C.

198 likes

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#ESG #environmental #social #governance