



# Northeast North America CHRIE

## Rise & Grind - Researching with Undergraduate Students

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# Who am I?!?



## Research:

- Technology management
- Electronic marketing
- Social media marketing



## Teaching:

- Technology Strategy in Hospitality, Tourism & Events (Bachelor)
- Innovation in Hospitality in the Digital Age (Master)
- Thesis Supervision (Bachelor, Master, Doctoral)

# Who am I?!?

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## The impact of incentive framing format and language congruency on readers' post-reading responses to email advertisements

The impact of incentive framing

3037

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### Abstract

**Purpose** – This paper aims to examine how incentive framing format and language congruency interactively influence readers' post-reading responses to hotel-related email advertisements.

**Design/methodology/approach** – A 2 (incentive framing format: amount-off versus percentage-off) × 2 (language congruency: use of readers' native language versus use of readers' foreign language) between-subject experiment was conducted with 233 bilingual speakers from China.

**Findings** – The findings unveil that readers are more likely to be enticed to search for more information about the promoted hotel restaurant, click the call-to-action button and share the promotional message with friends and families if an email advertisement presents the incentive of a price promotion in the form of amount-off (versus percentage-off). The indirect impact of language congruency is also verified. Specifically, the impact of incentive framing format on readers' post-reading response is more salient when information is communicated using readers' native (versus non-native) language.

**Practical implications** – The findings provide actionable clues for hoteliers to optimize their email marketing campaigns. If hotels want to publicize a price promotion for their high-priced service (e.g. hotel restaurant dining) via email advertisements, marketers should present the incentive in the form of amount-off. Hotels should also personalize the language used in the email advertisements according to readers' native language.

**Originality/value** – This study enriches the literature on email marketing by explicating how hoteliers can improve the efficacy of email marketing via personalizing the incentive framing format and language used in the email advertisement according to the readers' preferences.

**Keywords** Incentives, Framing theory, Email marketing, Discount, Language congruency

**Paper type** Research paper

### 1. Introduction

Defined as the approach of using electronic mail to deliver promotional or commercial messages to targeted people (Laudon and Traver, 2018), email marketing is known as essential for tourism and hospitality businesses in engaging with prospects and current customers (The World Tourism Organization, 2014). Though email marketing is considered less pivotal in the modern era because emerging technologies such as social media and mobile are more efficacious in reaching modern customers, numerous academic and industry reports have proven that marketers in the tourism and hospitality fields are still

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### The impact of crisis-induced changes in refund policy on consumers' brand trust and repurchase intention

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ARTICLE INFO

ABSTRACT

**Keywords:**  
Refund policy  
Polarity of change  
Magnitude of change  
Refund format  
Brand trust  
Repurchase intention

This research conducted two studies to unravel how the interplay of polarity of change in refund policy (positive vs. negative), the magnitude of change in refund policy (high vs. low), and refund format (cash vs. credit) on consumers' perceived trust of the company and repurchase intention. Study 1 shows consumers' trust of the company and repurchase intention were higher (lower) when the company changed refund policy positively (negatively) during crises. A high magnitude of change amplified the positive (detrimental) impact based on the positive (negative) change in refund policy on consumers' responses. Study 2 demonstrates the interplay of the polarity of change in refund policy and refund format. The positive (detrimental) impact produced by a positive (negative) change in refund policy was amplified when a cash refund was offered. The same effect was attenuated by a credit refund.

### 1. Introduction

In the year 2020, the world went under lockdown due to the outbreak of a new coronavirus disease: COVID-19. Since infection and death rates were accelerating, many governments implemented compulsory lockdowns and social distancing measures in the hope of keeping the virus under control. As people were forced to cancel their vacation plans, the hospitality and tourism industries were immensely affected. The World Tourism Organization (Anon, 2021) reported that global international arrivals dropped by 74% in 2020. Since many regions introduced restrictions on movement, hotels and airlines received mounting cancellation requests and refund claims after the outbreak of the pandemic.

To express sympathy with consumers who have been affected by the crisis, many hotels (e.g., Hilton, Premier Inn) changed their refund policies from non-refundable to refundable during the crisis. Some hotels and tourism firms (e.g., Expedia, Travelodge) allowed consumers to cancel their bookings in exchange for cash or vouchers worth the same amount to be used for future bookings (Anon, 2020). While many tourism businesses acted generously, selfish behavior was discovered as some firms (e.g., easyJet, British Airways) breached promises and denied refunds to consumers (Anon, 2020).

Although many tourism firms agilely responded to the health crisis by changing their refund policies in order to mitigate losses in revenue, the impact of those crisis-induced changes to their refund policies on consumers remains unclear. Nguyen's (2013) study reveals that firms acting unfairly and failing to fulfill promises during the contractual period would propel consumers to switch partners and share negative word-of-mouth. Smith and colleagues' (2015) study also demonstrates that violating initial policies and treating consumers unfairly would negatively affect consumers' patronage. Following Morgan and Hunt's (1994) commitment trust theory, the execution of self-beneficial actions during crises reduces business partners' brand trust and, consequently, their intention to behave cooperatively. In the case of negatively changing refund policies (i.e., changing refund policies from fully refundable to partially-/non-refundable), while it may allow firms to reduce financial loss by retaining collected fees from consumers, violating the initial policies and advantaging themselves during crises are considered to be opportunistic behaviors. In turn, this uncivilized organizational behavior is likely to reduce consumers' trust of the company and even their intention to repurchase products from that same company in the future.

Conversely, if companies change their refund policies positively (i.e., changing refund policies from non-refundable to partially-/fully-refundable), the act of sympathizing with and helping consumers in need during crises is considered to be an altruistic behavior, even though the changes may result in financial losses. Prior studies demonstrate that companies behaving altruistically during crises are perceived as being

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ICHRIE ETA SIGMA DELTA (ESD)

UNDERGRADUATE  
STUDENT RESEARCH  
SYMPOSIUM

## Best Paper Award

Zichun Huang, Xinrui Wang, and Daniel Leung

The Hong Kong Polytechnic University

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# Why your students are lost ?!?



# Researching & Collaborating with undergraduate students using

- **GI-WA-WA** principle
- **PLACE** approach





**GI-WA-WA**

**Goal** 

**Understand student's goal of conducting research**





**GI-WA-WA**

# Interest

**Understand student's general interest**



**GI-WA-WA**

# What

**Curate a preliminary research topic with students**





**GI-WA-WA**

# Amplify

**Ask students to assess & amplify the topic**

- **P = Practical**
- **A = Achievable**
- **U = Under-researched**
- **L = Likeable**

**GI-WA-WA**

# When

**Develop an achievable write-up plan**

- **Students' class timetable**
- **Students' personal life**



**GI-WA-WA**

# Access

**Assure students can access to essential resources**

- **Literature**
- **Sample**
- **Software**
- **YOU !!!**





- **Goal**
- **Interest**
- **What**
- **Amplify**
- **When**
- **Access**

**Empathize**

**Ideate**

**Prototype**



**Plan > Write**



**Your 1<sup>st</sup> meeting**

**PLACE**

# PREPARE

Ask students to prepare **AT LEAST** two research ideas before having the 1<sup>st</sup> meeting

Let them bear  
some responsibility







**PLACE**

# LISTEN

**Listen to students' proposed research ideas  
without giving any comment**

**Show  
mutual respect**

**PLACE**

# Appraise

**Appraise students' time, effort and courage in defending their proposed ideas**

**Make yourself as a likeable person**







**PLACE**

# Clarify

**Ask students to clarify those unclear areas / parts**

**Show your expertise**

**Help them think  
critically & creatively**





**PLACE**

# Empower

**Empower students to decide whether they  
continue / change the topic**

**Let them gain the  
sense of ownership**

# Thank You

Hope the information I shared are helpful to you