

Research article

Post-Consumption Commitment and Electronic Word-of-Mouth in Recreational Sport Tourism: The Moderating Role of Social Media Familiarity

Nuraimi Othman ^{1,*}, Basri Rashid ², Asmahany Ramely ² and Eko Purnomo ³

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- 1 Universiti Teknologi MARA (UiTM) Perlis Branch, Faculty of Sports Science and Recreation, Arau Campus, Perlis, Malaysia;
- 2 Universiti Utara Malaysia, School of Tourism, Hospitality and Event Management, Kedah, Malaysia;
- 3 Universitas Negeri Padang, Faculty of Sports Science, Padang, Indonesia

* Correspondence: nuraimiothman@gmail.com

Abstract: Recreational sport-related tourism has become an important avenue for enhancing tourist experiences and promoting destinations through digital platforms. However, limited re-search has examined how tourists' post-consumption commitment translates into different forms of electronic word-of-mouth (eWOM) within this context. This study investigates the influence of commitment on textual, pictorial, and video-based eWOM responses and examines the moderating role of social media familiarity. A cross-sectional survey was administered to 415 tourists participating in sport-related activities across major Malaysian islands. Data were analysed using regression-based moderation analysis (PROCESS Macro). The findings indicate that commitment significantly predicts all three forms of eWOM. Social media familiarity strengthens the relationship between commitment and textual eWOM but does not moderate pictorial or video responses. These results extend understanding of post-consumption behaviour in sport-related tourism and offer practical insights for destination managers seeking to enhance online visibility through visitor-generated content.

Keywords: Digital Engagement, Post-Consumption Behaviour, Tourist Psychology, Sport-Related Travel, Online Sharing Behaviour

1. Introduction

Sport-related tourism has become an increasingly prominent segment of the global tourism industry, as travellers incorporate recreational and adventure-based activities into their itineraries to enhance overall travel experiences ([1]). Although the terms sports tourism and tourism sports are often used interchangeably, the literature distinguishes between them based on primary travel motivation. Sports tourism generally refers to travel motivated primarily by participation in or attendance at sporting events, whereas tourism sports involve recreational sport participation undertaken as a secondary component of leisure travel ([2]). This distinction is important, as tourism sports have expanded rapidly across destinations such as Malaysia, Thailand, China, and Cambodia, generating experiential value for tourists while contributing to local economic development ([3]).

In Malaysia, the growth of sport-related tourism has been facilitated by diverse natural landscapes and the increasing availability of adventure and recreational activities. These offerings have strengthened destination competitiveness and stimulated the emergence of local service providers catering to both domestic and international tourists (4; 5). As sport-related tourism experiences are often immersive and emotionally engaging, they provide fertile ground for understanding tourists' post-

consumption responses, particularly their willingness to share their experiences with others.

Parallel to the growth of sport-related tourism, social media has fundamentally transformed how tourists evaluate, document, and share their travel experiences (6). Digital platforms enable tourists to engage in electronic word of mouth (eWOM) through multiple formats, including textual reviews, photographs, and short videos (7). Such user-generated content plays a critical role in shaping destination image and influencing prospective tourists' perceptions and decision-making (8). As eWOM is widely regarded as a credible and influential information source (9), identifying the psychological mechanisms that motivate tourists to share their experiences online has become an important research priority.

Commitment, rooted in relationship marketing theory, represents a psychological attachment that motivates individuals to maintain engagement with a product, service, or experience beyond the point of consumption (10). In tourism contexts, commitment reflects tourists' enduring connection with their experiences and destinations, extending beyond momentary satisfaction (11). Although commitment has been widely examined as a predictor of loyalty-related outcomes, its role in stimulating post-consumption eWOM remains underexplored, particularly within sport-related tourism settings where experiences tend to be highly involving and emotionally charged.

The extent to which commitment translates into eWOM behaviour may depend on tourists' familiarity with social media platforms. Tourists with greater digital knowledge and confidence may find it easier to translate their psychological attachment into online sharing behaviour, whereas those with lower familiarity may encounter barriers despite high levels of commitment. Technology Acceptance Model (12) and Uses and Gratifications Theory suggest that social media familiarity reduces perceived cognitive effort, enhances perceived usefulness, and increases users' confidence in performing digital tasks. While technology adoption theories suggest that familiarity facilitates digital engagement, empirical evidence regarding its moderating role in eWOM behaviour remains limited and fragmented.

Addressing these gaps, the present study investigates the influence of post-consumption commitment on three distinct forms of eWOM, including textual, pictorial, and video-based responses, within the context of recreational sport-related tourism in Malaysia. It further examines whether familiarity with social media moderates these relationships. By integrating perspectives from relationship marketing and technology-use theories, this study aims to advance understanding of how psychological attachment and digital capability jointly shape tourists' online sharing behaviour.

1.1. Literature Review

1.1.1. Commitment

Commitment is widely recognised as a foundational construct in relationship marketing and consumer behaviour, reflecting a psychological attachment that motivates individuals to sustain engagement with a product, service, or destination over time. Early behavioural models conceptualised commitment as an antecedent to intention and action (13), while the Commitment–Trust Theory later positioned commitment as a central mechanism underpinning enduring relational exchanges (10). Within tourism contexts, commitment extends beyond repeat visitation to encompass emotional, cognitive, and motivational bonds formed through meaningful travel experiences.

Prior tourism research has largely examined commitment in relation to loyalty outcomes such as revisit intention, advocacy, and resistance to switching (14; 11). However, comparatively limited attention has been paid to its role in shaping tourists' post-consumption communication behaviours, particularly electronic word-of-mouth

(eWOM). This represents an important omission, as commitment implies a willingness to invest effort in maintaining and expressing attachment, which may naturally manifest through online sharing.

In sport-related tourism, commitment may be especially salient due to the immersive, emotionally charged, and participatory nature of recreational sport experiences. Activities such as adventure sports, water-based recreation, and endurance challenges often generate strong affective responses and a sense of personal accomplishment, thereby deepening tourists' psychological attachment. Drawing on Social Exchange Theory (15), tourists who derive positive value from such experiences may feel motivated to reciprocate by sharing information that benefits others, positioning eWOM as a behavioural expression of commitment.

The Theory of Planned Behaviour further suggests that committed individuals are more likely to develop favourable attitudes toward sharing, perceive social norms that support online expression, and feel a sense of behavioural control over posting their experiences (16). Despite these theoretical linkages, empirical studies have rarely examined commitment as a direct antecedent of different eWOM formats. Addressing this gap is particularly important in sport-related tourism, where experiential intensity may amplify the motivational role of commitment in shaping post-consumption behaviour.

1.1.2. Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth has become a dominant form of communication in tourism, influencing destination image formation, consumer trust, and travel decision-making (17; 8). Unlike traditional interpersonal word of mouth, eWOM is disseminated through digital platforms and can reach wide audiences, making it a powerful mechanism for shaping perceptions of tourism products and destinations. As a result, understanding the antecedents and forms of eWOM has become a central concern in tourism research.

EWOM is inherently multidimensional and can be expressed through textual, pictorial, and video-based formats, each varying in communication richness and persuasive capacity. Textual eWOM enables tourists to articulate cognitive evaluations, detailed reflections, and recommendations, whereas pictorial content conveys aesthetic and emotional elements of experiences. Video-based eWOM integrates visual, auditory, and narrative cues, offering high levels of vividness and perceived authenticity (9; 18).

Sport-related tourism contexts are particularly conducive to visual and audio-visual eWOM, as sport experiences involve movement, emotion, and atmosphere that are often difficult to capture through text alone. Prior studies indicate that visual eWOM can enhance engagement, credibility, and memorability, thereby exerting a strong influence on potential tourists' perceptions (19). Nevertheless, much of the existing literature continues to focus on textual reviews, resulting in a limited understanding of how different eWOM formats function and what motivates their creation in experiential tourism settings (20).

Integrating commitment into eWOM research offers a valuable perspective, as committed tourists may be more willing to invest effort in sharing and may prefer richer formats to express their involvement. However, the extent to which commitment leads to textual, pictorial, or video-based eWOM may vary depending on contextual and individual factors, suggesting the need for a more differentiated examination of eWOM behaviour.

1.1.3. Social Media Familiarity

Social media familiarity refers to individuals' accumulated knowledge, experience, and confidence in using digital platforms and their features (21). Higher familiarity is associated with greater perceived ease of use, stronger self-efficacy, and in-

creased likelihood of generating user-generated content (22). In tourism research, familiarity has been shown to influence trust formation, destination image, and information-sharing behaviour (23).

The Technology Acceptance Model (TAM) provides a useful framework for understanding the role of familiarity in digital engagement. According to TAM, users who perceive a system as easy to use and useful are more likely to adopt and utilise it for communication purposes (12). Tourists with high social media familiarity are therefore better able to navigate platform interfaces, create content, and disseminate information efficiently. Similarly, Uses and Gratifications Theory suggests that individuals actively select media channels that fulfil their needs for information, self-expression, social interaction, and entertainment (24). Familiar users are better positioned to exploit platform affordances to meet these needs through eWOM.

Empirical studies support the view that familiarity enhances engagement and message effectiveness in online environments (25; 26). However, evidence regarding its role as a moderator in eWOM behaviour remains limited and inconsistent. In the context of sport-related tourism, where visual sharing tools have become increasingly intuitive, familiarity may play a stronger role in cognitively demanding behaviours such as writing reviews than in posting images or videos.

In this study, social media familiarity is conceptualised as tourists' perceived competence and comfort in using social media platforms to create and share content across multiple formats. Examining familiarity as a moderating factor allows for a more nuanced understanding of when and how commitment translates into observable eWOM behaviour.

1.2. Research Model and Hypotheses Development

Drawing on relationship marketing, communication, and technology-use perspectives, this study proposes a model in which post-consumption commitment influences tourists' engagement in textual, pictorial, and video-based eWOM. Commitment is expected to motivate tourists to share their experiences to express attachment and reinforce relational bonds. However, the strength of this relationship may depend on tourists' familiarity with social media, which reflects their capacity to translate psychological motivation into digital action.

Communication Theory suggests that message form and richness depend on the sender's level of involvement and motivation (27). Highly committed tourists may therefore be inclined to use richer eWOM formats, particularly when they possess sufficient digital competence. Based on these arguments, the following hypotheses are proposed:

- H1a: Commitment has a significant relationship with textual eWOM responses.
- H1b: Commitment has a significant relationship with pictorial eWOM responses.
- H1c: Commitment has a significant relationship with video eWOM responses.

- H2a: Social media familiarity moderates the relationship between commitment and textual eWOM responses.
- H2b: Social media familiarity moderates the relationship between commitment and pictorial eWOM responses.
- H2c: Social media familiarity moderates the relationship between commitment and video eWOM responses.

2. Methods

2.1 Design

This study employed a quantitative, cross-sectional survey design to examine the relationships between tourists' post-consumption commitment, electronic word-of-mouth (eWOM) responses, and the moderating role of social media familiarity. A cross-sectional approach was appropriate for capturing tourists' psychological evaluations and self-reported sharing behaviours following participation in sport-related tourism activities and is consistent with established practices in tourism and consumer behaviour research.

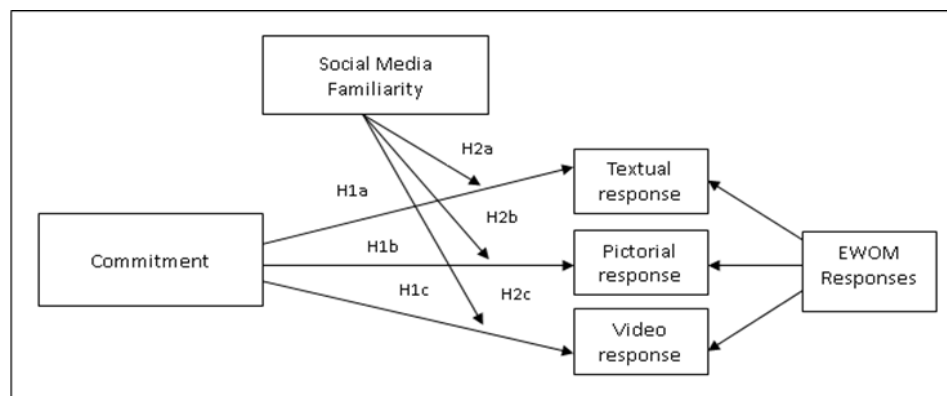


Figure 1. Research Model

2.2 Sample and Data Collection

The target population comprised tourists who had participated in recreational sport-related activities in Malaysia. Data were collected from tourists visiting Langkawi Island, Penang Island, and Pangkor Island, destinations recognised for their established sport and adventure tourism offerings. To ensure respondent relevance, purposive sampling was first employed by screening tourists who had engaged in at least one sport-related or recreational activity during their trip. This was followed by systematic random sampling, whereby every third eligible tourist was invited to participate.

A total of 415 usable questionnaires were obtained. Data collection was conducted on-site over a four-week period by trained research enumerators stationed at activity zones and departure points. Participants were informed about the purpose of the study, assured of anonymity and confidentiality, and provided voluntary consent prior to participation. Questionnaires were self-administered, with assistance available when required. All procedures adhered to institutional ethical guidelines for research involving human participants.

2.3 Measurement Instruments

All constructs were measured using established scales adapted from prior studies to suit the sport-related tourism context. Responses were recorded on a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). Post-consumption commitment was measured using items adapted from the Commitment-Trust Theory that capture tourists' psychological attachment to their sport-related experiences. Social media familiarity was assessed using items reflecting respondents' knowledge, skills, and confidence in using digital platforms (21; 22). Electronic word-of-mouth responses were measured across three formats: textual, pictorial, and video-based eWOM. The items captured tourists' self-reported likelihood of sharing written reviews or captions, photographs, and videos related to their sport-related tourism experiences. The use of multiple eWOM formats reflects media richness perspectives in communication research and allows for a more differentiated examination of online sharing behaviour (9; 18).

Data Analysis

Prior to hypothesis testing, the data were screened for missing values, outliers, and violations of statistical assumptions. An exploratory factor analysis was conducted to assess construct validity, followed by a reliability analysis using Cronbach's alpha. Hypotheses were tested using regression-based moderation analysis with Hayes' PROCESS Macro (Model 1). This approach was selected for its suitability for estimating direct and interaction effects, and for its widespread application in tourism and behavioural research.

The use of the PROCESS Macro is appropriate given the study's objective of examining predictive relationships and moderation effects rather than modelling complex latent structures. The procedure provides bootstrapped confidence intervals for interaction terms and enables consistent estimation across multiple outcome variables, allowing parallel analysis of textual, pictorial, and video-based eWOM responses.

3. Results

The analysis of data from multiple sources—interviews, document analysis, and observations—revealed a complex and multi-layered picture of the sports industry's implementation under the new legal framework. The findings are presented below, structured by data collection method and integrated to provide a comprehensive view.

3.1 Interview

3.1.1 Demographic Profile of Respondents

Table 1 presents the demographic characteristics of the respondents. The final sample comprised 415 tourists, with a relatively balanced gender distribution (52.0% female and 48.0% male). The majority of respondents were single (62.7%) and fell within the 25–34 age group (40.0%). Most participants possessed a university-level qualification (83.9%), reflecting the educational profile commonly associated with active sport-related tourists. In terms of nationality, 54.0% of respondents were Malaysian, while 46.0% were international tourists, indicating a diverse visitor composition across the selected destinations.

Table 1. Profiles of respondents

Demographics	Subgroup	Number of cases (Frequency)	Percentage (%)
Gender	Male	199	48.0
	Female	216	52.0
Marital status	Single	260	62.7
	Married	143	34.5
	Other	12	2.9
Age group	18-24 years	108	26.0
	25-34 years	166	40.0
	35-44 years	86	20.7
	45-54 years	44	10.6
	55 years and above	11	2.7
Education level	Secondary School	67	16.1
	University	348	83.9
Nationality	Malaysian	224	54.0
	Non-Malaysian	191	46.0

3.1.2 Validity and Reliability Analysis

Exploratory factor analysis (EFA) was conducted to assess the construct validity of the measurement instruments. For all constructs, the Kaiser–Meyer–Olkin (KMO) values exceeded the recommended threshold of 0.70, and Bartlett's test of sphericity was statistically significant, confirming the suitability of the data for factor analysis. As shown in Tables 2–4, all items loaded strongly on their respective constructs, with factor loadings exceeding 0.40.

The commitment construct, measured with four items, yielded a KMO value of .836 and an eigenvalue of 3.597, accounting for 89.94% of the total variance. Social media familiarity, assessed using eight items, demonstrated a KMO value of .862 and an eigenvalue of 6.006, accounting for 75.08% of the variance. The nine-item eWOM scale also exhibited excellent factorability, with a KMO value of .872 and total variance explained of 79.49%. These results provide strong evidence of construct validity.

Table 2. EFA on Commitment

Items	Factor loading	% of variance explained	% of cumulative	Eigenvalue	KMO MSA	Bartlett's Test of Sphericity
COMM1	.940	89.94	89.94	3.597	.836	.000
COMM2	.966					
COMM3	.950					
COMM4	.937					

Note: COMM=Commitment

Table 3. EFA on Social Media Familiarity

Items	Factor loading	% of variance explained	% of cumulative	Eigenvalue	KMO MSA	Bartlett's Test of Sphericity
SMF1	.882	75.08	75.08	6.006	.862	.000
SMF2	.849					
SMF3	.818					
SMF4	.913					
SMF5	.850					
SMF6	.847					
SMF7	.910					
SMF8	.859					

Note: SMF=Social Media Familiarity

Table 4. EFA on EWOM Responses

Items	Factor loading	% of variance explained	% of cumulative	Eigenvalue	KMO MSA	Bartlett's Test of Sphericity
EWOM1	.787	79.49	79.49	7.154	.872	.000
EWOM2	.863					
EWOM3	.834					
EWOM4	.919					
EWOM5	.917					
EWOM6	.897					
EWOM7	.931					
EWOM8	.912					
EWOM9	.952					

Note: EWOM=Electronic Word-of-Mouth

Reliability was evaluated using Cronbach's alpha. As reported in Table 5, all constructs demonstrated high internal consistency, with alpha values ranging from .887 to .956. The reliability coefficients exceeded the commonly accepted threshold of .70, indicating that the measurement scales were reliable for subsequent analysis.

Table 5. Internal Consistency Reliability

Factors	Number of items	Cronbach's Alpha
Commitment to Post	4	.887
Social Media Familiarity	8	.925
Electronic Word-of-Mouth Responses	9	.887
Textual Response	3	.903
Pictorial Response	3	.913
Video Response	3	.956

3.1.3 Descriptive statistics

Descriptive statistics for the main study variables are presented in Table 6. Overall, respondents reported a high level of post-consumption commitment ($M = 5.29$, $SD = .764$), suggesting a strong psychological attachment to their sport-related tourism experiences. Social media familiarity was also high ($M = 5.47$, $SD = .676$), indicating that respondents generally possessed the skills and confidence required to engage with digital platforms.

Among the three eWOM formats, pictorial responses recorded the highest mean score ($M = 5.09$), followed by video-based responses ($M = 4.75$) and textual responses ($M = 4.35$). This pattern is consistent with contemporary tourism-sharing behaviour, in which visual content tends to dominate online engagement.

Table 6. Mean and Standard Deviations for Overall Constructs

Dimensions / Items	Means	Standard Deviations
Commitment	5.29	.764
Social Media Familiarity	5.47	.676
Electronic word-of-mouth (Overall)	4.73	.774
Textual response	4.35	1.09
Pictorial response	5.09	.758
Video response	4.75	1.10

3.1.4 Direct Effects of Commitment on eWOM Responses

Regression analyses were conducted to examine the direct effects of post-consumption commitment on textual, pictorial, and video-based eWOM responses. As summarised in Table 7, commitment had a significant and positive effect on all three eWOM formats, providing support for H1a, H1b, and H1c.

Specifically, commitment significantly predicted textual eWOM ($\beta = .439$, $p < .001$), explaining 19.3% of the variance. The effect was stronger for pictorial eWOM ($\beta = .529$, $p < .001$), accounting for 28.0% of the variance, and for video-based eWOM ($\beta = .535$, $p < .001$), explaining 28.7% of the variance. These findings suggest that tourists with higher levels of commitment are more inclined to share their experiences across multiple communication formats, particularly those that are visually rich.

Table 7. Summary of Simple Linear Regression Analyses

Hy-pothe-sis	Regression weights	Beta coefficient	R2	F	p-value	Hypothesis supported
H1a	Commitment → Textual eWOM	.439	.193	98.660	.000	Yes
H1b	Commitment → Pictorial eWOM	.529	.280	160.446	.000	Yes
H1c	Commitment → Video eWOM	.535	.287	165.864	.000	Yes

Note. * $p < .05$

3.1.5 Moderating Role of Social Media Familiarity

The moderating effects of social media familiarity were examined using regression-based moderation analysis with Hayes' PROCESS Macro (Model 1). The results, summarised in Table 8, indicate a differentiated pattern across the three eWOM formats.

Consistent with H2a, social media familiarity significantly moderated the relationship between commitment and textual eWOM responses (interaction term $B = .188$, $p < .05$). Conditional effects analysis revealed that the strength of the commitment–textual eWOM relationship increased progressively across low, moderate, and high levels of familiarity, indicating that greater digital competence facilitates the translation of commitment into written online expression.

In contrast, the interaction effects for pictorial and video-based eWOM were not statistically significant. Although commitment and social media familiarity each exerted significant direct effects on pictorial and video responses, familiarity did not significantly alter the strength of these relationships. Thus, H2b and H2c were not supported. These results suggest that visual and video-based sharing may require lower levels of digital proficiency, allowing committed tourists to engage in such behaviours regardless of their level of familiarity. Table 8 below summarizes the results.

Table 8. Moderation Analysis Summary (H2a–H2c)

Hypothesis	Outcome Variable	Direct Effect: Commitment → eWOM	Direct Effect: Familiarity → eWOM	Interaction (Commitment × Familiarity)	Significance	Interpretation
H2a	Textual eWOM	β increases from 0.494 → 0.744	$\beta = 0.134$, $p < .001$	$B = 0.188$, $p = .041$	Supported	Commitment predicts textual eWOM more strongly with higher familiarity.
H2b	Pictorial eWOM	$\beta = 0.421$, $p < .001$	$\beta = 0.285$, $p < .001$	$B = -0.093$, $p = .106$	Not Supported	Visual sharing requires low digital proficiency.
H2c	Video eWOM	$\beta = 0.474$, $p < .001$	$\beta = 0.207$, $p < .001$	$B = 0.145$, $p = .097$	Not Supported	Video-sharing tools simplify posting, even for those with low familiarity.

4. Discussion

The present study sought to clarify how tourists' post-consumption commitment influences different forms of electronic word-of-mouth (eWOM) behaviour and to examine whether social media familiarity conditions these relationships within the context of sport-related tourism. Overall, the findings provide strong empirical support for the central role of commitment in motivating tourists' online sharing behaviours and reveal a nuanced, format-specific moderating effect of social media familiarity.

Consistent with Commitment–Trust Theory (10), commitment emerged as a significant predictor of textual, pictorial, and video-based eWOM responses. These results align with prior tourism studies demonstrating that psychological attachment encourages advocacy and voluntary communication behaviours (11; 19). The stronger effects observed for pictorial and video-based eWOM suggest that committed tourists are particularly inclined to express their experiences through visually rich formats, which are well-suited to capturing the emotional and experiential dimensions of sport-related tourism.

From a communication perspective, these findings support the notion that message richness increases with sender involvement (27). Sport-related tourism experiences are often immersive and emotionally charged, making visual and audiovisual content especially effective for conveying excitement, authenticity, and personal meaning. By distinguishing between textual, pictorial, and video-based eWOM, this study extends existing research that has typically treated eWOM as a unidimensional

construct (17) and demonstrates that commitment manifests differently across communication formats.

The moderation analysis further revealed that social media familiarity strengthened the relationship between commitment and textual eWOM, but did not significantly moderate pictorial or video-based responses. This finding is consistent with the Technology Acceptance Model (12), which posits that perceived ease of use and user competence facilitate engagement with technology. Textual eWOM requires greater cognitive effort, linguistic ability, and platform navigation, making familiarity a more salient enabling factor for written forms of expression.

In contrast, the non-significant moderation effects for pictorial and video-based eWOM suggest that contemporary social media platforms have reduced technical barriers to visual sharing. Automated editing tools, templates, and intuitive interfaces may allow even less digitally proficient users to post images and videos when sufficiently motivated. This pattern is consistent with Uses and Gratifications Theory (24), which suggests that individuals select media formats that efficiently satisfy expressive needs. The findings therefore refine existing assumptions that digital familiarity uniformly enhances eWOM behaviour, demonstrating instead that its influence is contingent on the cognitive and technical demands of specific communication formats.

Theoretically, this study contributes to tourism literature by integrating relationship marketing theory with technology-use and communication perspectives to explain tourists' digital sharing behaviour. By identifying social media familiarity as a format-specific boundary condition, the study advances understanding of how psychological attachment is translated into observable online behaviour. The focus on sport-related tourism further enriches the literature by highlighting the unique role of experiential intensity and emotional engagement in shaping eWOM responses.

5. Application to Practice

The findings of this study offer several practical implications for tourism practitioners, sport tourism operators, destination managers, and policymakers seeking to enhance tourists' digital engagement and increase the visibility of sport-related tourism destinations. The consistent effect of post-consumption commitment across textual, pictorial, and video formats underscores the importance of fostering tourists' psychological attachment through immersive, emotionally engaging experiences. Strengthening such attachment encourages voluntary sharing behaviour and extends the destination's reach through authentic user-generated content.

The differentiated role of social media familiarity further suggests that engagement strategies should be format-sensitive. While visual eWOM appears intuitive across familiarity levels, textual eWOM benefits from higher digital competence. Practitioners may therefore prioritise visually oriented platforms while reducing barriers to written sharing through simplified review mechanisms. Overall, aligning experiential design with digital facilitation strategies can enhance tourists' post-consumption engagement in sport-related tourism contexts.

The findings highlight an opportunity for strategic segmentation based on familiarity levels. Highly familiar users may be encouraged to create long-form content, such as detailed reviews, testimonials, or blog posts, while less familiar users may be prompted to share simple visual updates. This ensures that marketing strategies are aligned with the digital profile of the target audience. Policymakers and destination management organisations can use these insights to enhance the overall digital ecosystem for sport tourism. Initiatives may include training programmes that elevate digital literacy among operators, investment in smart tourism technologies, and collaborations with content creators to extend the reach of sport-related tourism activities. Such efforts contribute to sustainable tourism development by amplifying authentic visitor-generated content.

6. Conclusion

This study examined the influence of tourists' post-consumption commitment on different forms of electronic word-of-mouth (eWOM) and assessed the moderating role of social media familiarity within the context of sport-related tourism. The findings demonstrate that commitment is a consistent and meaningful predictor of textual, pictorial, and video-based eWOM, underscoring its central role in shaping tourists' willingness to share their experiences across multiple communication formats.

Social media familiarity was found to strengthen the effect of commitment on textual eWOM, but did not moderate pictorial or video-based responses. These results suggest that digital competence plays a more critical role in cognitively demanding forms of online expression, while visual sharing behaviours are facilitated by increasingly user-friendly platform features. By revealing these format-specific dynamics, the study refines existing theoretical discussions on eWOM and highlights the importance of treating online sharing behaviour as a multidimensional construct.

From a practical perspective, the findings offer actionable insights for destination managers and sport tourism operators seeking to enhance online visibility through user-generated content. Designing immersive and emotionally engaging experiences can strengthen tourists' commitment and encourage voluntary sharing, while reducing technical barriers to participation can facilitate broader engagement across visitor segments. Strategies that align experiential design with digital facilitation are likely to be particularly effective in sport-related tourism contexts.

Several limitations should be acknowledged. The cross-sectional design and reliance on self-reported measures restrict causal inference and may be subject to response bias. Future research could adopt longitudinal or experimental designs, incorporate behavioural data from social media platforms, and examine cross-cultural differences to further enrich the understanding of tourists' digital communication behaviours. Despite these limitations, this study advances both theoretical and practical knowledge by clarifying how psychological attachment and digital capability jointly shape eWOM in sport-related tourism.

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