Analysis Report

This report is structured as follows.

Contents

Sample Characteristics

The sample comprised 390 participants, predominantly female (54.9%), followed by males (43.6%), and a small percentage of non-binary or third gender individuals (1.3%). The highest level of education attained by participants varied, with the majority holding a Bachelor's degree (37.2%), followed by those with some college education (30.0%), and smaller proportions reporting a Master's degree (14.4%) or high school graduation (13.3%). Only a few participants had attained a doctorate (1.3%) or a professional degree (3.8%).

In terms of employment, over half of the participants were employed full-time (57.7%), while 20.5% were students, and 10.5% were employed part-time. A minority were unemployed, either looking for work (6.4%) or not (2.6%), with 2.3% reporting a disability status.

Household income was varied, with 37.4% earning between £25,000 and £49,999, followed by 16.9% earning between £50,000 and £74,999, and 15.6% earning between £10,000 and £24,999. A smaller portion of the sample reported incomes of £100,000 or more (5.4%).

Regarding social media usage, 36.4% reported using social media "very often," while 19.7% reported "often" usage. Approximately 41.8% of participants used TikTok for less than 30 minutes per day, while 23.6% used it for 30-60 minutes. Regarding TikTok usage while traveling, 38.2% used it "sometimes," while 25.1% reported using it "rarely."

For international travel, half of the participants traveled once a year (50.3%), with 30.0% reporting 2-3 trips annually, and only 6.4% traveling more than 3 times per year. Finally, 32.6% considered media portrayal of destinations as "moderately important" when choosing a leisure travel destination, with only 3.8% reporting it as "extremely important."

		Count	Column N %
Gender	Female	214	54.9%
	Male	170	43.6%
	Non-biry / third gender	5	1.3%
	Prefer not to say	1	0.3%
Edu	Bachelor's degree	145	37.2%
	Doctorate	5	1.3%
	High School Graduate	52	13.3%
	Master's degree	56	14.4%
	Professiol degree	15	3.8%
	Some college	117	30.0%
Occup	Disabled	9	2.3%
	Employed full-time	225	57.7%
	Employed part-time	41	10.5%
	Student	80	20.5%
	Unemployed looking for work	25	6.4%
	Unemployed not looking for work	10	2.6%
Inc	£1 to £9, 999	20	5.1%
	£10, 000 to £24, 999	61	15.6%
	£100, 000 or more	21	5.4%
	£25, 000 to £49, 999	146	37.4%
	£50, 000 to £74, 999	66	16.9%
	£75, 000 to £99, 999	37	9.5%
	Prefer not to answer	39	10.0%
SM_usag	Never	46	11.8%
	Often	77	19.7%
	Rarely	53	13.6%
	Sometimes	72	18.5%
	Very often	142	36.4%
Time_TkT	1-2 hours	86	22.1%
	30-60 minutes	92	23.6%
	Less than 30 minutes	163	41.8%
	More than 2 hours	49	12.6%
Time_TkTtravel	Never	64	16.4%
	Often	62	15.9%
	Rarely	98	25.1%
	Sometimes	149	38.2%
	Very often	17	4.4%
Inter_Travel	2-3 times a year	117	30.0%
	More than 3 times a year	25	6.4%
	Never	52	13.3%
	Once a year	196	50.3%
Media_Import_1	Extremely important	15	3.8%
	Low importance	62	15.9%
	Moderately important	127	32.6%
	Neutral	53	13.6%
	Not at all important	28	7.2%
	Slightly important	54	13.8%
	Very important	51	13.1%

Reliability Analysis

Cronbach's alpha was used to assess the internal consistency and reliability of the scales measuring participants' perceptions and intentions. A higher Cronbach's alpha value indicates greater reliability, with values above 0.70 typically considered acceptable in social science research. The pre-intervention scores for each scale were used to calculate the reliability, ensuring that the items within each scale consistently measured the same underlying construct.

For example, the **Knowledge** scale, consisting of three items, demonstrated a high level of internal consistency with an alpha of 0.876, indicating that the items (Know_1, Know_2, and Know_3) reliably measured the participants' knowledge about the topic. Similarly, the **Cognitive Image** scale, composed of 10 items, had an alpha of 0.852, suggesting reliable measurement of participants' cognitive perceptions of Saudi Arabia. The **Affective Image** scale also showed excellent reliability ($\alpha = 0.918$), while the **Intention** scale had a strong reliability score of 0.885. Finally, the **Involvement with Content** scale demonstrated acceptable reliability with an alpha of 0.817.

These reliability estimates suggest that the scales used in the study were consistent and appropriate for capturing the constructs they intended to measure.

Scale	Item	Mean	SD	Alpha
Know	Know_1	2.620	1.416	0.876
	Know_2	2.710	1.495	
	Know_3	3.280	1.582	
Cog_Ima	Cog_Ima_1	4.630	1.199	0.852
	Cog_Ima_2	4.600	1.227	
	Cog_Ima_3	4.660	1.143	
	Cog_Ima_4	5.150	1.173	
	Cog_Ima_5	5.070	1.116	
	Cog_Ima_6	4.060	1.561	
	Cog_Ima_7	3.770	1.260	
	Cog_Ima_8	3.890	1.613	
	Cog_Ima_9	4.250	1.264	
	Cog_Ima_10	4.410	1.204	
Aff_Ima	Aff_Ima_1	4.230	1.546	0.918
	Aff_Ima_2	4.590	1.418	
	Aff_Ima_3	4.030	1.618	
	Aff_Ima_4	4.440	1.492	
InT	InT_1	2.090	1.382	0.885
	InT_2	3.110	1.983	
	InT_3	2.250	1.502	
Invol_Cont	Invol_Cont_1	4.990	1.363	0.817
	Invol_Cont_2	6.060	0.878	
	Invol_Cont_3	5.290	1.296	

An overall score of perceived image was also created with a high reliability (0.915).

Descriptive Statistics

Total scores for each scale were averaged, and normality was assessed using skewness and kurtosis values. None of the variables showed significant departures from normality, as the skewness and kurtosis values were within acceptable ranges (±2 for skewness excessive kurtosis). The pre-intervention mean scores for the scales were as follows: **Knowledge** (M = 2.87, SD = 1.34), **Cognitive Image** (M = 4.45, SD = 0.84), **Affective Image** (M = 4.32, SD = 1.36), and **Intention** (M = 2.48, SD = 1.48). Post-intervention means were generally higher, with **Cognitive Image** at 4.77 (SD = 0.95) and **Affective Image** at 4.63 (SD = 1.40). The involvement with TikTok content also showed relatively high engagement (M = 4.18, SD = 1.49).

Descriptive Statistics

	N	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	SE	Statistic	SE
Mean_Know_Pre	390	2.869	1.342	.591	.124	-.312	.247
Mean_Cog_Ima_Pre	390	4.449	.843	-.169	.124	.806	.247
Mean_Aff_Ima_Pre	390	4.323	1.363	-.282	.124	-.116	.247
Mean_InT_Pre	390	2.482	1.481	.828	.124	-.160	.247
Mean_Invol_Cont_Post	312	5.447	1.026	-1.010	.138	1.316	.275
Mean_Cog_Ima__Post	312	4.767	.949	-.164	.138	-.206	.275
Mean_Aff_Ima__Post	312	4.631	1.395	-.393	.138	-.300	.275
Mean_InT__Post	312	2.616	1.588	.810	.138	-.182	.275
Mean_Att_TikTok	312	4.179	1.492	-.279	.138	-.737	.275
Mean_All_Img_Pre	390	4.4128	.935	-.239	.124	.468	.247
Mean_All_Img_Post	312	4.7285	1.017	-.184	.138	-.275	.275
Valid N (listwise)	312						

Pairwise t-tests were conducted to examine group differences across multiple variables, with Bonferroni correction applied to adjust for multiple comparisons. Significant differences between groups were identified based on the subscripts in the table, with values sharing the same subscript indicating no significant difference.

For Mean_Invol_Cont_Post, Group 4 (M = 5.02, SD = 0.92) scored significantly lower than Groups 1 (M = 5.54, SD = 1.18), 2 (M = 5.63, SD = 0.87), and 3 (M = 5.59, SD = 1.01). Similarly, for Mean_Cog_Ima_Post, Group 2 (M = 4.51, SD = 0.85) and Group 4 (M = 4.37, SD = 0.82) scored significantly lower than Group 1 (M = 5.00, SD = 0.94) and Group 3 (M = 5.19, SD = 0.96).

Significant differences were also found in Mean_Aff_Ima_Post, where Group 2 (M = 4.23, SD = 1.30) and Group 4 (M = 4.23, SD = 1.21) scored lower than Groups 1 (M = 4.86, SD = 1.40) and 3 (M = 5.21, SD = 1.42). In terms of Mean_Att_TikTok, Group 2 (M = 3.50, SD = 1.36) and Group 4 (M = 3.64, SD = 1.30) reported lower scores than Groups 1 (M = 4.65, SD = 1.48) and 3 (M = 4.94, SD = 1.30).

	Group							
	1		2		3		4	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Mean_Know_Pre	2.805_{a}	1.285	2.835_{a}	1.501	3.073_{a}	1.321	2.829_{a}	1.173
Mean_Cog_Ima_Pre	4.306_{a}	.897	4.589_{a}	.826	4.542_{a}	.906	4.400_{a}	.646
Mean_Aff_Ima_Pre	4.075_{a}	1.358	4.494_{a}	1.316	4.385_{a}	1.493	4.314_{a}	1.181
Mean_InT_Pre	2.299_{a}	1.419	2.654_{a}	1.725	2.590_{a}	1.468	2.329_{a}	1.342
Mean_Invol_Cont_Post	5.541_{a}	1.175	5.633_{a}	.870	5.594_{a}	1.009	5.017_{b}	.921
Mean_Cog_Ima__Post	5.003_{a}	.937	4.510_{b}	.845	5.191_{a}	.955	4.372_{b}	.818
Mean_Aff_Ima__Post	4.864_{a}	1.404	4.234_{b}	1.302	5.205_{a}	1.419	4.231_{b}	1.211
Mean_InT__Post	$2.645_{a,b}$	1.603	$2.527_{a,b}$	1.661	3.034_{a}	1.696	2.261_{b}	1.288
Mean_Att_TikTok	4.654_{a}	1.481	3.498_{b}	1.361	4.940_{a}	1.296	3.641_{b}	1.301
Mean_All_Img_Pre	4.240	.990	4.561	.904	4.497	1.009	4.375	.731
Mean_All_Img_Post	4.963	1.034	4.431	.908	5.195	1.044	4.332	.823

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column means. Cells with no subscript are not included in the test. Tests assume equal variances.[1]

1. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Group 1 (M = 6.58, SD = 0.57) had significantly higher **Manipulation Check** scores compared to Group 2 (M = 5.27, SD = 1.26) and Group 4 (M = 4.85, SD = 1.26). Group 3 (M = 6.08, SD = 0.99) also scored significantly higher than Group 2 and Group 4. This suggests that participants in Group 1 and Group 3 perceived the manipulation more strongly than those in Groups 2 and 4.

	Group							
	1		2		3		4	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Manipulation.Check	6.584_{a}	.570	5.266_{b}	1.258	6.077_{c}	.990	4.846_{b}	1.260

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column means. Cells with no subscript are not included in the test. Tests assume equal variances.[1]

1. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mixed between-within subjects ANOVA

The mixed between-within subjects ANOVA was conducted to examine the influence of **TikTok content valence** and **content type** on the **perceived image of Saudi Arabia** and **intention to visit Saudi Arabia** among British Generation Z, across two time points. Interaction effects involving **group** were also explored, specifically examining how the impact of TikTok content on the outcome variables differed across the groups.

Tests of Within-Subjects Contrasts

Source	Measure	Time	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Time	Perceived_Image	Linear	15.148	1	15.148	90.025	.000	.226
	Intention	Linear	3.461	1	3.461	12.986	.000	.040
Time * Group	Perceived_Image	Linear	24.967	3	8.322	49.461	.000	.325
	Intention	Linear	9.746	3	3.249	12.189	.000	.106
Error(Time)	Perceived_Image	Linear	51.825	308	.168			
	Intention	Linear	82.086	308	.267			

A significant main effect of **Time** was found for both **Perceived_Image** and **Intention**:

- **Perceived_Image**: $F(1, 308) = 90.025$, $p < .001$, partial $\eta^2 = .226$, indicating a substantial change in the perceived image of Saudi Arabia over time, across all groups.
- **Intention**: $F(1, 308) = 12.986$, $p < .001$, partial $\eta^2 = .040$, indicating a significant increase in participants' intention to visit Saudi Arabia over time.

The interaction between **Time** and **Group** was also significant for both dependent variables:

- **Perceived_Image**: $F(3, 308) = 49.461$, $p < .001$, partial $\eta^2 = .325$, suggesting that changes in the perceived image of Saudi Arabia over time varied significantly across the four groups.
- **Intention**: $F(3, 308) = 12.189$, $p < .001$, partial $\eta^2 = .106$, indicating that changes in participants' intention to visit Saudi Arabia over time differed by group.

Tests of Between-Subjects Effects

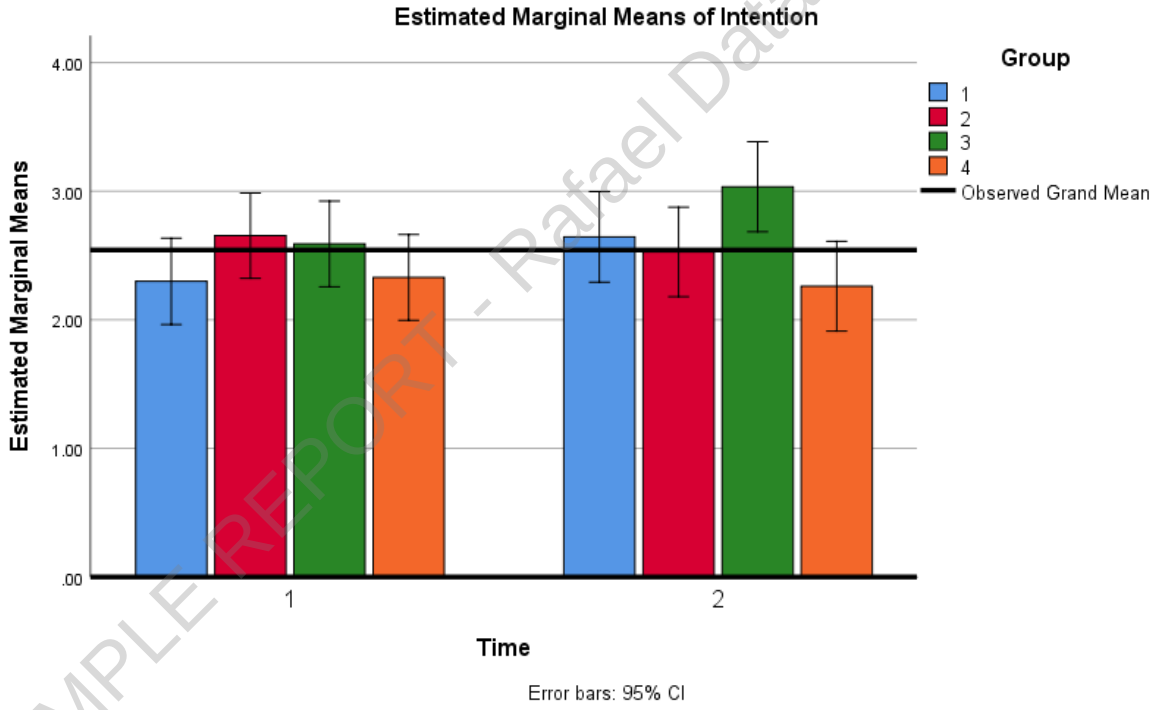
Transformed Variable: Average

Source	Measure	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	Perceived_Image	13056.356	1	13056.356	8247.730	.000	.964
	Intention	4032.933	1	4032.933	908.407	.000	.747
Group	Perceived_Image	20.211	3	6.737	4.256	.006	.040
	Intention	22.029	3	7.343	1.654	.177	.016
Error	Perceived_Image	487.571	308	1.583			
	Intention	1367.387	308	4.440			

In the between-subjects effects:

- For **Perceived_Image**, there was a significant main effect of **Group** ($F(3, 308) = 4.256$, $p = .006$, partial $\eta^2 = .040$), suggesting that groups exposed to different TikTok content valences and types had significantly different perceptions of Saudi Arabia.
- However, the effect of **Group** on **Intention** was not significant ($F(3, 308) = 1.654$, $p = .177$, partial $\eta^2 = .016$), indicating that the different TikTok content valences did not lead to significant differences in participants' intention to visit Saudi Arabia when considered across both time points.

The interaction plots below for **Perceived_Image** and **Intention** show how these variables changed across the two time points for the four different groups. In the **Perceived_Image** plot, Group 1 (blue) and Group 3 (green) exhibit noticeable increases over time, while Groups 2 (red) and 4 (orange) display smaller increases. This suggests that TikTok content valence may have influenced the perceived image differently across groups. For **Intention**, Group 3 shows the largest increase over time, while Group 4 appears to exhibit the smallest increase, indicating varying effects of content valence on travel intentions.



Moderation Analysis

The moderation analysis was conducted to examine whether previous knowledge about Saudi Arabia (Mean_Know) and **i**nvolvement with the TikTok content **(**Mean_Invol_Cont**)** moderated the relationship between TikTok content valence and the outcomes: intention to visit Saudi Arabia and perceived image of Saudi Arabia.

The Time × Mean_Know interaction was significant for Perceived_Image: $F(1, 300) = 16.682$, $p < .001$, partial $\eta^2 = .053$, indicating that previous knowledge moderated the change in perceived image over time.

The Time × Mean_Invol_Cont interaction was also significant for Perceived_Image: $F(1, 300) = 12.679$, $p < .001$, partial $\eta^2 = .041$, suggesting that involvement with the TikTok content significantly moderated the change in perceived image over time.

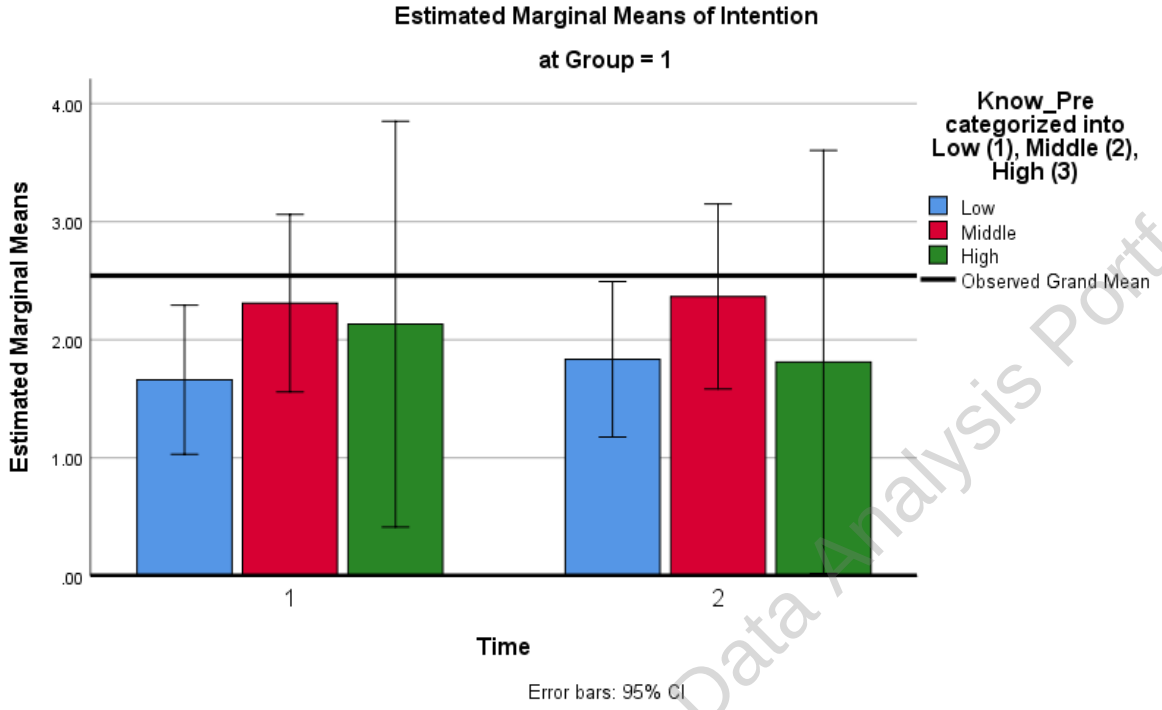
For the three-way interactions involving Time, Group, and the moderators:

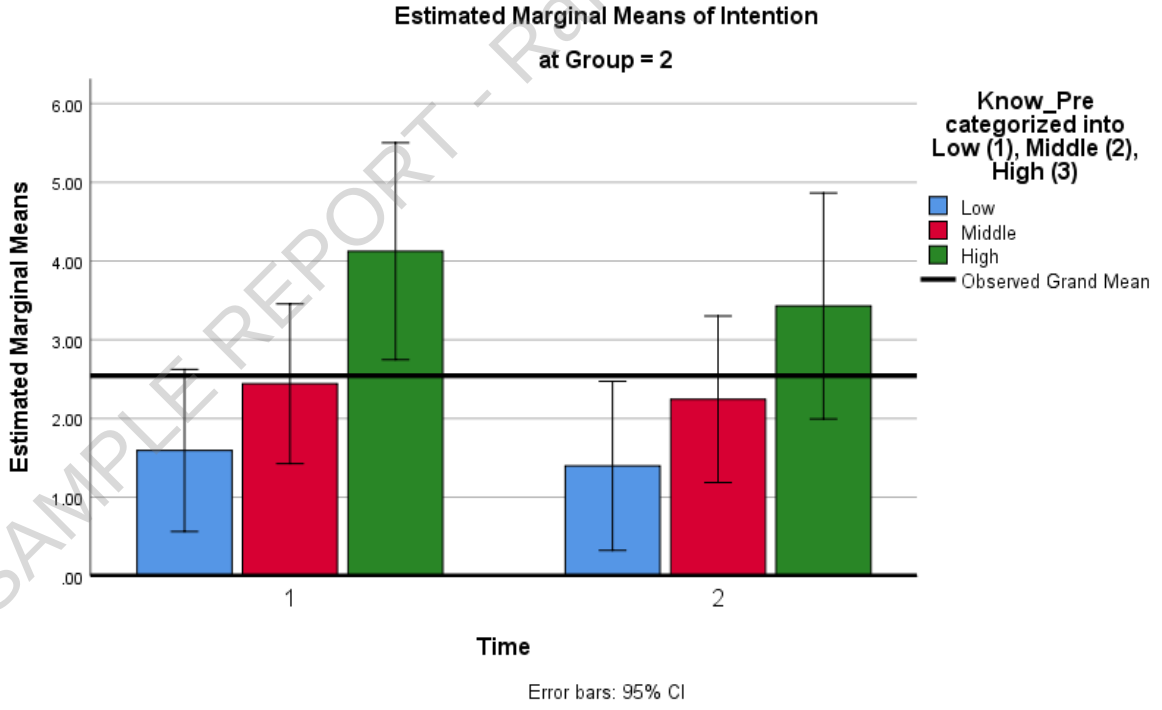
- For Perceived_Image, the Time × Group × Mean_Know_Pre interaction was significant: $F(3, 300) = 3.412$, $p = .018$, partial $\eta^2 = .033$. This indicates that previous knowledge moderated the effect of TikTok content valence on perceived image across different groups over time.
- The Time × Group × Mean_Invol_Cont_Post interaction was also significant for Perceived_Image: $F(3, 300) = 3.719$, $p = .012$, partial $\eta^2 = .036$, suggesting that involvement moderated the group differences in how TikTok content affected perceived image over time.
- For Intention, neither three-way interaction was significant, indicating that previous knowledge and involvement did not significantly moderate the relationship between group, time, and intention.

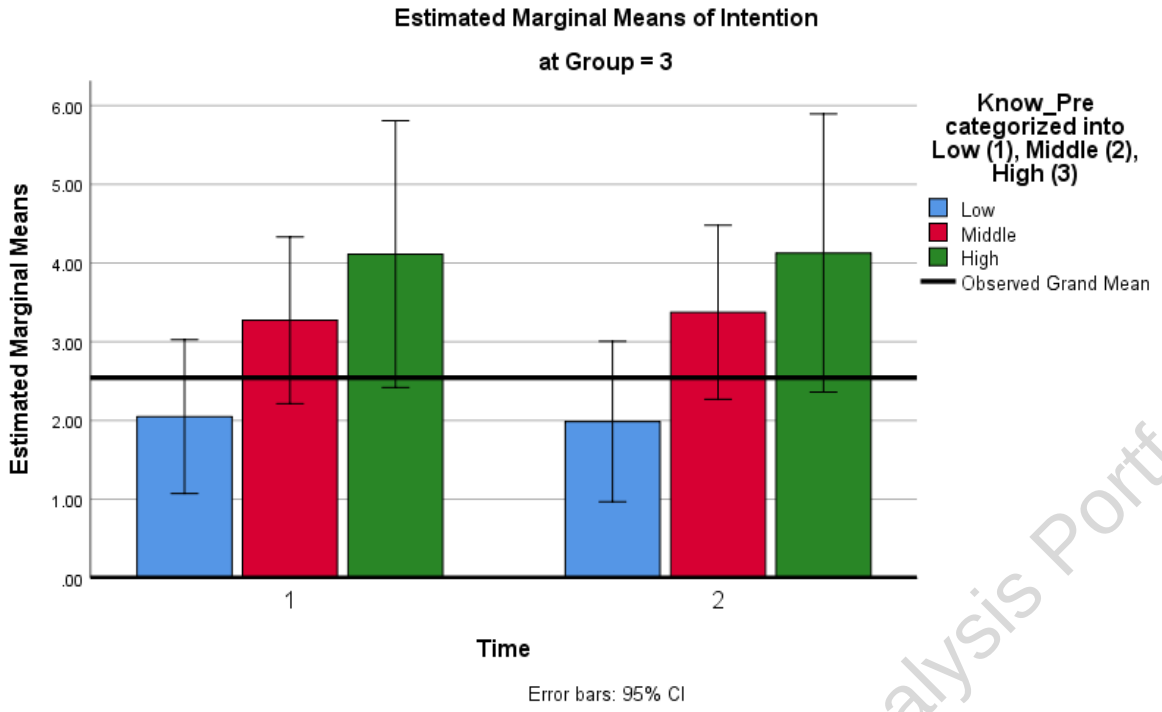
Tests of Within-Subjects Contrasts

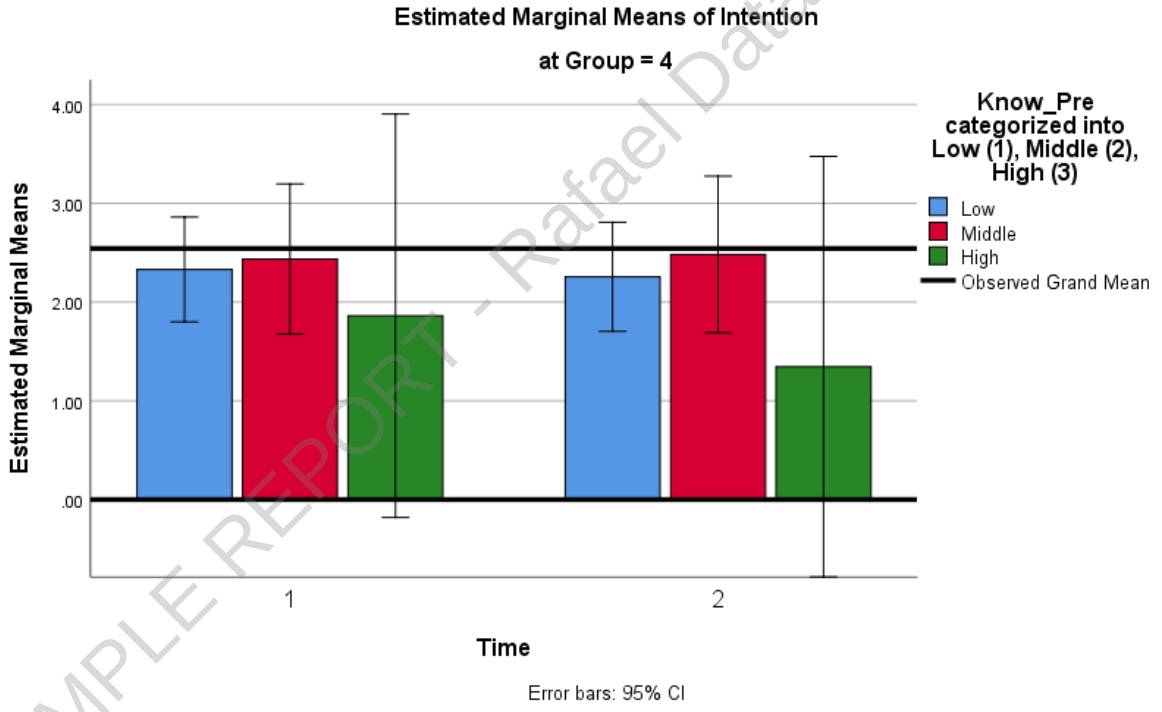
Source	Measure	Time	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Time	Intention	Linear	.842	1	.842	3.221	.074	.011
	Perceived_Image	Linear	.003	1	.003	.018	.894	.000
Time * Group	Intention	Linear	.364	3	.121	.465	.707	.005
	Perceived_Image	Linear	.289	3	.096	.653	.582	.006
Time * Mean_Know	Intention	Linear	.090	1	.090	.344	.558	.001
	Perceived_Image	Linear	2.466	1	2.466	16.682	.000	.053
Time * Mean_Invol_Cont	Intention	Linear	1.977	1	1.977	7.567	.006	.025
	Perceived_Image	Linear	1.874	1	1.874	12.679	.000	.041
Time * Group * Mean_Know_Pre	Intention	Linear	.711	3	.237	.907	.438	.009
	Perceived_Image	Linear	1.513	3	.504	3.412	.018	.033
Time * Group * Mean_Invol_Cont	Intention	Linear	.491	3	.164	.626	.599	.006
	Perceived_Image	Linear	1.649	3	.550	3.719	.012	.036
Error(Time)	Intention	Linear	78.393	300	.261			
	Perceived_Image	Linear	44.346	300	.148			

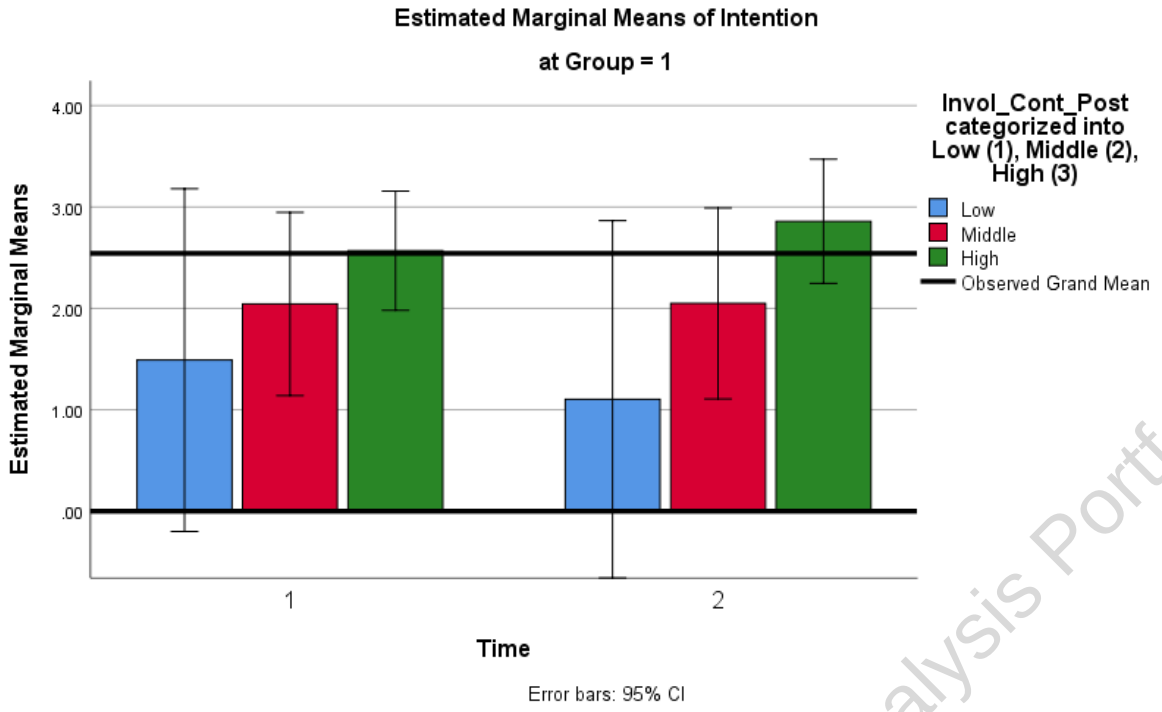
The interaction plots display the estimated marginal means for **intention** and **perceived image**, categorized by levels of **prior knowledge** (Know_Pre) and **involvement** (Invol_Cont_Post) across the four groups over time. They are helpful to visualize the nature of the interactions.

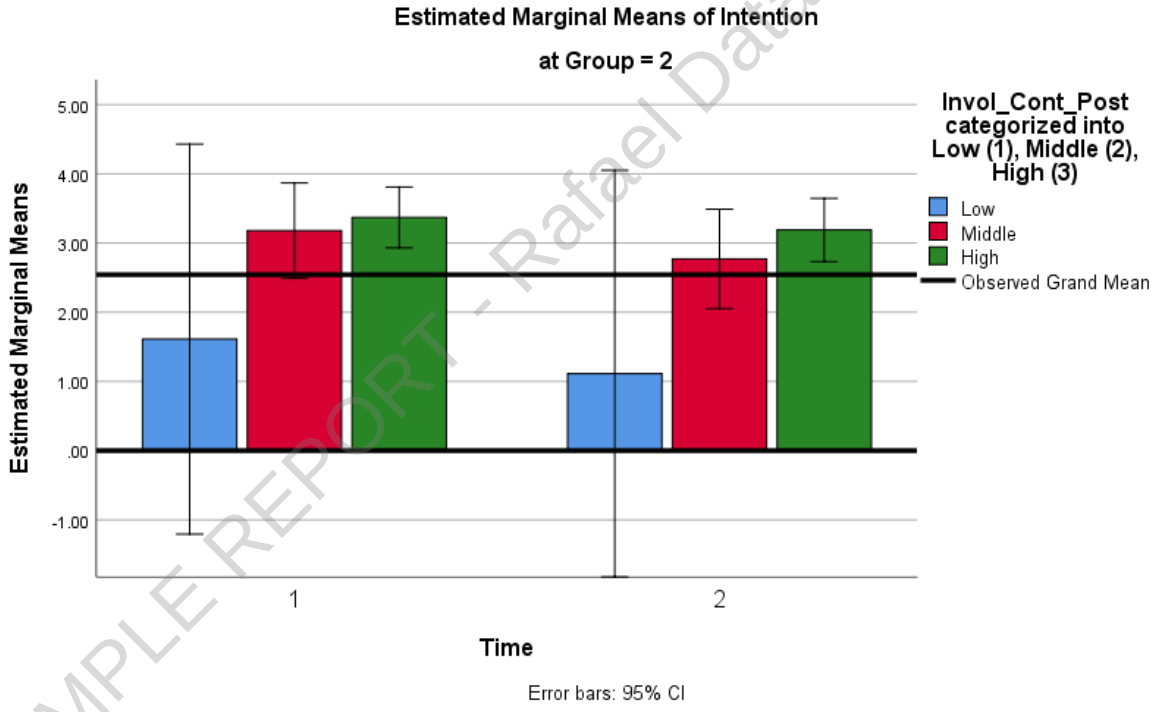


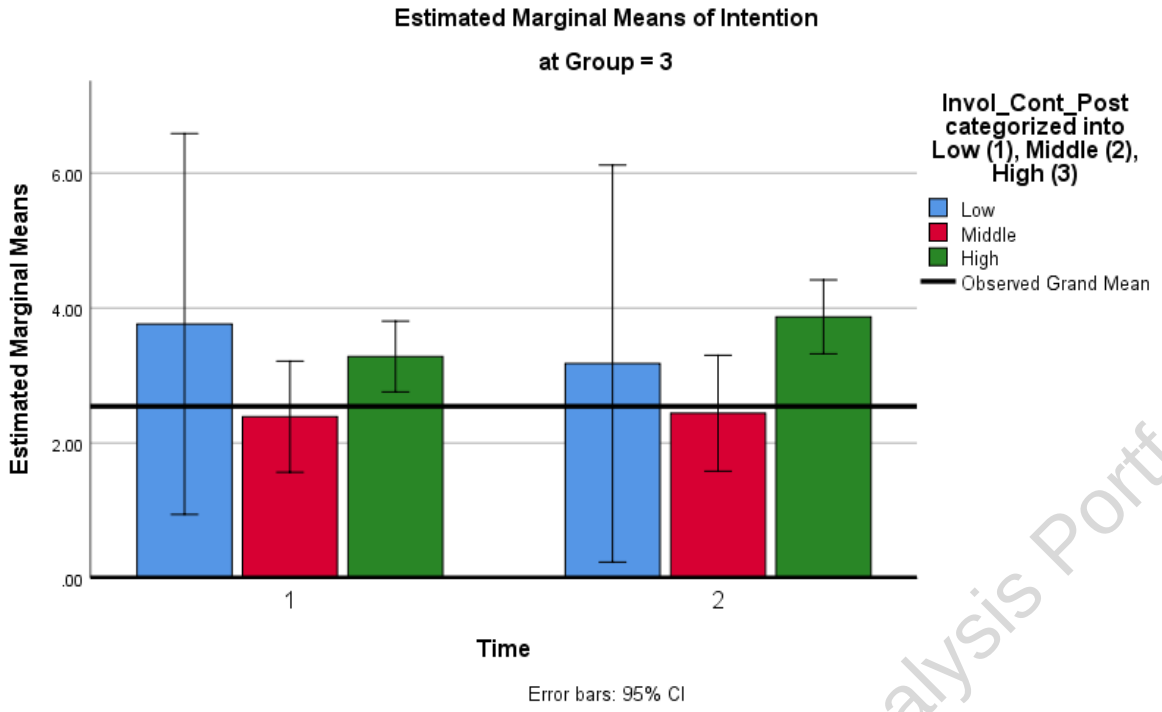


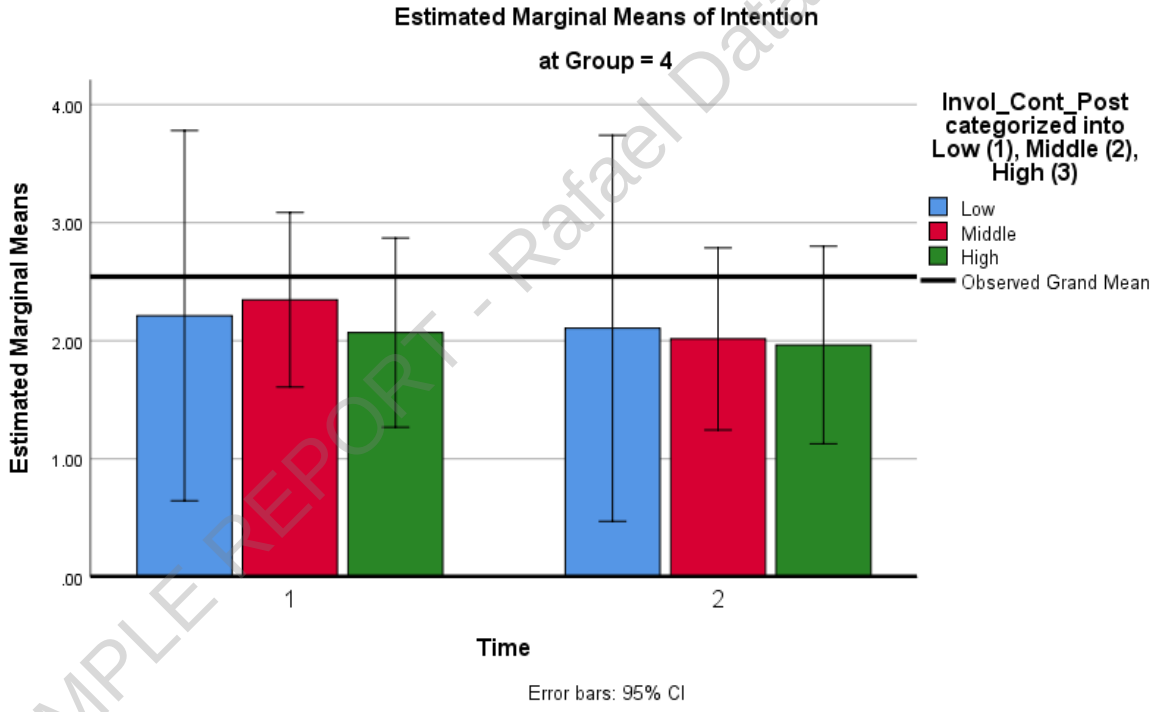


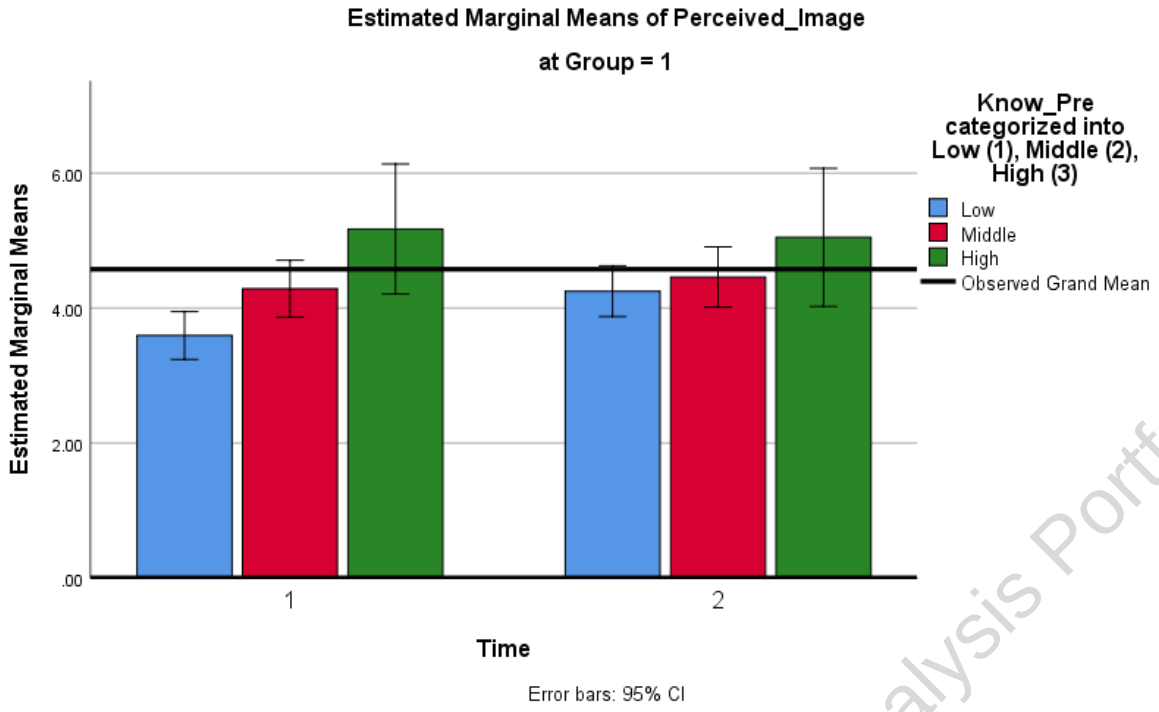


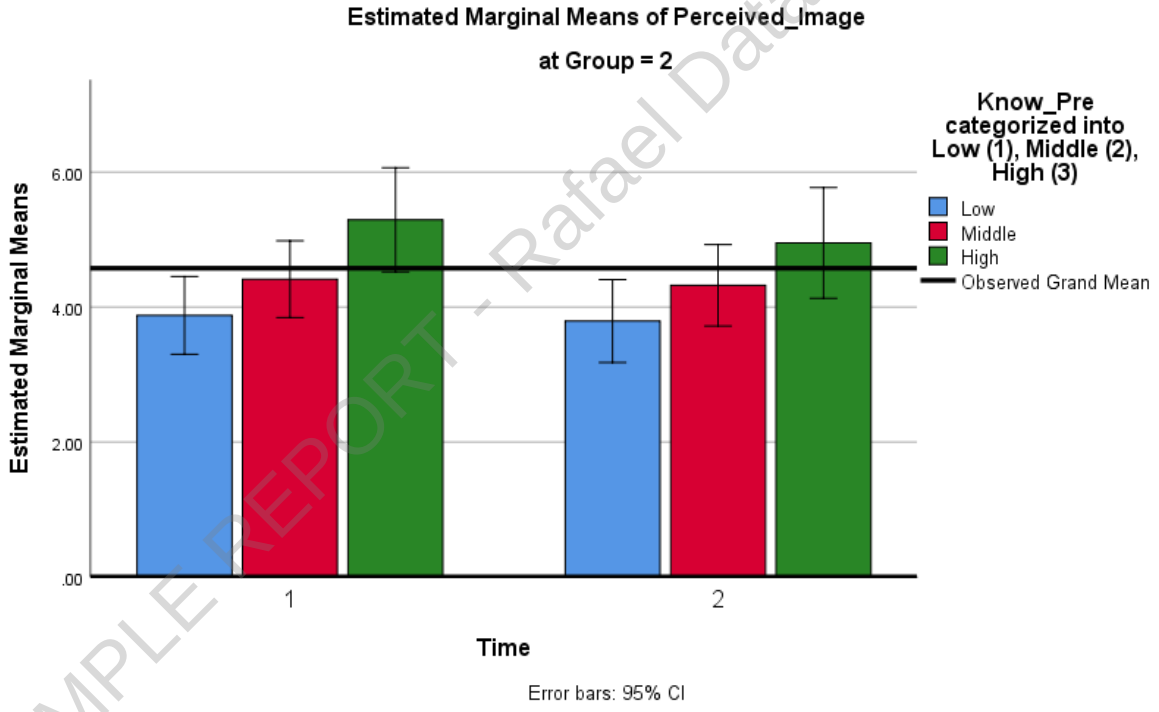


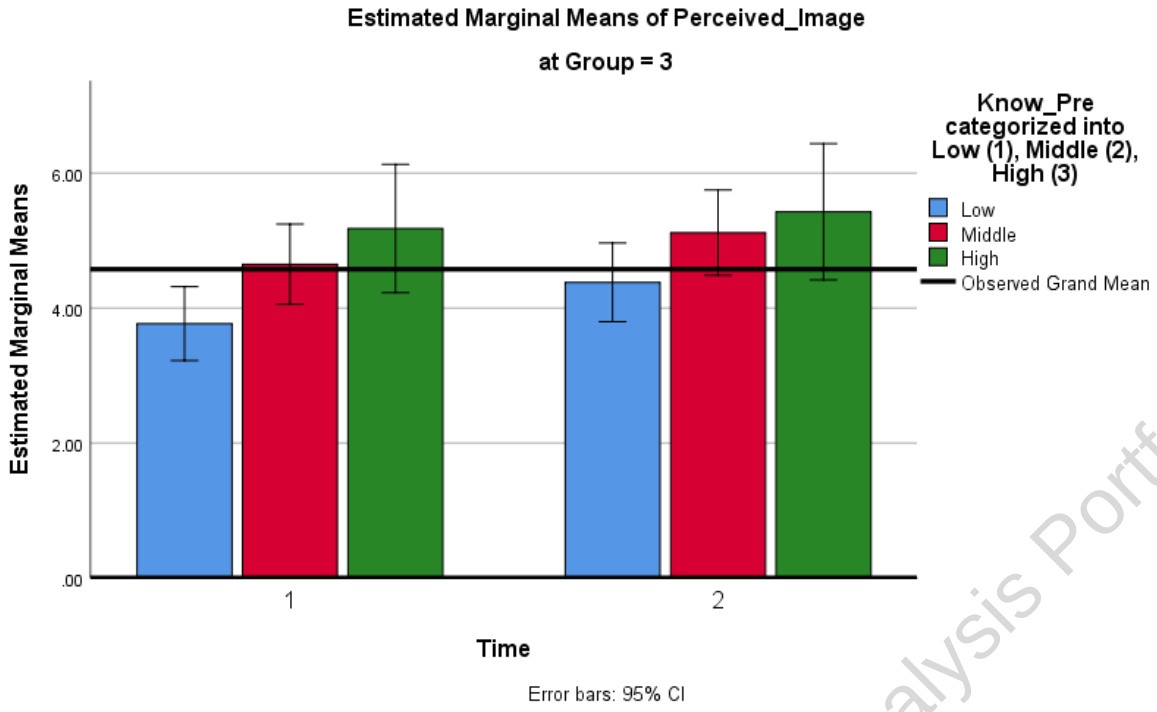


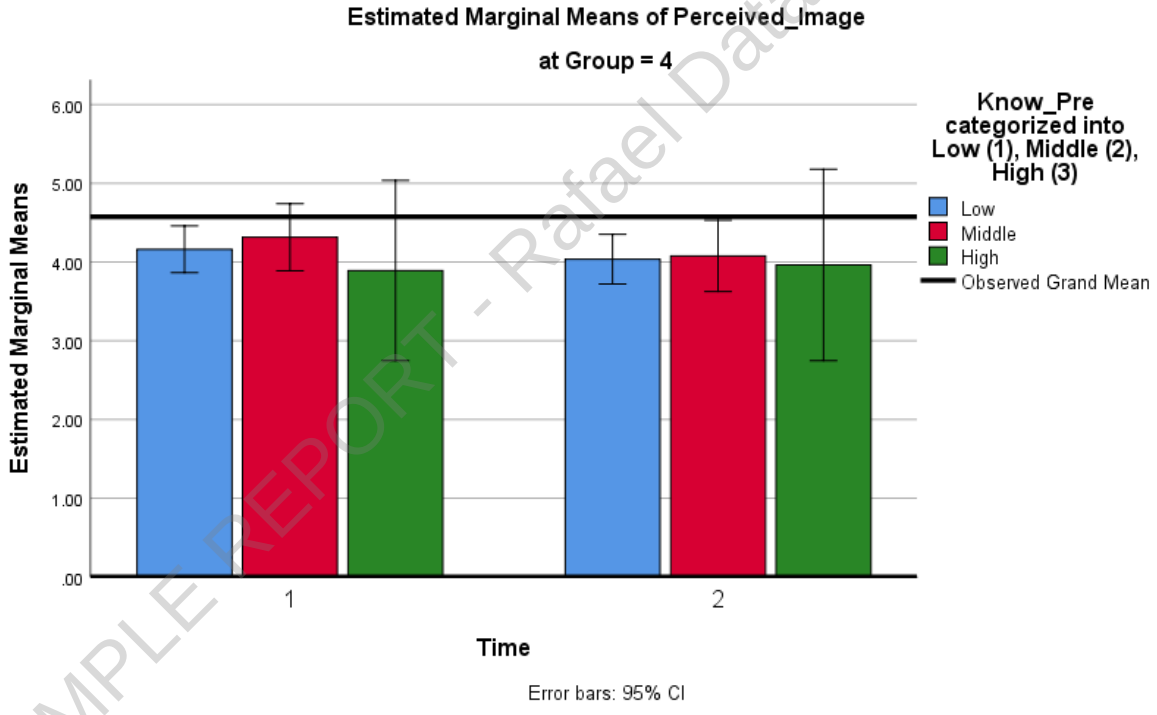


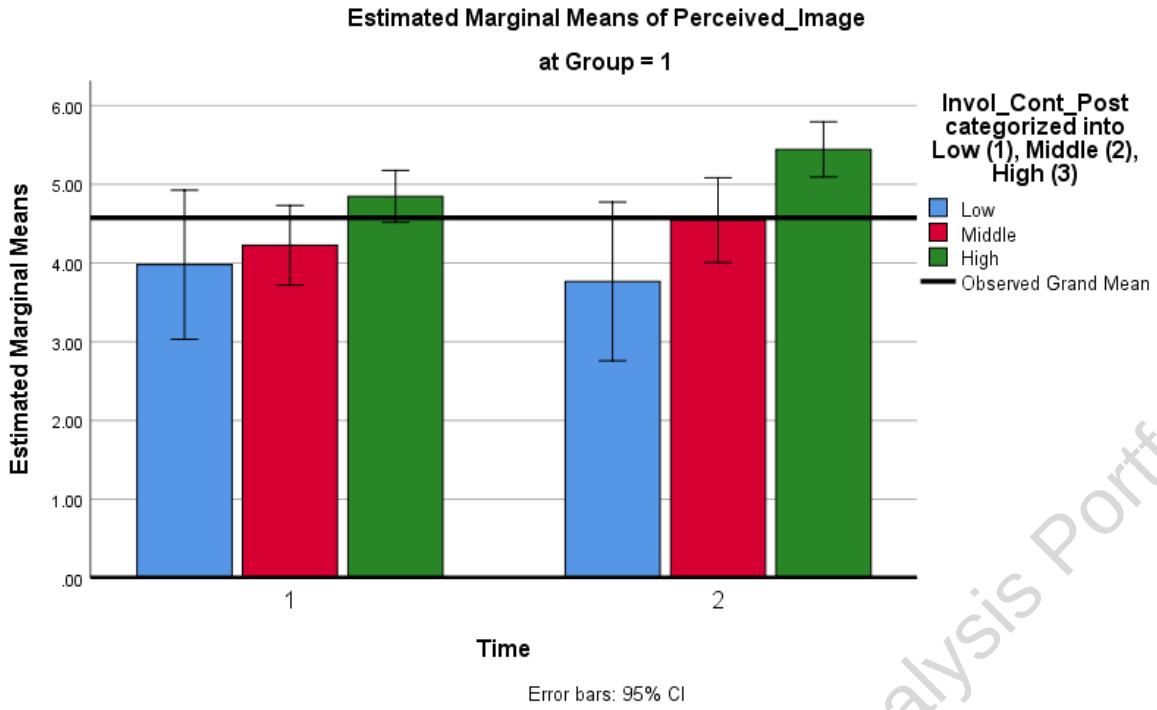


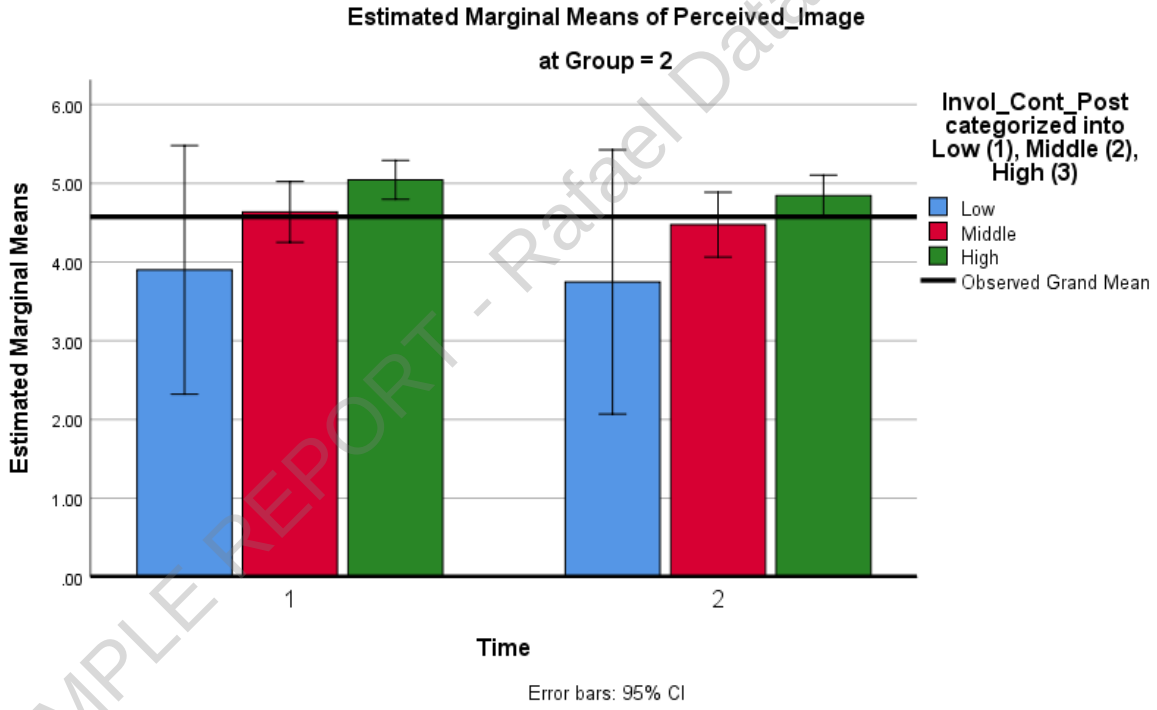


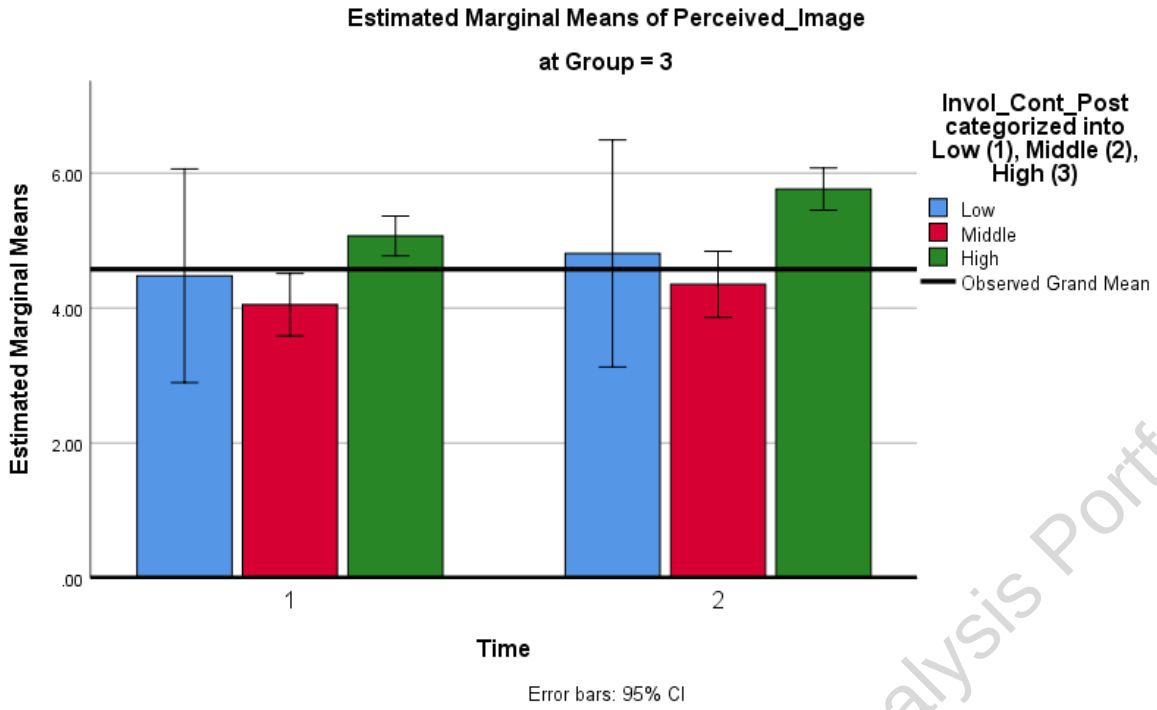


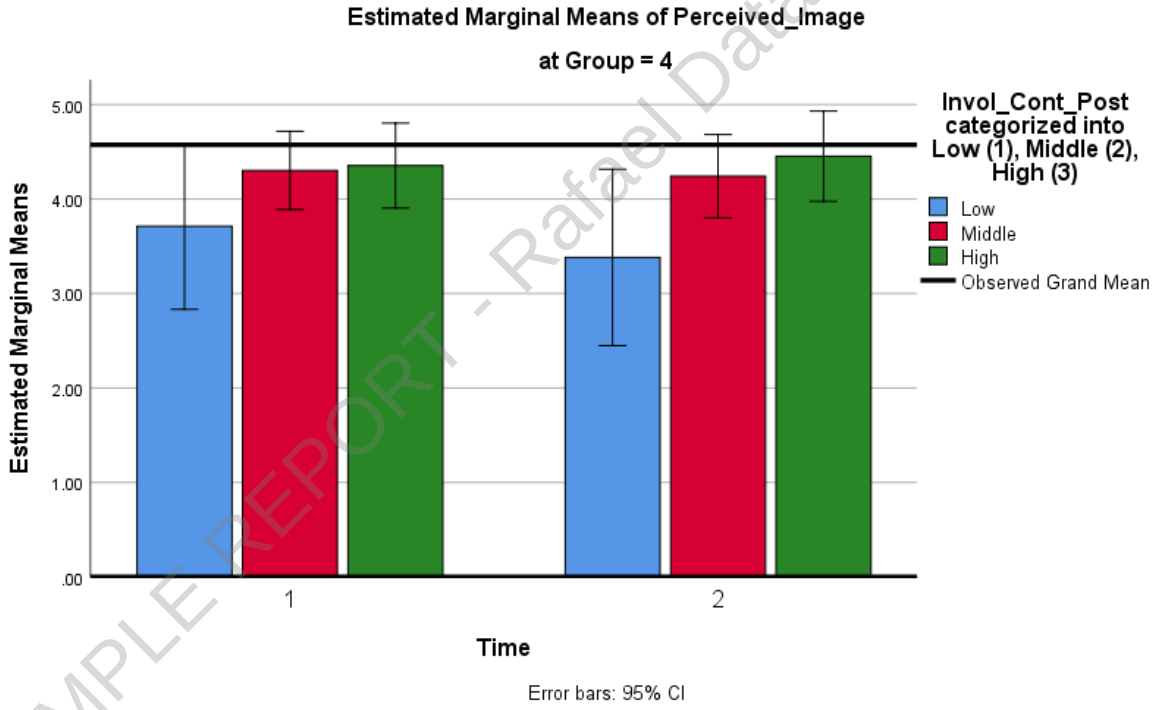












Interaction Summary for Intention (Know_Pre):

Group 1: The plots show that individuals with higher prior knowledge (green) have consistently higher intentions to visit Saudi Arabia compared to those with lower knowledge (blue), both at Time 1 and Time 2. There is a slight increase in intention from Time 1 to Time 2 for all knowledge levels.

Group 2: Higher prior knowledge appears to be associated with higher intentions at Time 1, with a substantial increase in intention for high-knowledge individuals from Time 1 to Time 2. Lower-knowledge participants show little change over time.

Group 3: Across all levels of prior knowledge, intentions increase slightly from Time 1 to Time 2, with the high-knowledge group again showing the highest intention to visit Saudi Arabia.

Group 4: In this group, participants with high knowledge show a decline in intention over time, while low- and middle-knowledge participants demonstrate a consistent intention to visit.

Interaction Summary for Intention (Invol_Cont_Post):

Group 1: Participants with higher involvement with TikTok content (green) show a noticeable increase in intention from Time 1 to Time 2, while those with lower involvement (blue) show little change.

Group 2: High-involvement participants start with higher intentions and maintain them over time, while low-involvement participants show consistently lower intentions.

Group 3: Similar to the other groups, high-involvement participants exhibit the highest intentions to visit Saudi Arabia, with intentions increasing slightly over time for middle- and high-involvement participants.

Group 4: In this group, participants across all levels of involvement show relatively stable intentions across time, with no significant changes.

Interaction Summary for Perceived Image (Know_Pre):

Group 1: Higher prior knowledge is associated with more favorable perceptions of Saudi Arabia. The difference between knowledge levels becomes more pronounced at Time 2, especially for high-knowledge participants.

Group 2: Participants with higher knowledge consistently show more favorable perceptions of Saudi Arabia, with a notable increase in perceptions over time for this group.

Group 3: Perceptions remain stable across time for all knowledge levels, with the high-knowledge group consistently showing the most favorable perceptions.

Group 4: There is little change in perceived image over time for any knowledge level in this group.

Mediation analysis

The mediation analysis was conducted to test Hypothesis 7, which proposed that the perceived image of Saudi Arabia as a leisure tourism destination mediates the relationship between TikTok content valence (represented by Group) and British Generation Z's intention to visit Saudi Arabia for leisure tourism

The figures below illustrate the model's output.

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 4
    Y  : InT_Post
    X  : Group
    M  : ImgPost

Sample
Size:  312

**************************************************************************
OUTCOME VARIABLE:
 ImgPost

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1233      .0152     1.0236     4.7886     1.0000   310.0000      .0294

Model
            coeff         se          t          p       LLCI       ULCI
constant   5.0099      .1408    35.5928      .0000     4.7329     5.2868
Group      -.1124      .0514    -2.1883      .0294     -.2135     -.0113

Standardized coefficients
           coeff
Group     -.1233
```

```
OUTCOME VARIABLE:
 InT_Post

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6350      .4032     1.5138   104.3772     2.0000   309.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant    -2.2081      .3860    -5.7198      .0000    -2.9677    -1.4485
Group         .0471      .0629      .7490      .4544     -.0767      .1710
ImgPost       .9954      .0691    14.4111      .0000      .8595     1.1313

Standardized coefficients
             coeff
Group         .0332
ImgPost       .6382


****************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_cs
      .0471      .0629      .7490      .4544     -.0767      .1710      .0332

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
ImgPost     -.1119      .0491     -.2054     -.0184

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
ImgPost     -.0787      .0345     -.1452     -.0129

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000
```


A mediation analysis using the PROCESS macro (Model 4) was conducted to examine whether **perceived image** of Saudi Arabia (**ImgPost**) post-intervention mediates the relationship between **TikTok content valence** (represented by **Group**) and **British Generation Z's intention to visit Saudi Arabia for leisure tourism** (**InT_Post**), also post-intervention.

The first model assessed the effect of **Group** on **perceived image** (**ImgPost**). The model was significant ($F(1, 310) = 4.79$, $p = .0294$), though it explained a small portion of the variance ($R^2 = .0152$). The effect of **Group** on **ImgPost** was significant ($b = -0.1124$, $p = .0294$), indicating that TikTok content valence negatively influenced participants' perception of Saudi Arabia as a leisure destination. Specifically, participants in certain groups rated Saudi Arabia less favorably in terms of destination image. The standardized effect size for this relationship was relatively small ($\beta = -0.1233$), reflecting a modest influence of **Group** on **ImgPost**.

The second model tested the combined effects of **Group** and **ImgPost** on **intention to visit Saudi Arabia** (**InT_Post**). This model was highly significant ($F(2, 309) = 104.38$, $p < .001$) and accounted for approximately 40% of the variance in **InT_Post** ($R^2 = .4032$). The effect of **perceived image** (**ImgPost**) on **intention** was strong and significant ($b = 0.9954$, $p < .001$), indicating that a more favorable perception of Saudi Arabia was strongly associated with higher intentions to visit the country. The standardized effect size ($\beta = 0.6382$) underscores the considerable impact of **ImgPost** on participants' travel intentions.

However, the direct effect of **Group** on **InT_Post** was not significant ($b = 0.0471$, $p = .4544$), indicating that **Group** (content valence) did not directly influence participants' intention to visit Saudi Arabia after accounting for their perceived image of the country. The small standardized coefficient ($\beta = 0.0332$) further supports this lack of direct association.

The indirect effect of **Group** on **InT_Post** through **ImgPost** was significant, as evidenced by the bootstrap confidence intervals that did not include zero (Effect = -0.1119, BootLLCI = -0.2054, BootULCI = -0.0184). This indicates that **perceived image** significantly mediated the relationship between **Group** and **intention to visit**. The completely standardized indirect effect ($\beta = -0.0787$) further supports the presence of a significant, albeit modest, mediation effect.

The results indicate that while TikTok content valence (**Group**) did not directly influence participants' intentions to visit Saudi Arabia, it did have an indirect effect through **perceived image**. Specifically, participants exposed to less favorable TikTok content rated Saudi Arabia's image more negatively, which in turn reduced their intentions to visit the country. This supports **Hypothesis 7**, showing that **perceived image** plays a crucial mediating role in the relationship between content valence and travel intention among British Generation Z.