

# **A Study on the Influence of Social Media Marketing of Tourists Purchasing Intention**

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## **Abstracts**

Based on the actual background of social media marketing, this paper discusses the impact of social media marketing on tourists' purchase intention by taking perceived value and flow as the intermediary bridge between tourism marketing content, Internet celebrity characteristics (including Internet celebrity attraction, reliability and professionalism) and tourists' purchase intention. 537 valid samples were obtained by sending questionnaires, and then the data were analyzed by SPSS26.0 and Amos26.0 to further verify the research hypothesis.

The conclusions of this paper are as follows: Marketing content, Internet celebrity reliability and Internet celebrity professionalism have significant positive effects on tourists' perceived value, flow and purchase intention; Perceived value and flow play a chain mediating role among marketing content, Internet celebrity reliability, Internet celebrity professionalism and purchase intention. Internet celebrity attraction positively affects tourists' flow and purchase intention; flow plays a significant mediating role between Internet celebrity attraction and purchase intention. Based on the above research conclusions, this paper puts forward marketing strategies and suggestions for tourism enterprises and merchants to effectively improve tourists' purchase intention, which can help them more accurately obtain and clarify tourists' psychological demands and attitudes, and further enhance their purchase intention.

**Keywords:** Social Media Marketing; Tourism Products; Perceived Value; flow; Purchase Intention

## **Introduction**

In recent years, China's economic development has been increasingly driven by consumption, and tourism is a consumption mode of human beings with higher taste and style. Research on purchasing intention of tourism products has been going on for a long time. Mayo & Jarvis (1982) pointed out that the main factors affecting people's purchasing behavior of tourism come from their internal and external social psychological factors. Moutinho (1987) believed that external objective factors have a greater impact on individual travel intention. Such as family status, social status, cultural level, etc. John (1996) believes that internal motivation factors such as escapism and relaxation have a more significant impact on travel intention. Wu et al. (1997) believe that the destination and actual distance of tourist attractions are important factors affecting people's travel decisions. However, Sirakaya & Woodside (2005) found that factors such as cost, time and distance had no significant impact on tourists' purchase intention. Shen (2005) believed that factors affecting tourists' purchase intention also included consumers' perception process. Chen and Tao (2018) showed that: Publicity and promotion, price level, tourism connotation, environmental atmosphere and mass emotional

needs will have a direct impact on the behavioral decisions of Chinese tourists to carry out cultural and leisure tourism. After the outbreak of COVID-19, the tourism industry has been hit hard, but people still have expectations for travel, and before traveling, they will consider the impact of epidemic prevention on travel and make full preparations for travel (Wang, 2020; Tseng et al., 2021), consumer demand has also become more diversified and personalized, and the popularity of domestic tourism around the country is still very high, and it also gives rise to "cloud tourism" and intelligent unmanned hotels that can provide contact-free services and other related product content.

With the development and application of mobile Internet and "Internet +", social media has been developing rapidly. The communication between people is no longer limited by time and space, and people's communication habits have gradually shifted from offline to online, which has brought huge business opportunities to individuals and enterprises. Due to the huge number of Internet users, China has also become a particularly attractive social business market in the world, which stimulates the enthusiasm of all walks of life, including tourism, to carry out social media marketing, making social media a new marketing tool for many tourism organizations and enterprises (Deng et al., 2015). And created a large number of social media platform marketing as the main way, with a large number of fans and traffic network celebrity, they create economic benefits beyond people's imagination. The promotion of tourism through social media has great prospects and potential. How to effectively use social media to transmit information, build brands, and improve visibility and reputation has become an important factor affecting the development of tourism product-related enterprises.

Compared with traditional media marketing, social media marketing transmits information at a faster and wider speed, enhances interaction, can show corporate image and customer feedback in a more comprehensive way, effectively enhances social influence and marketing effect (Evans, 2010), and can enhance consumers' brand loyalty (Omnia, 2021). Zarrella (2009) believes that social media features such as the number of visits have a significant impact on marketing effects, while Jahn and Kunz (2012) believe that valuable content displayed on media pages is crucial in the marketing process, and the interaction between users and platforms should not be ignored (Hoffman, The entertainment of social media display content and consumers' perceived relevance (Hanaysha, 2022) and customer engagement (Wang et al., 2023) will also significantly affect their purchase intention.

From the above analysis, it can be seen that scholars have laid a solid theoretical foundation in social media marketing and reached a certain consensus on some core concepts, such as the role and distinctive characteristics of social media marketing. However, the development of social media is changing rapidly. In recent years, the short video platform has developed rapidly, and the forms of tourism marketing content and information transmission have undergone great changes, such as the rise of "live streaming". The number of users and viewing of Travel live streaming are often growing rapidly, and a large number of Internet celebrities have become the inevitable outcome of this situational mode. The tourism information and videos they release will receive great attention. However, there are relatively few research literature on this aspect and there is a lack of quantitative empirical studies. This paper discusses the effect of social media marketing on tourists' purchase intention from the perspective of perceived value and flow.

## Research Objectives

The research objectives of this paper is as follows:

1. Define the concepts of marketing content, influencer traits, perceived value, immersion, purchase intention and other variables, and discuss the structural dimension of Internet celebrity characteristics;
2. In the context of social media marketing, taking marketing content and Internet celebrity characteristics as independent variables, and perceived value and flow as intermediary variables, this paper analyzes the influence path and mechanism of marketing content and Internet celebrity characteristics on purchase intention, proposes corresponding hypotheses and builds theoretical models, and designs and distributes questionnaires to obtain research data;
3. The collected sample data were analyzed, and the following conclusions were verified: 1) Marketing content and Internet celebrity characteristics have significant positive effects on perceived value, flow and purchase intention; 2) There is a significant chain mediation effect between perceived value and flow between marketing content and purchase intention, and between Internet celebrity characteristics and purchase intention;
4. Give corresponding management enlightenment and marketing strategy suggestions according to the empirical results.

## Concept Definition and Literature Review

### 1. Social media marketing

"Social media" usually refers to an open and interactive co-existing network tool or platform for users to create, share and promote information (Mayfield, 2007). With the help of the Internet, users can use computers, mobile phones and other tools to create content in a short period of time and post it in the social circle for other users to read, interact and spread. Through social media platforms, enterprises or related institutions can obtain users' data and information, study their psychological characteristics and behavioral habits, realize online interaction and communication with users according to their preferences, and use relevant activities to attract users' attention and participation. And the use of user data for market segmentation, advertising, product promotion, customer relationship management and after-sales service and other activities to achieve corporate objectives is called social media marketing.

### 2. Tourists and tourists' purchase intention

This paper follows the definition of "tourist" by Xie Yanjun (2015), which refers to "people who use their free time to obtain a short leisure experience of not less than 24 hours but not more than one year in a different place for the purpose of seeking pleasure". At the same time, since tourism behavior includes not only people's spatial behaviors such as sightseeing activities in the environment, but also their decision-making process before carrying out spatial behaviors, tourists include not only actual tourists, but also potential tourists.

The concept of "purchase intention" means "consumers' subjective feelings before real purchase behavior, or the subjective possibility of making a specific purchase behavior" (Ajzen & Fishbein, 1980). Therefore, the tourists' purchase intention discussed in this paper refers to "tourists' purchase intention after receiving tourism marketing information on social media." The purchase intention of tourists discussed in this paper refers to the possibility of purchasing related tourism products after tourists receive tourism marketing information on social media.

### 3. Marketing content

There are various forms of marketing content, and any works that can reflect product or brand information can be called "content" (Handley & Chapman, 2012), such as text images or other multimedia materials, which have certain value to consumers, such as relevant professional knowledge. It can also be something entertaining to attract attention. Social media marketing emphasizes that "content" plays an important role in the process of establishing relationship and interaction with consumers. Although social media is only one of the communication channels of content marketing, its frequency of use in people's lives has far exceeded that of other media. This paper adopts the term "marketing content" to summarize all valuable or entertaining product information and marketing means released by tourism enterprises and merchants on social media platforms.

### 4. Internet celebrities

"Internet celebrities", also known as network stars, are an important part of information sources in the context of social media marketing, their followers are called "fans". There are various types of Internet celebrities with different ways of becoming famous and their own characteristics. Djafarova & Rushworth (2017) believes that Internet celebrities are "bloggers who have a large number of fans, have a strong influence on the fans, and can enhance brand awareness". Internet celebrities have strong social attributes. They are a new type of celebrity emerging with the development of the Internet (Sun and Wang 2019). They earn income through advertising endorsement, knowledge payment, live stream reward and other ways, and marketing methods such as live stream bringing goods have also been developed. In recent years, Internet celebrities have also developed from phenomenon to industrialization. People call this economic "Internet celebrity economy". Internet celebrities rely on their huge fan base to carry out marketing, turning fans into purchasing power. Based on this, the Internet celebrities discussed in this paper are "travel anchors and tourism image spokespersons who are active on social media platforms, have a large number of fans and are related to tourism marketing and promotion".

According to social psychology, the characteristics of information sources greatly affect the possibility of information acceptance, which mainly include professionalism, reliability (Hovland, 1953) and attractiveness (McGuire, 1985). Solomon (2018) gives a more reasonable explanation. He emphasized that both reliability and attractiveness should be "perceived", and when the potential benefits provided by the information source are balanced with the needs of the information receiver, the receiver will process the information more actively. The information sources discussed in this paper are mainly Internet celebrities related to tourism marketing. According to the above analysis, the characteristics of Internet celebrities that may affect tourists' purchase intention can be divided into three dimensions: Internet celebrity attraction, Internet celebrity reliability and Internet celebrity professionalism.

### 5. Perceived value

Consumer perceived value refers to consumers' subjective cognition of the value of a product or service, and its core content is consumers' overall evaluation of the utility of a product or service based on their perceived gain and pay, that is, the trade-off between perceived benefit and perceived pay (Zeithaml, 1988). Specifically in the context of this study, tourists' perceived value refers to the comparison and balance between the price they want to pay and the quality of tourism products or services after receiving tourism marketing information, further sorting, screening and analysis of it.

## 6. Flow

The concept of flow was proposed by Csikszentmihalyi in 1975. Meaning "the state in which an individual is fully engaged in a particular situation", flow is one of the main reasons why people are willing to continue to participate in a certain behavior. Hoffman and Novak (1996) first applied this concept to the online environment and did a good job of explaining some behaviors of network users (Huang, 2003; Skadberg & Kimmel, 2004), flow is an important factor in people's online consumption experience (Bridges & Florsheim, 2008), which can well explain the strong correlation and influence between people's mental state and subsequent behaviors. In this paper, flow is understood as "the internal psychological state and experience that social media users can fully devote themselves to when browsing or watching the content related to tourism products".

## Research Conceptual Framework

### Research hypothesis

1. Hypothesis on the relationship between marketing content and Internet characteristics on perceived value

Marketing content is one of the important factors affecting consumers' purchase intention. The display of product information can help consumers to have a more comprehensive and specific understanding of the product, so as to make a correct value judgment on it (Hong et al., 2004). Different forms of content and channel combinations attract consumers' attention and maintain consumer relations (Zhou and Chen, 2013). On social media platforms, different forms of tourism marketing information can effectively enhance the intuitive feelings of information viewers and accurately depict user behaviors (Liang et al., 2020). Marketing methods such as promotion also affect tourists' perceived value to a great extent (Zhang et al., 2023).

The development of social media has brought people into close contact with the Internet celebrity economy. The Internet celebrity attraction significantly affects the effectiveness of information dissemination, enhances consumers' attention to related products and brands, and stimulates consumers' curiosity and desire for product discovery, resulting in a positive brand attitude and strong purchase intention (Gotlieb & Sarel, 2013). When the Internet celebrity reliability is relatively high, people will have a higher sense of trust in them, and thus believe in their recommended products. In addition, the information of professionals can reduce the risk of purchasing behavior in the case of information asymmetry (Li, 2021). When an Internet celebrity with rich professional knowledge recommends tourism products, it is easy to make people feel gained, thereby enhancing their perceived value. Based on the above analysis, this paper proposes the following research hypotheses:

H1: Marketing content positively affects tourists' perceived value;

H2: Internet celebrities characteristics positively affect tourists' perceived value;

H2a: Internet celebrity attraction positively affects tourists' value perception;

H2b: Internet celebrity reliability positively affects tourists' value perception;

H2c: Internet celebrity professionalism positively affects the value perception of tourists.

## 2. Hypothesis on the relationship between marketing content and Internet celebrity characteristics on flow

The effect of marketing content on flow is obvious. Sun and Zhang (2019) believe that user-created tourism content can well reflect the local characteristic landscape, cultural customs, unique food, etc., which is appealing and authentic, and can effectively arouse the resonance of netizens. By studying the impact of "Tik Tok" short video on Wuhan's urban tourism image, Ba and Jiang (2020) believe that the combination of sound and picture in high-traffic short video scenes can effectively narrow the psychological distance between tourists and the scene, and enhance the sense of inclusion of tourists. These factors will promote the production of positive emotions of tourists, and then trigger flow.

Richard et al. (1991) believe that the attraction of celebrities plays an important role in the establishment of interpersonal relationships, and the attraction of information sources can make people feel happy (Sokolova & Kefi, 2020). Meanwhile, when the reliability of Internet celebrities is relatively high, people are more willing to pay attention to the Internet celebrities and their creative content. The professionalism of Internet celebrities helps to form a quasi-social relationship between Internet celebrities and fans. The more Internet celebrities know about products, the more familiar they are with the products and the wider their relevant knowledge, the more they can enhance consumers' attention and trust, and the easier they are to become consumers' followers and sources of information acquisition (Luo et al., 2023). Because it can bring people different viewing or shopping feelings from more and more novel perspectives, the content created by it will also be more objective and in-depth (Liu, 2022), which can reduce the cost of consumers searching for information, obtain more real and detailed product information from it, make them have a strong sense of acquisition, and awaken their positive emotions. This leads to more focus on the content itself and a flow. Based on the above analysis, this paper proposes the following research hypotheses:

H3: Marketing content positively affects tourists' flow;

H4: Internet celebrities characteristics positively affect tourists' flow;

H4a: Internet celebrity attraction positively affects tourists' flow;

H4b: Internet celebrity reliability positively affects tourists' flow;

H4c: Internet celebrity professionalism positively affects tourists' flow.

## 3. Hypothesis on the relationship between perceived value and purchase intention

Zeithaml (1988) believes that consumers always pursue the maximization of perceived value, and the greater the perceived value, the stronger their purchase intention will be. Jackie (2004) made a comparison between consumers' perceived value and consumer satisfaction, and believed that compared with consumers' satisfaction, consumers' perceived value was more conducive to their purchase intention and ultimately their purchase behavior. In recent years, online shopping has been on the rise. Li et al. (2017) analyzed the purchase data of consumers on Taobao and believed that consumers' perceived value would significantly affect their purchase intention. Lv et al. (2023) also believed that perceived value could effectively mobilize consumers' positive emotions and have a significant positive impact on their purchase intention. Based on this, the following research hypotheses are proposed in this paper:

H5: Perceived value positively affects tourists' purchase intention.

#### 4. The hypothesis of the relationship between flow and purchase intention

Hoffman & Novak (1996) believe that people who are in flow will naturally engage in it. Because flow helps to create strong emotional bonds between people, and thus show feelings of love and dependence. Consumers' purchase intention largely depends on their inner feelings. Positive emotional response will promote consumers' purchase intention (Masoudi et al., 2015). Creating flow for customers can extend consumers' stay time on shopping websites and have a significant impact on their subsequent behaviors (Rose et al., 2015). 2012). Therefore, when people focus on the marketing information and the content created by Internet celebrities on social media and reach the state of flow, their stay time on social media will increase significantly and their concentration will be higher, which will help them have a more accurate understanding and cognition of the tourism product and further generate positive purchase intention. Therefore, the following research hypotheses are proposed in this paper:

H6: Flow positively affects tourists' purchase intention.

#### 5. The mediating relationship hypothesis of perceived value

Perceived value can act as an intermediary variable between marketing stimulus and purchase intention to explain the formation mechanism of consumers' purchase intention (Ponte et al., 2015). When people choose a tourism product, the first thing they consider is whether its performance, price and other factors are suitable for them, and whether it can bring them a feeling of "value for money". On social media platforms, marketers introduce and display products in all aspects through various forms of information, so as to give consumers a more intuitive visual feeling. They can also answer questions related to products through online interaction and other means, which greatly increases their trust in products. Many marketers will also set up exclusive preferential activities to cater to consumers' psychological pursuit of low prices and bring them a more intuitive value perception. At the same time, the attraction, reliability and professionalism of Internet celebrities will also significantly enhance tourists' perceived value. This in turn creates a positive willingness to buy. Based on this, this paper proposes the following hypothesis:

H7: Perceived value plays a mediating role in the influence of marketing content on purchase intention;

H8: Perceived value plays a mediating role in the influence of Internet celebrity characteristics on purchase intention;

H8a: Perceived value plays a mediating role in the influence of Internet celebrity attraction on purchase intention;

H8b: Perceived value plays a mediating role in the influence of Internet celebrity reliability on purchase intention;

H8c: Perceived value plays a mediating role in the influence of Internet celebrity professionalism on purchase intention.

#### 6. The mediating relationship hypothesis of flow

In existing studies, flow is often used as a mediating variable. According to Wang et al. (2017), presence significantly affects online learners' flow and further positively affects their willingness to continue learning. Flow plays a mediating role in the presence and willingness to continue learning (Shin, 2018). the interactivity of social media and fashion product continuous purchase intention (Tian & Lee, 2022). Flow, as an extreme psychological experience, plays a crucial role in connecting external stimuli with the final body reaction. Therefore, when people receive the tourism products shared or recommended by Internet celebrities, the information content and the attraction, reliability and professionalism of Internet

celebrities will trigger the flow and further exert a positive impact on their purchase intention. Based on the above analysis, this paper gives the following relationship hypothesis:

H9: Flow plays a mediating role in the influence of marketing content on purchase intention;

H10: Flow plays a mediating role in the influence of Internet celebrity characteristics on purchase intention;

H10a: Flow plays a mediating role in the influence of Internet celebrity attraction on purchase intention;

H10b: Flow plays a mediating role in the influence of Internet celebrity reliability on purchase intention;

H10c: Flow plays a mediating role in the influence of Internet celebrity professionalism on purchase intention.

#### 7. Hypothesis of the chain mediation relationship between perceived value and flow

As analyzed above, both perceived value and flow play an important role in the relationship between external stimuli and ultimate response factors. Existing studies have shown that perceived value can attract and focus people's attention and improve their concentration on products and services, while individuals are more likely to have flow when they focus on a certain activity (Wang & Li, 2015). Tian (2022) 's research on clothing purchase intention in mobile short video apps shows that, Media interaction has a significant positive effect on perceived value, which further affects consumers' flow and purchase intention. It can be inferred that when tourists believe that social media marketing can bring greater value perception, they will spend more time, and are more likely to induce flow, which will positively affect their purchase intention. Based on the above analysis, this paper further proposes the hypothesis of the chain mediating relationship between perceived value and flow:

H11: Perceived value and flow have a chain mediating effect between marketing content and purchase intention;

H12: Perceived value and flow have a chain mediating effect between Internet celebrity characteristics and purchase intention;

H12a: Perceived value and flow have a chain mediating effect between Internet celebrity attraction and purchase intention;

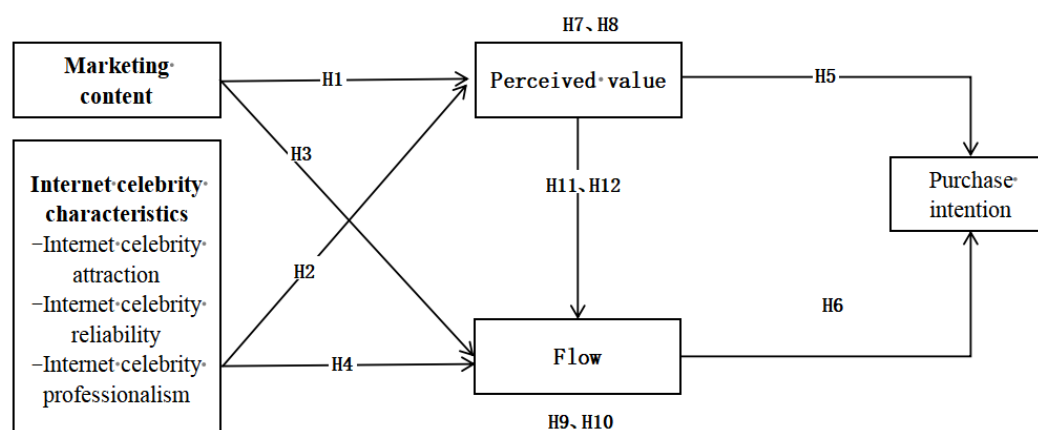
H12b: Perceived value and flow have a chain mediating effect between Internet celebrity reliability and purchase intention;

H12c: Perceived value and flow have a chain mediating effect between Internet celebrity professionalism and purchase intention.



## Research Model

Based on the above hypothesis, the research model of this paper is shown in Figure 1.



**Figure 1** Research model

## Research Methodology

### 1. Research method

This paper designed a questionnaire and distributed it to collect the sample data needed for the research. Finally, SPSS26.0 and Amos26.0 statistical analysis software were used to sort out and analyze the collected data, the correlation of statistical variables, the reliability and validity of the test scale, and whether there were serious common method deviations. Finally, the research hypothesis was tested, and the comprehensive analysis and test results were carried out. Explore the influence mechanism of social media marketing on purchase intention.

### 2. Research design

All variables in this paper were measured using 5-level Likert scale, which was revised based on the existing mature scale to make it more suitable for the research context of this paper. The measurement items of marketing content mainly refer to the scale developed by Gilly (1998) and Felgate & Fearn(2015). The characteristics of Internet celebrities were measured according to the research scales of Ohanian(2013) and Engel et al. (1995). The measurement items of perceived value mainly come from the research conclusions of Sweeney and Soutar (2001) and Bourdeau et al. (2002). flow was measured according to Hoffman and Novak (1996) and Koufaris (2002) scales. The measurement items of purchase intention refer to the scale developed by Dodds et al.(1991) and Lee et al.(2005), which contains 47 measurement items. In addition, gender, age and income were designed as control variables for the study.

### 3. Data collecting

A total of 600 questionnaires were distributed, mainly in Henan Province, Jiangsu Province, Beijing, Guangzhou and Xi 'an, and 537 valid answers were received. Male accounted for 48.79%, female accounted for 51.21%; Most of them are between 18 and 30 years old, their education level is mainly college students or junior college students, and their occupations are mainly college students and private enterprise employees, which is basically consistent with the actual situation of the age, educational background and occupation

distribution of social media platform users. In terms of income level, except for college students (most of them have less than 2,000 yuan per month), The average monthly income of the sample is between 4,000 and 8,000 yuan, which is basically consistent with the current social income level in China.

#### 4. Analysis of data

##### Reliability、 validity analysis and correlation analysis

In this paper, SPSS26.0 and Amos26.0 were used for reliability and validity test and correlation analysis of each variable. The results are shown in Table 1 and Table 2: Cronbach 'α' of each variable is between 0.870 and 0.912; AVE values are greater than 0.5, CR values are greater than 0.7, there is a significant positive correlation between the variables, the correlation coefficient between 0.3 and 0.5; The AVE square root values are all greater than the correlation coefficients of each variable and other variables. The above results indicate that the scale in this study has good reliability, aggregation validity and differential validity.

**Table 1** Reliability and aggregation validity tests of variables

Variable	Cronbach's α	AVE	CR
Marketing content (A)	0.883	0.705	0.878
Internet celebrity attraction (B1)	0.907	0.691	0.899
Internet celebrity reliability (B2)	0.911	0.721	0.912
Internet celebrity professionalism (B3)	0.912	0.681	0.895
Perceived value (C)	0.892	0.709	0.907
Flow (D)	0.897	0.690	0.899
Purchase intention (E)	0.870	0.629	0.871

**Table 2** Correlation and discriminative validity tests for variables

Variable	A	B1	B2	B3	C	D	E
A	<b>0.840</b>						
B1	0.424***	<b>0.831</b>					
B2	0.345***	0.484***	<b>0.849</b>				
B3	0.377***	0.472***	0.432***	<b>0.825</b>			
C	0.465***	0.369***	0.415***	0.399***	<b>0.842</b>		
D	0.403***	0.436***	0.338***	0.402***	0.407***	<b>0.831</b>	
E	0.432***	0.495***	0.406***	0.496***	0.443***	0.399***	<b>0.793</b>

**Note: The bold number is the square root of the variable AVE, the lower number is the correlation coefficient between the variables, \*\*\* means  $P < 0.001$ .**

#### Common methods variance test

In this study, common method factors were introduced into AMOS 26.0 to conduct common methods variance test. First, a confirmatory factor analysis model M1 was constructed, and then a model M2 containing common method factors was constructed. The main fitting coefficients of the two models were compared, as shown in Table 3 for specific data.

**Table 3** Common method variance test

Model	$\chi^2/df$	RMSEA	SRMR	CFI	TLI
<b>M1</b>	1.859	0.039	0.032	0.932	0.920
<b>M2</b>	1.706	0.033	0.032	0.941	0.933
<b>Index change</b>	-0.153	-0.006	0	0.009	0.013

As can be seen from the data in Table 3, after adding the common method factor,  $\chi^2/df$  decreased by 0.153, RMSEA decreased by 0.006, the change was no more than 0.05, and SRMR did not change significantly; CFI and TLI both increased slightly, with increases of 0.009 and 0.013 respectively, both lower than the standard of 0.1 (Wen et al., 2018), indicating that there was no serious common methodology variance in this survey.

### 5. Research hypothesis testing

#### Direct relationship hypothesis testing

In this study, Amos26.0 was used for structural model analysis, and the results are shown in Table 4. The results show that marketing content (A), Internet celebrity reliability (B2) and Internet celebrity professionalism (B3) all have a significant positive impact on perceived value (C), while Internet celebrity attractiveness (B1) has no significant impact on perceived value. Marketing content A, Internet celebrity attraction B1, Internet celebrity reliability (B2) and Internet celebrity professionalism (B3) all have a significant positive impact on flow (D), and perceived value (C) and flow (D) have a significant positive impact on purchase intention. Hypothesis H1, H2b, H2c, H3, H4a, H4b, H4c, H5 and H6 are all verified and the hypothesis is valid, while hypothesis H2a is not supported by data.

**Table 4** Path coefficients of SEM

Hypothesis	$\beta$	P	Result	Hypothesis	$\beta$	P	Result
C←A	0.253	***	supported	D←B1	0.274	***	supported
C←B1	0.070			D←B2	0.219	***	supported
C←B2	0.093	*	supported	D←B3	0.238	***	supported
C←B3	0.080	*	supported	E←C	0.344	***	supported
D←A	0.266	***	supported	E←D	0.331	***	supported

Note: \*\*\* meas  $n < 0.001$ : \* meas  $n < 0.05$ .

### Mediation relationship hypothesis testing

In this paper, Bootstrap method is used to test and analyze the intermediary effect. The sample size was selected as 5000, and the confidence interval for deviation correction and enhancement was set as 95%. The value was accurate to 3 decimal places. If the 95% confidence interval did not include 0, the mediating effect was significant. The test results are shown in Table 5.

**Table 5** Results of mediation effect test

Hypothesis	effect	Total effect	Effect ratio	95% confidence interval	
				LLCI	ULCI
A→C→E	0.115	0.432	26.62%	0.048	0.200
B1→C→E	0.018		5.36%	-0.087	0.033
B2→C→E	0.111	0.336	33.04%	0.066	0.206
B3→C→E	0.107		31.85%	0.004	0.126
A→D→E	0.097	0.373	26.01%	0.001	0.201
B1→D→E	0.137		24.16%	0.025	0.239
B2→D→E	0.126	0.567	22.22%	0.028	0.221
B3→D→E	0.114		20.11%	0.032	0.227
A→C→D→E	0.074	0.355	20.85%	0.007	0.046
B1→C→D→E	0.014		4.64%	-0.015	0.071
B2→C→D→E	0.068	0.302	22.52%	0.010	0.057
B3→C→D→E	0.056		18.54%	0.015	0.066

As can be seen from Table 5, the mediating effect of perceived value on marketing content, Internet celebrity reliability, Internet celebrity professionalism and purchase intention is significant, while the mediating effect on Internet celebrity attraction and purchase intention is not significant. The chain mediating effect of perceived value and flow on marketing content, Internet celebrity reliability, Internet celebrity professionalism and purchase intention is significant. However, the chain mediating effect between Internet celebrity attraction and purchase intention is not significant. Assuming that H7, H8b, H8c, H9, H10a, H10b, H10c, H11, H12b and H12c are verified, H8a and H12a are not supported by data.

## Discussion

This paper proposes the hypothesis of the direct effects of marketing content, Internet celebrity characteristics (Internet celebrity attraction, Internet celebrity reliability, Internet celebrity professionalism) on perceived value and flow, perceived value and flow on purchase intention. The positive relationship between marketing content, Internet celebrity reliability, Internet celebrity professionalism on perceived value, flow and purchase intention is verified, which is the same as the previous research results. At the same time, this paper further discusses the chain mediating effect of perceived value and flow between marketing content and purchase intention, and the Internet celebrity characteristics and purchase intention. The results show that marketing content, Internet celebrity reliability and Internet celebrity professionalism can enhance tourists' perceived value to generate flow and further enhance purchase intention. However, the hypothesis that Internet celebrity attraction has a positive effect on perceived value is not supported by the data. The reason is that the of Internet celebrities attraction brings more emotional perceptions such as pleasing the eye and psychological satisfaction to people, and has less impact on the value perception of the product. People's cognition and judgment of the product are more from other external stimuli, such as the attributes and prices of the product itself. And for this reason, the mediating role of perceived value between Internet celebrity attraction and purchase intention, as well as the chain mediating effect of perceived value and flow between Internet celebrity attraction and purchase intention are also not supported by data.

## Suggestion

### 1. Strengthen marketing content features.

Good marketing content must be able to highlight the characteristics of the product. When tourism enterprises or businesses use social media platforms to market tourism products, they should combine their own characteristics, carry out special planning on the promotional content, highlight the product characteristics, and try their best to integrate the core competitiveness of the product into the "story" to be told through a plot or copy to attract viewers' attention. The choice of content should be combined with products, life or hot topics as far as possible, and work hard in the form of information communication, you can use some scientific and technological means to enrich user embodiment and enhance interaction, and can combine their own characteristics, in the relatively strong demand for tourism in the period to take appropriate preferential promotion and other marketing strategies, traffic in exchange for profits.

2. Pay attention to the characteristics of Internet celebrities.

High attractiveness, reliability and professionalism of Internet celebrities can effectively enhance tourists' perceived value, flow and purchase intention. Therefore, tourism enterprises and businesses should pay special attention to the selection and training of this aspect in the process of creating or cooperating with Internet celebrities. First of all, the net red attraction, appearance is a very important part of attraction, enterprises in the choice of net red to try to choose the face beautiful, handsome, tall or strong person, of course, may also wish to reverse the trend, some appearance conditions are not so excellent or even deliberately ugly net red may also rely on its high recognition to attract huge traffic; Secondly, reliability is a necessary condition for the survival of any enterprise and network red. Compared with ordinary Internet celebrities, Internet celebrities with a certain official background can bring more reliability perception to information recipients, such as the recent emergence of a number of "Internet celebrities cultural travel directors", which should be supported and encouraged to a certain extent. Finally, a network celebrity with relevant professional knowledge and professional ability has stronger persuasion, and can bring consumers a strong sense of gain in the case of information asymmetry, so tourism enterprises and businesses should try to choose those with relevant professional knowledge or practical experience when selecting network celebrities, or conduct professional guidance and training before marketing.

The future research can be considered from the following aspects:

1. Increase the sample size and scope of the survey, and conduct a difference test to improve the accuracy and universality of the study.
2. There is no inevitable relationship between tourists' purchase intention and purchase behavior. After forming purchase intention, tourists will be affected by many other factors to further form purchase behavior, such as free time and economic ability, which is worthy of further study in the future.

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