

# The Influence Factors of Content Marketing on Chinese tourists' Intention to Visit Thailand

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## Abstract

This research aims to investigate the influences of content perceived value, use perceived value, and intention to spread content on Chinese tourists' intention to visit Thailand. The content perceived value mainly considers the entertainment, interactivity, functionality and credibility of the content while use perceived value considers the usefulness and ease of use of content. Data was collected from potential Chinese tourists who have intention to visit Thailand using questionnaire survey. The survey results showed that the characteristics of Chinese tourists have little influence on their intention to visit destinations in Thailand. Only gender, monthly income, and travel choice have influence on their intention to visit Thailand. The content perceived value has a direct influence on the intention of Chinese tourists to travel to tourist destinations in Thailand including "entertainment", "interactivity", "functional" and "credibility", each sub-variable had a strong influence on the intention to visit. Intention to spread content also has an influence on Chinese tourists' intention to visit destinations in Thailand.

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**Keywords:** content perceived value, use perceived value, intention to spread content, intention to visit.

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## Introduction

With the development of the Internet and social media platforms, more and more people are sharing online content on social media. Social media displays Shared content in a variety of formats

among users, and social media becomes a bridge for online communication. The use of the internet and social media become part of everyday life for billions of people around the world and have changed consumer behavior and the ways in which companies conduct their business (Dwivedi et al., 2021). People

upload articles, pictures, videos and other related content on the Internet, and rely on the Internet to spread, comments and forward to more people. When this kind of content is spreading will have an impact on consumers, and ultimately affect people's decision-making behavior.

In addition to being popular as a general tool, the content on these tools is becoming more and more important in the development of tourism. Content marketing goes beyond the traditional marketing behavior and focuses on providing valuable information and ideas, which can be actively accepted by consumers and give them great space for choice and participation. Content marketing have become crucial components within travel planning and play pivotal roles in travelers' overall experiences (Amaro, Duarte, & Henriques, 2016), particularly how travelers access and utilize travel-related information (Xiang, Magnini, & Fesenmaier, 2015). Social media content has become a powerful force driving travel planning and decision-making, playing a crucial role in travelers' overall experience (Creevey, Kidney, & Mehta, 2019).

eWOM communication can have a significant effect on information adoption, consumer attitude, and purchase intention (Ismagilova et al., 2020, Dwivedi et al., 2021). Interpersonal influence and word of mouth are the most important sources of information for users to make decisions, especially for destinations such as hotels and restaurants (Litvin, Goldsmith, & Pan, 2008). Potential visitors rely on the experiential nature of travel products and

the decision-making experience of others (Yoo, Lee, & Gretzel, 2007).

China has independent and rich social media platforms, including instant messaging platforms such as QQ and WeChat. Content and blog platforms, Weibo, The little red book, Zhihu. Short video platforms, Kuaishou and Tik Tok. Video platforms, such as Bilibili and Tencent Video. Travel information platforms such as C-trip and Mafengwo and so on. These platforms are chock-full of content that keeps users active. Chinese tourists like most using social media, its proportion accounted for 94%, Chinese tourists like to share their travel experiences and photos, etc. in "WeChat" "Weibo" and "Mafengwo" website. Whether it is to obtain the information of the destination before the trip or the evaluation, pictures, videos and experience sharing of the destination after the trip.

According to Zhang's (2019) study on the contents of Chinese tourism websites, most Chinese tourists will visit Thailand during the holidays, accounting for 72% of the total. Family travel has become the mainstream, and experiential tourism products such as SPA and snorkeling are more popular among Chinese tourists. Meanwhile, Chinese tourists attach great importance to online marketing and publicity. According to the research of Liao & Qiu (2016), 67.2% of Chinese tourists to Thailand choose self-service travel, and the Internet is the main channel for Chinese tourists to obtain information. They believe that information asymmetry is an important factor affecting tourists' experience satisfaction. Therefore, people pay more and more attention to collecting information before travel.



With the improvement of people's living standards, China's tourism expenditure has also increased significantly (National Bureau of Statistics of China, 2019). Therefore, tourism has become an important form of entertainment for the Chinese people. In 2019, the number of international tourists to Thailand reached 39 million, among which the number of tourists from the Chinese mainland reached about 10.98 million, up 4.2% year on year, accounting for about 35.5% of the international tourists to Thailand. It can be said that Chinese tourists provide an important source of tourism revenue for Thailand.

As one of the important economic pillars of Thailand, Thailand has been committing to the development of tourism publicity. The emergence of social media provides an important channel for the promotion of tourism in Thailand. Some successful marketing cases have made a large number of Thai tourist destinations start to have a strong interest in Chinese social media marketing. However, due to the Chinese Internet firewall and cultural differences, the content marketing of overseas social media has been seriously hindered.

Some brands spend a significant portion of their marketing budgets on social media marketing, but marketers are still unsure how to measure their impact on social media marketing and its contribution to the bottom line, and how to use social media to build or sustain their value-creating relationships with customers (Kumar, Hsiao, & Chiu, 2009). Therefore, if tourism destinations want to develop Chinese social media content marketing, they must have a general understanding of Chinese social media content perception and usage. At

present, there are relatively few international researches on Chinese social media content, and there is a lack of guiding arguments for content marketing in tourism destinations. Therefore, this research aims to study the influences of characteristics, content perceived value, use perceived value, and intention to spread content on tourists' intention to visit Thailand.

Understanding the significance of Internet content to Chinese tourists can even provide a positive and effective development for the marketing of tourism destinations. Therefore, when the tourism industry conducts content editing, they can design reasonable content marketing strategies and implement them effectively.

## Literature review

### Characteristics of Chinese tourists

It is convincing that Chinese tourists see destinations as more attractive and potential destinations if they can guarantee their own tourism benefits (Kim, Guo, & Agrusa, 2005). Therefore, it can be thought that the preferences of tourists will influence the choice of potential tourist destinations. If the tourism objects are divided into business travelers, business and leisure travelers, and leisure tourists, it is found that the behavioral characteristics of different groups are also different, whether it is to obtain information sources, travel time, travel expenditure, or travel purpose (Cai, Lehto, & O'Leary, 2001). According to the characteristics of tourists, age, income, education level, travel style and travel preference, it is

found that different tourists showed different interests in online travel notes and choose different travel destinations and travel styles according to their specific choices (Zhang, 2019).

Hypothesis 1: Tourist characteristics have influence on Chinese tourist's intention to visit Thailand.

## **Content perceived value**

Information in social media will affect people's cognition of the destination (Huang, Lai, & Lin, 2018). Before choosing a destination, visitors may search for information that supports their decision (Grant, Clarke, & Kyriazis, 2007). When choosing tourist attractions, tourists may rely on external information of the destination to make on-site decisions, such as accommodation, transportation, scenic spots, and even shopping (Fodness & Murray, 1998). Qu & He (2019) believed that content perceived value and use perceived value are important factors for users to accept and disseminate content. The degree of influence of the content on each visitor is different, and the novelty and comprehensibility of the content will affect the user's behavioral intention. (Chen, Shang, & Li, 2014).

User-generated content (UGC) is perceived to be more trustworthy and has been found to have a greater impact on consumer behavior and purchase decisions (Sharma & Verma, 2018). In social media, the massive UGC becomes the main core content. (Liu, 2017). It is usually the tourists who have finished their trip and they produce native word-of-mouth content. Driven by BGC, high-quality information has found fun for consumers, and people will actively

share and generate UGC content. UGC may also help other visitors minimize the risk of decision-making.

Sites with UGC content (such as weibo), this kind of content spontaneously produced by tourists, has been welcomed by many people in travel websites because of its authenticity and fun (Xiang & Gretzel, 2010), and has a huge impact on tourists' behavior decisions (Vermeulen & Seegers, 2009; Yoo & Gretzel, 2016). Among them, the positive WOM (word of mouth) was found to increase brand image and reduce risk perception by creating favorable conditions (Jeong & Jang, 2011).

The purpose of content marketing is to deliver as much perceived value as possible to visitors. Perceived value of tourism is about aesthetic value, hedonic value, excellence value, altruism value, efficiency value and social value (Wu & Wang, 2016). Information search is based on the motivation of leisure and entertainment. People seek for valuable content, not only to find solutions to problems, but also to seek happiness in content (Vogt & Fesenmaier, 1998).

The high level of information quality can bring satisfaction and enthusiasm to users (Ahn, Ryu, & Han, 2007). Thus, it provides a behavioral basis for tourists' behavior, which is derived from the intrinsic pleasure and affirmation. The intention to visit the destination and the behavior in tourism are all influenced by the content. Qu & He (2019) believes that the entertainment, interactivity, functionality and credibility of advertising content are important factors for its acceptance and effective dissemination. They provide an interpretation of the source of perceived value of content.

According to Qu & He (2019), entertainment is mainly reflected in whether the content is interesting and makes people feel happy and relaxed, and makes people interested in it. Interactivity meets the basic requirements of social media. Interaction, whether the content causes social interaction and makes new friends, is an effective embodiment of the perceived value of the content. Functionality meets the basic purpose of tourist search content, and the functionality judges whether users can get information and information effectively and expand knowledge, instead of wasting time on the Functionality of useless content. Finally, the credibility mainly aims at the authenticity, accuracy and rationality of content, which is also one of the factors for people to accept and spread actively.

The novelty, intelligibility and interestingness of blog content influence behavioral intentions through the use of blogs (Chen, Shang, & Li, 2014). According to Huang's (2013) study on Weibo in China, it is found that in social media advertising marketing, the entertainment and interactivity of Weibo advertising information positively affects the acceptance of Weibo advertisements by users.

Hypothesis 2: Content perceived values have influence on Chinese tourist's intention to visit Thailand.

## Use perceived value

Use perceived value is the degree to which readers perceive social media content to be useful and easy to use. In terms of tourism-related information, different from the perceived value of

content to bring people interest, the use of perceived value is more about the reference and planning of the travel destination after the interest is generated. The use of perceived value, namely usefulness and ease of use, enables users to understand and store knowledge anytime and anywhere, and has the most obvious intention to disseminate it (Qu & He, 2019). The more useful and easier to use information obtained from content, people are more willing to use the content as a reference, and they are more willing to travel to the tourist destination on the premise of reference (Armstrong & Mcadams, 2009). For tourists, in addition to understanding relevant information through the content of social media, functional content will also be regarded as a reference by tourists during their journey. Improving the usefulness and ease of use of content in content editing and marketing will help tourists to accept and use content. Providing direction for the journey of tourists is more helpful to attract tourists to go (McClean & William, 2015).

The quality of information in the case of travel decisions can be used to help visitors assess the attributes of the product as the usefulness of the information available about the tourism product (McClean & William, 2015). The quality of information in the context of travel decisions can be defined as the usefulness of information about travel products. The use value of content is the output of information needed to make decisions when an individual uses an information system. People are commenting on the value of information systems and determining perceived value based on the quality of the information.

The technology acceptance model (TAM) is considered as the most established theory to explain individuals' acceptance and use of information systems (Bagozzi, 2007). According to TAM model proposed by Davis (1989) to study users' acceptance of the information system, it can be seen that the use of the system is determined by the behavioral intention, and the behavioral intention is determined by the attitude toward using. Attitude toward using is determined by perceived usefulness and perceived ease of use. According to Davis, perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort", while perceived usefulness is defined as the subjective perception of users where they believe that using certain technologies can improve the performance of their work.

Because travel planning can meet the utilitarian purpose of tourists, many studies in this field regard the usefulness and ease of use as the objective use of information. The most obvious is to extract useful information from the content and use the content as an extrinsic motivation factor when making travel plans (Armstrong & Mcadams, 2009; Bernardo, Marimon, & del Mar Alonso-Almeida, 2012). In addition, perceived usefulness has been identified as a basic driver of behavioral intention in travel and tourism settings (Mariani, Styven, & Ayeh, 2019; Agag and El-Masry, 2016; Ayeh et al., 2013).

Hypothesis 3: Use perceived values have influence on Chinese tourist's intention to visit Thailand.

## **Intention to spread content**

Lu Haojing (2012) studied the transmission motivation of viral transmission of content and found that emotional energy is the most fundamental driving factor of communication intention. Among them, emotional energy includes not only the pleasure of the content, but also the pleasure brought by the interaction between everyone. In essence, the quality of content determines people's willingness to share. The study by Chu, Lien, & Cao (2019) indicated that eWOM transmitted by other travelers significantly influenced users' travel decisions and behaviors. A Chinese traveler may act and behave based on recommendation of friends on social media. High levels of positive enjoyment affect people's attitudes and intentions to use the site more widely (Van der Heijden, 2003; Lin, Wu, & Tsai, 2005). People can access to more travel experience in content, creating expectations of experience and pleasure and enjoyment.

Personal influence is an important driver of consumer behavior, and consumers' decision-making processes are highly influenced by information from personal sources (Katz & Lazarsfeld, 2017). Kim and Park (2013) developed the definition of eWOM from the traditional concept of WOM "consumers' experiences and views conveyed through written words based on internet technologies". While eWOM can be positive and negative, researchers have naturally noted to positive eWOM. It is considered as a key factor of the consumer purchase decision when dealing with services or intangible products (Moran, Muzellec, & Nolan, 2014). Consumers today can create and spread their reviews or opinions through

a variety of technologic media such as: websites, blogs, social media.

Hypothesis 4: Intention to spread content has influence on Chinese tourist's intention to visit Thailand.

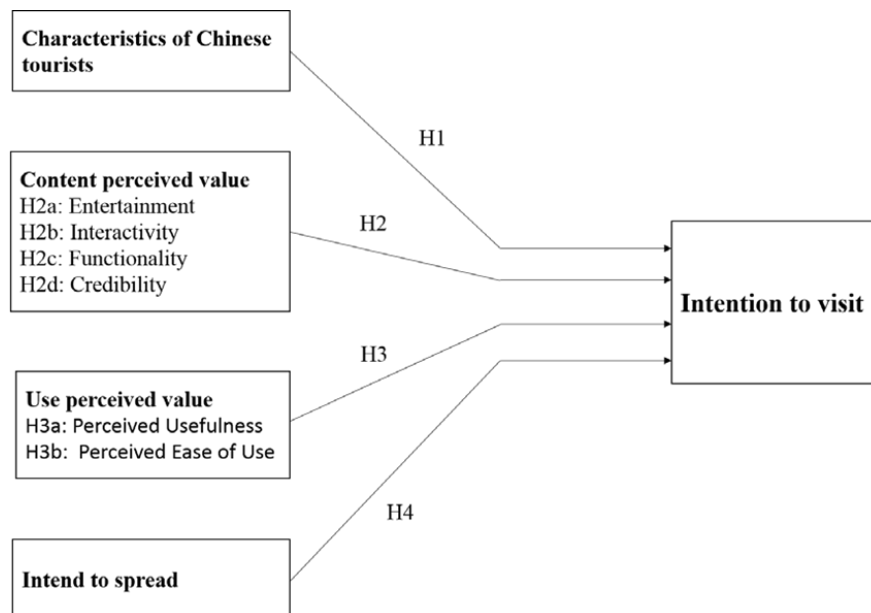
## Intention to visit

In the context of tourism, intention to visit is defined as the intensity of the desire to go to the destination, which is also the willingness to travel (Ahn, Ekinci, & Li, 2013). When planning their travel plans, the virtual experience perceived from the content, as well as the pleasant images, will be incorporated into their own image (Govers, Go, & Kumar, 2007; Grant, Clarke, & Kyriazis, 2007). Research found that the intention

of tourists to go is affected by emotion, which will affect the behavior of tourists and their intention to go to the destination (Hosany & Prayag, 2013). Video image content also can make tourists have positive emotional response, make people eager to visit the tourist destination (Marques Teixeira, 2017).

Studies have shown that blogs and other contents have subjective attributes, and tourists can only browse the information that is subjectively considered relevant to the destination. In the process of receiving these information, feelings and enjoyment will affect people's behavioral intention (Chen, Shang, & Li, 2014). People who are willing to return are more likely to recommend a destination (Bigné, Sánchez, & Sánchez, 2001).

## Conceptual framework



**Figure 1** Conceptual framework

## Research methodology

### Sample design

The population of the research was Chinese people both traveled to Thailand and has been planning to travel to Thailand during the period of the study. Sampling size calculation is done using Taro Yamane (1967) of known population. As of March 2020, 45<sup>th</sup> Report on Internet Development in China released by China Internet Network Information and Development Center (CNNIC) indicates 373 million online travel booking users. Based on Yamane formula which is “ $n = N/(1+N [(e)]^2)$ ” where  $n$ = sample size,  $N$ = population size,  $e$ = accuracy or error sample (+/-5%), the sample size of the study is 400.

Due to the limitation of onsite restriction from COVID-19, data has been collected online via China’s online social media platform using convenience sampling technique.

### Research instrument

A three parts questionnaire has been designed to measure variables in above literature review composed of demographic, value related to intention to spread, and intention to visit respectively. There are 10 items have been considered asking. Besides demographic, all of part two and part three items have been analyzed on five points Likert scale in four major categories; content perceived value, use perceived value, intention to spread, and intention to spread. For data analytic, ANOVA has been used to analyze characteristics of Chinese tourists and linear regression has been used to analyze content perceived value, use perceived value, and intention to spread.

### Data collection

Researcher developed English version for validity test. After the modification, the complete Chinese version has been uploaded to the Chinese questionnaire platform named wjx. The platform is online and reachable via website. The URL of the platform is <https://www.wjx.cn/>

**Table 1** Cronbach's Alpha coefficient

Item	Cronbach's Alpha
<b>Content perceived</b>	0.918
Entertainment	0.783
Interactivity	0.798
Functionality	0.804
Credibility	0.815
<b>Use perceived value</b>	0.875
Usefulness	0.729
Ease to use	0.773
<b>Intention to spread</b>	0.737
<b>Intention to visit</b>	0.772

The reliability of the constructs has been done using Cronbach's alpha coefficient for internal consistency. The reliability test of all the subject were more than 0.7. The Content perceived value showed the level of reliability at 0.918 consisted of Entertainment (0.783), Interactivity (0.798), Functionality (0.804), and Credibility (0.815). Use perceived value had the reliability at 0.875 consisted of Usefulness (0.729) and Ease to use (0.773). The reliability of Intention to spread and Intention to visit was 0.737 and 0.772 respectively as shown in Table 1

## Data analysis

A total of 518 questionnaires were collected from wjx.cn website. 108 questionnaires have been excluded from the research due to the screening question showed no interest in traveling to Thailand. In the end, 410 data samples were analyzed by IBM SPSS Statistics version 26.

### Characteristics of Chinese tourists

The result illustrated that 52.4% of respondents were male and 47.6% were female. 177 respondents (43.2%) were married and 233 (56.8%) were single. Most of them are 20-30 years old (40.7%) and 31-40 years old (22.0%). Most of educational level (202 samples) were bachelor's degree (49.3%).

For occupations of the respondents, 35 respondents (8.5%) were government officials, 19 respondents (4.6%) were business owners, 113 respondents

(27.6%) were students, 73 respondents (17.8%) were office work /professionals, 30 respondents (7.3%) were self-employed people. 65 respondents were freelancers (15.9%), 30 respondents were worker/farmer (7.3%), 32 respondents (7.8%) were Unemployment, 7 respondents (1.7%) were Retirements, 6 respondents (1.5%) were other professions. The monthly income of respondents (83.9%) was less than 10,000 RMB.

Most Chinese tourists preferred to travel independently without joining a group tour (47.3%). They made 0-2 trips in a year, with a total of 270 respondents (65.9%), followed by 107 respondents (26.1%) who made 3-5 trips while the least group was 33 respondents (8.0%) who made more than 5 trips. Most respondents are willing to travel to Thailand with their families (30.3%), friends (26.8%), and lovers (23.4%).

In term of gathering information, most respondent had searched before travelling to Thailand were Tourist Attractions (13.6%), Local Culture (13.4%), and Transportation (11.8%). The results showed that they get the information from Wechat/QQ (18.0%), Weibo (17.0%), Tik Tok/Kuaishou (16.0%), The Little Red Book (19.1%), Zhihu (9.4%), C-Trip or other travel websites (20.1%), and from other platforms (0.5%). Result also explicit that Chinese tourists spent a lot of time on social media which can be seen that 113 respondents (27.6%) spent 30-60 minutes, 119 respondents (29.0%) spent 1-3 hours, and 120 respondents (29.3%) spent more than one hour.

**Table 2** Characteristic of Tourists ANOVA

		Sum of Square	df	Mean Square	F	Sig.
Gender	Between Groups	3.489	1	3.489	8.4	0.004*
	Within Groups	169.442	408	0.415		
	Total	172.931	409			
Age	Between Groups	1.833	5	0.367	0.866	0.504
	Within Groups	171.098	404	0.424		
	Total	172.931	409			
Education level	Between Groups	3.053	4	0.763	1.82	0.124
	Within Groups	169.877	405	0.419		
	Total	172.931	409			
Occupation	Between Groups	1.974	9	0.219	0.513	0.865
	Within Groups	170.957	400	0.427		
	Total	172.931	409			
Monthly income	Between Groups	6.543	4	1.636	3.981	0.004*
	Within Groups	166.388	405	0.411		
	Total	172.931	409			
Marital status	Between Groups	0.179	1	0.179	0.422	0.516
	Within Groups	172.752	408	0.423		
	Total	172.931	409			
Number of trips in a year	Between Groups	0.448	2	0.224	0.529	0.59
	Within Groups	172.483	407	0.424		
	Total	172.931	409			
Travel choice	Between Groups	4.99	4	1.247	3.008	0.018*
	Within Groups	167.941	405	0.415		
	Total	172.931	409			
Travel preference	Between Groups	0.47	2	0.235	0.555	0.574
	Within Groups	172.46	407	0.424		
	Total	172.931	409			
Daily time spent on social media	Between Groups	1.694	3	0.565	1.339	0.261
	Within Groups	171.236	406	0.422		
	Total	172.931	409			

Table 2 is the result of ANOVA test on tourist characteristics. All sub variables comprise of gender, gender education level, occupation, monthly income, marital status, number of trips in a year, travel choice, travel preference, information collection preference before

travel, travel information source, and daily time spent on social media were tested. The significance value indicated that only gender (0.004), monthly income (0.004), and travel choice (0.018) have influence on intention to visit.

## Content perceived value

**Table 3** Content perceived value regression

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square		
1	.216 <sup>a</sup>	.047	.044		
ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.057	1	8.057	19.939	.000 <sup>b</sup>
Residual	164.873	408	.404		
Total	172.931	409			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.197	.166		19.292	.000
Content perceived Value	.200	.045	.216	4.465	.000
Predictors: (Constant), Content perceived value					
Dependent Variable: Intention to visit					

Table 3 is the regression analysis result of content perceived value on intention to visit. The R value in R Column represents the simple correlation and is 0.216 indicated a low degree of correlation. The R square value which is 0.047 indicates how much of the total variation in the dependent variable, intention to visit, can be explained by the independent variable, Content perceived value. In this analysis, the Linear regression model can predict 4.7% of

Chinese tourists' intention to visit Thailand. For F-test, F value was 19.939, considered the significant level of Sig.=0.000 which is below alpha level (1%) indicates that, overall, the regression model statistically significantly predicts the dependent variable, intention to visit. The B value under Unstandardized coefficients is 3.197 thus the linear equation for the analysis was  $\text{Intention} = 3.197 + 0.200\text{CPV}$

**Table 4** Content perceived value subfactor

<b>Model Summary<sup>b</sup></b>					
Subfactors	R	R Square	Adjusted R Square	Std. Error of the Estimate	
Entertainment	.171 <sup>a</sup>	.029	.027	.64146	
Interactivity	.136 <sup>a</sup>	.019	.016	.64495	
Functionality	.133 <sup>a</sup>	.018	.015	.64523	
Credibility	.294 <sup>a</sup>	.086	.084	.62226	
<b>ANOVA</b>					
	Sum of Squares	df	Mean Square	F	Sig.
Entertainment Regression	5.05	1	5.05	12.273	0.001
Residual	167.881	408	0.411		
Interactivity Regression	3.218	1	3.218	7.735	0.006
Residual	169.713	408	0.416		
Functionality Regression	3.069	1	3.069	7.373	0.007
Residual	169.861	408	0.416		
Credibility Regression	14.947	1	14.947	38.603	0.000
Residual	157.983	408	0.387		
Total	172.931	409			
<b>Coefficients</b>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.404	.152		22.449	.000
entertainment	.141	.040	.171	3.503	.001
(Constant)	3.536	.143		24.751	.000
Interactivity	.107	.038	.136	2.781	.006
(Constant)	3.517	.153		22.988	.000
Functionality	.108	.040	.133	2.715	.007
(Constant)	3.150	.128		24.574	.000
Credibility	.224	.036	.294	6.213	.000
Predictors: (Constant), Content perceived value					
Dependent Variable: Intention to visit					

Table 4 is the regression analysis result of content perceived value subfactor on intention to visit. The R value in R column of each subfactors in order was 0.171, 0.136, 0.133 and 0.294 indicated that all of them had low degree of correlation. The R square value are 0.029, 0.019, 0.018, and 0.086 which mean the linear regression model of the

individual one can correspondingly predict 2.9%, 1.9%, 1.8% and 8.6% of Chinese tourists' intention to visit Thailand. Each subfactors had strong influence on the intention to visit as showed by significance value of 0.001 (Entertainment), 0.006 (Interactivity), 0.007 (Functionality), and 0.000 (Credibility). This means that the more

content is perceived as “entertainment”, “interactivity”, “functionality” and “credibility”, the more tourists will be attracted to tourist destination. The linear equation for the analysis were as follow,  $\text{Intention} = 3.404 + 0.141\text{ETM}$

(Entertainment),  $\text{Intention} = 3.536 + 0.107 \text{ITRT}$  (Interactivity),  $\text{Intention} = 3.517 + 0.108 \text{FTNT}$  (Functionality), and  $\text{Intention} = 3.150 + 0.224\text{CDBLT}$  (Credibility).

## Use perceived value

**Table 5** Use perceived value regression

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square		
1	.177 <sup>a</sup>	0.031	0.029		
ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.441	1	5.441	13.255	.000 <sup>b</sup>
Residual	167.489	408	0.411		
Total	172.931	409			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.343	0.163		20.565	0.000
Use perceived value	0.157	0.043	0.177	3.641	0.000
Predictors: (Constant), Use perceived value					
Dependent Variable: Intention to visit					

Table 5 is the regression analysis result of use perceived value on intention to visit. The R value in R Column represents the simple correlation and is 0.177 indicated a low degree of correlation. The R square value which is 0.031 indicates how much of the total variation in the dependent variable, intention to visit, can be explained by the independent variable, use perceived value. In this analysis, the Linear regression model can predict 3.1% of

Chinese tourists' intention to visit Thailand. For F-test, F value was 13.255, considered the significant level of  $\text{Sig.}=0.000$  which is below alpha level (1%) indicates that, overall, the regression model statistically significantly predicts the dependent variable, intention to visit. The B value under Unstandardized coefficients is 3.343 thus the linear equation for the analysis was  $\text{Intention}=3.343+0.157\text{UPV}$

**Table 6** Use perceived value subfactor

Model Summary <sup>b</sup>					
Subfactors	R	R Square	Adjusted R Square	Std. Error of the Estimate	
Perceived Usefulness	.174 <sup>a</sup>	.030	.028	.64106	
Perceived Ease to Use	.160 <sup>a</sup>	.026	.023	.64268	
ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Perceived Usefulness Regression	5.261	1	5.261	12.801	.000 <sup>b</sup>
Residual	167.670	408	.411		
Perceived Ease to Use Regression	4.413	1	4.413	10.684	.001 <sup>b</sup>
Residual	168.518	408	.413		
Total	172.931	409			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.395	.151		22.440	.000
Perceived usefulness	.143	.040	.174	3.578	.000
(Constant)	3.423	.157		21.858	.000
Perceived ease to use	.135	.041	.160	3.269	.001
Predictors: (Constant), Perceived Usefulness/Perceived Ease to Use					
Dependent Variable: Intention to visit					

Table 6 is the regression analysis result of use perceived value two subfactors. The R value in R Column represents the simple correlation and is 0.174 and 0.160 respectively. Both R value indicated a low degree of correlation The R square values are 0.030 and 0.026 which mean in this analysis, the Linear regression model can sequentially predict 3% and 2.6% of Chinese tourists' intention to visit Thailand. Two subfactors had

strong influence on the intention to visit as showed by significance value of 0.000 (perceived usefulness), and 0.001 (perceived ease of use). This means that the more value is perceived as “usefulness” and “ease of use”, the more tourists will be attracted to tourist destination. The linear equation for the analysis were  $\text{Intention} = 3.395 + 0.143\text{UPV}$  and  $\text{Intention} = 3.423 + 0.135\text{PETU}$

## Intention to spread

**Table 7** Intention to spread

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square		
1	.253 <sup>a</sup>	.064	.061		
ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.027	1	11.027	27.788	.000 <sup>b</sup>
Residual	161.904	408	.397		
Total	172.931	409			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.146	.151		20.878	.000
Intention to spread	.214	.041	.253	5.271	.000
Predictors: (Constant), Intention to spread					
Dependent Variable: Intention to visit					

Table 7 is the regression analysis result of intention to spread on intention to visit. The R value in R Column represents the simple correlation and is 0.253 indicated a low degree of correlation. The R square value which is 0.064 indicates how much of the total variation in the dependent variable, intention to visit, can be explained by the independent variable, Intention to spread. In this analysis, the Linear regression model can predict 6.4% of Chinese tourists' intention to visit Thailand. For F-test, F value was 27.788, considered the significant level of Sig.=0.000 which is below alpha level (1%) indicates that, overall, the regression model statistically significantly predicts the dependent variable, intention to visit. The B value under Unstandardized coefficients is 3.146 thus the linear equation for the analysis was  $\text{Intention} = 3.146 + 0.214 \text{ ITS}$

## Conclusion and implications

The current study analysis explicit the effect of factors toward Intention to visit of Chinese tourists in a vary way. The study analyzed 410 questionnaires, of which 215 respondents were male (52.4%) and 195 were female (47.6%) In terms of age, most of them are 20-30 years old (40.7%). Most of them have a Bachelor degree (49.3%). The majority of occupations are students (27.6%). Monthly income 2500 RMB or less (32.2%). Marriage status is Single (56.8%). The Number of trips in one year is 0-2 times (65.9%). Travel choice is mostly about traveling with family members (32%). Travel Preference is Independent Travel (47.3%). For Information Gathering Preferences before travel, Tourist Attractions

Information (13.6%), Transportation Information (11.8%), and Food/Accommodation Information (11.7%) were the most frequently selected. Most Sources of tourism information are The Little Red Book (19.1%) and C-Trip or other travel websites (20.1%). Time spent on social media in a day is more than 3 hours (29.3%)

For “Characteristics of Chinese Tourists” using ANOVA, gender ( $\text{sig}=0.004$ ), monthly income ( $\text{sig}=0.004$ ), and Travel choice ( $\text{sig}=0.018$ ) play a vital role in the intention to travel whereas most of the other sub-variables are less significant. The result of three other factors is done by multiply regression analysis.

For “Content perceived value” composed of four sub variables, entertainment, interactivity, functionality, and credibility has gained a positive correlation effect and high significant. Sig. Value was 0.001, 0.006, 0.007, and 0.000, respectively. Each sub-variable was less than alpha level ( $\alpha=0.05$ ), which means that the four sub-variables have a significant influence on Intention to visit.

For “Use perceived value” sig value of 0.000 present the positive correlation, showed that the contents of the social media use perceived value has a great influence on the Chinese tourist’s intention to visit Thailand. Taken separately, Perceived usefulness ( $\text{sig}=0.000$ ) and Perceived ease to use ( $\text{Sig}=0.001$ ) are both less than 0.05, which has a significant impact on intention to visit and present the positive correlation.

For “Intention to spread”  $\text{Sig.}=0.000$  is significant and presents a positive correlation effect, indicating that the

intention to spread has a significant impact on the intention to visit, and with the increase of the intention to spread, the intention to visit destination will also increase.

The result of this study may benefit marketing strategist to better allocate resources to optimize online content aim on perceived value, use perceived value and intention to spread. By increasing the content of entertaining, interactivity, functionality, credibility, usefulness, and ease of use, and the spread of content, to formulate a more reasonable marketing solution. Doing so could attract more tourists to travel to the destination. The research could help enable marketing personnel to better understand target tourists thus make easier convincing content by provide clearer direction in content operations.

In destination perspective, responsible person could have a clearer understanding of content marketing; more precise goals planning together with hiring marketing agent, avoid wasting resources. Because of clearer understanding on how social media content influences the intention of tourists to visit. A destination can play or amplify a particular advantage to attract tourists according to its own conditions.

## Discussion

The result of the study aligns with previous research in many aspects. For content perceived value, the high level of information quality specifically in term of entertainment, interactivity, functionality, and credibility are considered impact to user satisfaction and enthusiasm to users (Ahn, Ryu, & Han, 2007). Moreover, in term of

happiness of content, the result also align with Vogt & Fesenmaier, 1998. Furthermore, previous study, (Chen, Shang, & Li, 2014) mentioned novelty, intelligibility and interestingness of content that has influence on behavioral intentions which is in the similar way. For used perceived value, the result also aligns with previous study, the quality of information (McLean & William, 2015) and the use of content as an extrinsic motivation factor when making travel plans (Armstrong & McAdams, 2009; Bernardo, Marimon, & del Mar Alonso-Almeida, 2012). In similarity, for intention to spread, the result also considered key factor to consumer purchase decision thus align with forementioned study (Moran, Muzellec, & Nolan, 2014).

## Limitations and future research

Three major limitations of this study are respondent participation, variable

variation, and comparative comparison. The first is due to the aim of study at Chinese tourists either coming or planning to Thailand only thus cannot fully represent the perspective of other countries tourists. The second was from the small number of variables considered in the study. There are still other factors besides content perceived value, using perceived value and spread intention in social media content that could affect intention to visit. The last is on the lack of information on different tourism destinations in Thailand which lead to the question of whether the desired destination will affect the decision or not.

Future research may expand respondent demographic to cover broader perspective. Both nationality and in detail Chinese region base will provide better understanding. Fellow researcher may consider factors of future social media such as metaverse influence, customer experience and cultural factors. The data of different Thailand attraction should be taking into consideration.

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