The Impact of WeChat Moments Tourism Video Sharing Behavior on Tourism Intentions: A Case Study of Guizhou

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Abstract: This paper is based on the Attitude ABC Theory and constructs a research model with video quality as the independent variable, cognitive and affective images as the mediating variables, and tourism intention as the outcome variable, incorporating relationship strength as a moderating variable. A survey was conducted on the audience of Guizhou tourism video sharing in WeChat Moments, and the model was tested using Amos software on 309 questionnaires. The results showed that the quality of tourism videos has a significant positive impact on the audience's cognitive and affective images of the destination; the cognitive image significantly affects the affective image, and both cognitive and affective images have a significant positive impact on tourism intention; relationship strength does not play a moderating role in the process of tourism video quality affecting the tourism intention of potential tourists, but it has a significant positive impact on tourism intention. The research findings reveal the influence mechanism of WeChat Moments tourism video sharing behavior on tourism intention, which has practical significance for enhancing the marketing of tourism destinations through WeChat Moments tourism video sharing.

1. Introduction

With the development of the tourism economy, sharing travel videos in WeChat Moments has gradually become a personalized expression of people's lifestyles and values. Scholars William & Gartner believe that tourism intention is the subjective attitude of tourists towards the travel destination [1]. The stronger the potential tourists' tourism intention, the more likely they are to make travel decisions and become actual tourists [2]. Since the birth of YouTube in 2005 and the rapid development of the global internet after 2008, the academic community has begun to explore the role of travel videos in the dissemination of travel information and the shaping of travel destination images. Scholars Yao et al. (2021) proposed that the use of social media can cause tourists to have impulses, but it is not because tourists look up information in depth, but because they learn about the travel experiences shared by others, and the stronger the tourists' materialism, the greater the

impact [3]. At the same time, with the popularization of smartphones and mobile internet, user-generated travel videos have begun to emerge, providing new perspectives and data sources for the study of travel videos. Since 2016, the number of research results on travel videos has increased significantly, and domestic and foreign scholars have gradually paid more attention to the impact of travel videos on tourists' travel intentions. Spencer (2013) pointed out that if short videos can fully show the attractiveness of travel destination products, they will have a positive impact on the dissemination effect of short videos [4]. The more attractive travel short videos are to users, the more likely they are to stimulate travel intentions and make travel behaviors [5]. It can be seen that the study on the impact of short videos on travel intention is continuously enriched, but there is still less research on the impact of WeChat Moments travel video sharing behavior on travel intention, and its influence mechanism is still unclear. Therefore, this paper further discusses and studies this issue.

Wang Dan studied the impact of social sharing of travel experiences on travel intentions and concluded that the quality of shared travel experiences and the number of likes and comments have a significant positive effect on benign envy. [6]. Li Huan (2017) based on the S-O-R theory, used relationship strength as a moderating variable to study the impact of travel photos on travel intention [7]. Based on the above studies, this paper uses relationship strength as a moderating variable and destination image as a mediating variable to study the impact of WeChat Moments travel video quality on travel intention. It explores the factors and mechanisms of WeChat Moments travel video on travel intention, and expands the methods and ways of personal sharing and travel destination marketing.

2. Research Hypotheses and Research Model

2.1. Research Hypotheses

Hu Chuandong et al.have studied the photography index of tourist attractions, using composition, focus, lighting, etc. as specific indicators [8]. Borrowing from the views of scholars such as Hu Chuandong, this paper studies travel video quality from four aspects: authenticity of video content, shooting clarity, color matching, and angle switching. Rong Ma et al. (2020) believe that the display of online clothing short videos has an impact on consumer perceived quality [9]. Guo Hailing et al. (2019) pointed out that the usefulness and comprehensiveness of short video information have a positive impact on consumer cognition and emotions [10].

Albers P C, James W R pointed out that the formation of destination image is a subjective perception process, that is, the result of individual psychological mechanisms on stimuli, including cognitive image and affective image [11]. Baloglu & McCleary (1999) proposed the "cognitive-affective" model of tourist destination image, dividing tourists' perceived images into cognitive image and affective image [12]. Later, Wang & Hsu (2010) pointed out that the cognitive image is the basis for the generation of the affective image [13]. The following hypotheses are proposed:

H1: The quality of tourism videos has a positive impact on the cognitive image of the destination
H2: The quality of tourism videos has a positive impact on the affective image of the destination
H3: Cognitive image has a positive impact on affective image

Destination image is the basic predictive variable for potential tourists to generate touriam intention. It is an expectation of the destination before people travel. Goodrich found that people's perception of travel destinations can significantly and positively affect the preference for travel destinations [14]. Bai Kai, Chen Nan, and others studied the perception and behavioral intentions of Korean potential tourists towards Chinese travel destinations and found a positive correlation between the two [15]. Yang Jie believes that tourism intention is the possibility of tourists traveling to

a place due to the attraction of the place's travel image and attitude [16]. The following hypotheses are proposed:

H4: Cognitive image positively affects tourism intention

H5: Affective image positively affects tourism intention

Tourism intention is influenced by various factors, generally including economic, cultural, tourism environment, and personal psychological factors. You Xuejun (2023) found that the quality of Douyin short videos has a significant positive impact on tourism intention [17]. Deng Zhaoming (2018) took the Xi'an bowl-breaking wine video as the research object and believed that people's tourism intentions would be affected by the content of short videos [18]. The following hypotheses are proposed:

H6: The quality of tourism videos positively affects tourism intention.

Granovetter proposed that the four dimensions of interaction frequency, emotional intensity, intimacy, and reciprocity are the measurement indicators of relationship strength [19]. Frenzen & Davis believe that the relationship strength in purchasing behavior should be measured from four aspects: familiarity, intimacy, support, and relevance [20]. Litvin S W et al. believe that potential tourists rely particularly on the advice of friends and relatives when making travel plans [21]. The following hypothesis is proposed:

H7: Relationship strength has a positive moderating effect on the relationship between tourism video quality and tourism intention.

2.2. Research Model

Based on the Attitude ABC Theory, a research model is constructed with video quality as the independent variable, cognitive and affective images as the mediating variables, and tourism intention as the outcome variable, with relationship emphasis as the moderating variable (see Figure 1).
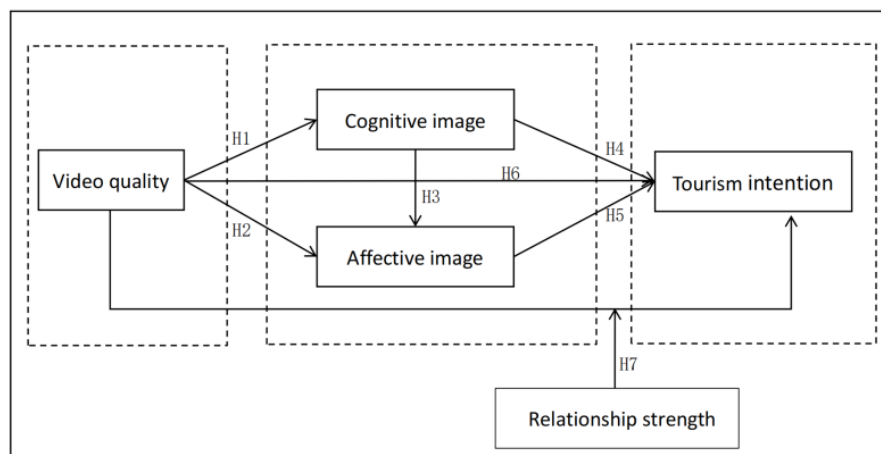

Figure 1: Research Model

3. Questionnaire Design and Data Collection

3.1. Questionnaire Design

The questionnaire mainly involves two parts. The first part is the basic information of potential tourists, mainly composed of gender, age, usual residence, and the frequency of publishing travel videos in WeChat Moments. The second part is the core part of the questionnaire, composed of four dimensions: tourism video quality, destination image, tourism intention, and relationship strength[7].

The indicators of tourism video quality include the authenticity of video content, shooting clarity, color matching, and angle switching; the indicators of destination cognitive image are climate, natural scenery, culture, history, and cuisine; the tourism intention dimension is measured by two indicators: selection and recommendation; the relationship strength indicators include understanding, interaction, and similarity, etc. This part uses the Likert seven-point scale measurement, and the destination affective image uses the seven-point semantic differential scale measurement, with 1 indicating very disagree and 7 indicating very agree.

3.2. Survey Objects and Data Collection

This study takes the audience of Guizhou videos in WeChat Moments as the survey object. From August 2024 to September 2024, the author used the Questionnaire Star to distribute questionnaires online and received a total of 320 questionnaires. After excluding questionnaires that were not filled out seriously and those without discrimination, a total of 309 valid questionnaires were obtained. The survey found that: women are slightly more than men, accounting for 51.5% and 48.5% respectively; the age group of 18-25 has the largest proportion, accounting for 45%; in terms of education, the proportion of undergraduate degree is the largest, accounting for 41.7%; in terms of usual residence, the Southwest region has the highest proportion, accounting for 43.7%, followed by South China and East China, accounting for 14.2% and 13.9% respectively; in terms of the frequency of friends publishing travel videos in WeChat Moments, more than half of them are published every 2-3 days, accounting for 50.5%; 54% believe that travel video sharing in WeChat Moments can increase interest in travel destinations; 57.6% of the audience will actively learn about relevant travel strategies after watching Guizhou tourism videos in their Moments. It can be seen that tourism video sharing in WeChat Moments has a positive effect on the choice of travel destinations for travel consumers.

4. Data Analysis and Hypothesis Testing

4.1. Sample Data Normal Distribution Test

The sample data conforms to the normal distribution, which is a prerequisite for using the structural equation model for testing. The skewness values of each variable are between -1.295 and -0.245, and the kurtosis values are between -0.088 and 1.060, indicating that the sample data conforms to the normal distribution.

Reliability and Validity Testing

SPSS27.0 was used for reliability and validity testing. The Cronbach's Alpha for the total variables is 0.931, and the Cronbach's Alpha for each variable is above 0.7, indicating that the questionnaire indicators are reliable.

The four variables of travel video quality, destination image, relationship strength, and travel intention were subjected to validity testing. The KMO value is 0.923, and the approximate chi-square value is 3854.369. When the degrees of freedom are 210, $P<0.001$, indicating that the questionnaire is suitable for factor analysis.

Using Amos to test the convergent validity and discriminant validity of the four latent variables, convergent validity measures the effectiveness of the measurement items on the constructs they measure. The factor loadings are between 0.687 and 0.851, which are greater than 0.5 and achieve significant effects. The average variance extracted (AVE) values of each construct are between 0.543 and 0.689, which are greater than 0.5, and each measurement model has good convergent validity. Discriminant validity reflects the differences between different constructs. The correlation coefficients between each construct are between 0.517 and 0.656, and the average extracted

variance square roots are between 0.737 and 0.830. The correlation coefficients of each latent variable are less than the square roots of their average extracted variances, indicating good discriminant validity between the constructs in the measurement model.

4.2. Common Method Bias Test

This paper uses Harman's single-factor analysis for common method bias testing. A total of four factors with eigenvalues greater than 1 were extracted from the questionnaire, and the first factor explains 19.792% of the variance, which is less than 40%. There is no common method bias problem in this study.

Structural Model Analysis

4.3. Structural Model Fit Index

The structural model was tested using AMOS27.0, and the fit indices show: CMIN/DF is 2.031, which is less than 3; RMSEA is 0.058, which is less than 0.08; GFI, CFI, NFI, IFI are between 0.928 and 0.964, all greater than 0.9. This indicates that the structural model fits well, and the research hypotheses can be tested using this model.

4.4. Research Hypothesis Testing

As shown in Table 1, the path coefficient of tourism video quality on destination cognitive image is 0.606, P<0.001, indicating that tourism video quality has a significant positive impact on the destination cognitive image. The path coefficient of tourism video quality on destination affective image is 0.291, P<0.001, indicating that tourism video quality has a significant positive impact on the destination affective image. The path coefficient of cognitive image on affective image is 0.370, P<0.001, indicating that the cognitive image has a significant positive impact on the affective image, and H1, H2, and H3 are verified. The path coefficient of cognitive image on travel intention is 0.373, P<0.001, indicating that the cognitive image significantly and positively affects tourism intention. The path coefficient of affective image on tourism intention is 3.465, P<0.001, indicating that the affective image significantly and positively affects tourism intention, and H4 and H5 are verified. The path coefficient of travel video quality on tourism intention is 0.251, P<0.005, indicating that travel video quality positively affects tourism intention, so H6 is verified.

Table 1: Structural Model Path Hypothesis Test Results (N=309)

Hypothetical Path	Standardized Path Coefficient	C.R	P	Verification Result
H1 Cognitive image<---Video quality	0.606	8.859	***	support
H2 Affective image<---Video quality	0.291	3.907	***	support
H3 Affective image <---Cognitive image	0.370	4.557	***	support
H4 Tourism intention <---Cognitive image	0.373	4.930	***	support
H5 Tourism intention <---Affective image	0.244	3.465	***	support
H6 Tourism intention<---Video quality	0.251	3.272	0.001	support

Note: *** Indicates P<0.001, ** Indicates P<0.05

4.5. Model Predictive Ability

The standardized parameter estimation value model is shown in Figure 2. The path coefficient is the size of the explained variable, reflecting the predictive ability of the model. This model explains

37% of the cognitive image and 36% of the affective image, and 53% of the tourism intention, which has good explanatory power. The relationships between variables in the model are stable, and the model has good predictive ability.
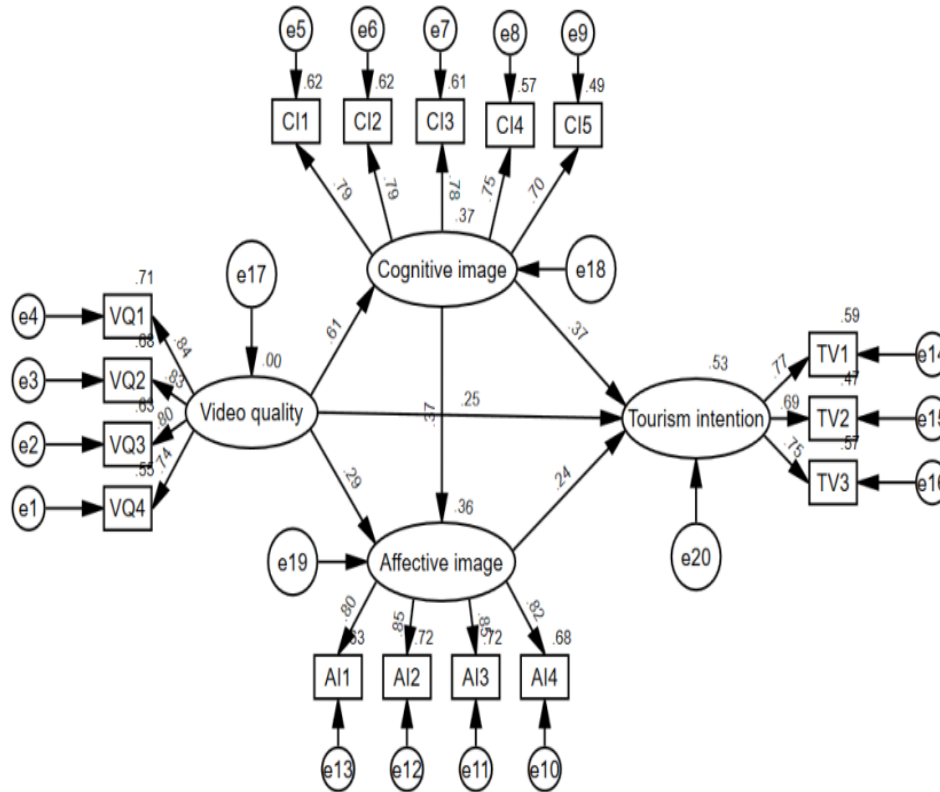
Figure 2: Structural Model Empirical Analysis Results

4.6. Multiple Regression Analysis

The dependent variable in this part is travel intention, the independent variable is video quality, the moderating variable is relationship strength, and the interaction term is "video quality $\times$ relationship strength." Model 1 only has control variables; video quality is added to Model 2 on the basis of Model 1; relationship strength is added to Model 3 on the basis of Model 2; "video quality $\times$ relationship strength" is added to Model 4 on the basis of Model 3, which is the interaction effect model.

The TOL values of the regression model are between 0.522 and 0.853, and the VIF values are between 1.172 and 1.916; the DW value is 1.807 and above, indicating that there is no correlation problem in the model. The standardized residual scatter is randomly distributed above and below 0, indicating that the regression analysis results are reliable, as shown in Table 2.

The table results show that the R^2 of Model 2 (0.279) has significantly improved, indicating that tourism video quality has a positive impact on tourism intention ($\beta=0.437$, $P<0.001$). It can be seen that the degree of potential tourists' tourism intention is closely related to the quality of tourism videos in WeChat Moments. The R^2 of Model 3 (0.471) has also significantly improved, indicating that relationship strength can significantly and positively affect the tourism intention of potential tourists. However, the R^2 of both Model 3 and Model 4 is 0.471, indicating that relationship strength does not play a moderating role in the process of travel video quality affecting the tourism intention of potential tourists, so Hypothesis H7 is not established. Although the moderating effect of relationship strength between video quality and tourism intention is not obvious, it has a

significant positive impact on tourism intention.

Table 2: The Moderating Effect of Relationship Strength on the Relationship between Tourism Video Quality and Tourism Intentions (N=309)

Variable	Tourism Intention			
	Model 1	Model 2	Model 3	Model 4
Constant	5.720***	3.454***	1.798***	1.492
Control variable				
Gender	0.162	0.135	0.072	0.074
Age	-0.022	0.053	0.045	0.044
Education	-0.020	-0.052	-0.028	-0.029
Occupation	-0.039	-0.038	-0.006	-0.006
Monthly income	-0.072	-0.120	-0.071	-0.072
Permanent residence	-0.077**	-0.040	-0.011	-0.010
Explanatory variables				
Video quality		0.437***	0.209***	0.273
Adjusting variables				
Relationship strength			0.498***	0.564*
Interactive items				
Video quality X relationship strength				-0.014
Model statistics				
R^2	0.034	0.279	0.471	0.471
Adjusted R^2	0.015	0.262	0.475	0.455
F value	1.796	16.635***	33.345***	29.566***
DW	1.808	1.809	1.812	1.807

Note: The value of the regression coefficient is the non-standardized path coefficient, ***$P<0.001$; **$P<0.01$; *$P<0.05$

5. Management Inspirations

5.1. Utilize tourism resource highlights and grasp tourists' interest points

Use tourism videos as a key attraction for the promotion of Guizhou's tourism image. There is a close relationship between tourism video quality and tourism intention. Travel operators can invite professional photographers to shoot high-quality tourism videos for tourists, and promise tourists discounts on scenic spot consumption for forwarding videos related to travel destinations, thereby encouraging tourists to actively post in Moments and help promote and publicize Guizhou travel.

5.2. Establish destination brand image and enhance image recognizability

Based on the uniqueness of the destination itself, tourism companies fully develop specialty travel products and explore scenic cultural resources to enhance the cognition of potential tourists towards the destination. Tourists' cognitive image of the destination significantly and positively affects the affective image and tourism intention. Innovating and improving from the destination itself is conducive to attracting more tourists.

5.3. Hold thematic competitions to enrich promotional methods

Tourism companies hold Guizhou tourism video shooting competitions and tourism promotion meetings to actively guide tourists to shoot high-quality travel videos. Individuals and friends in Moments have a trust relationship as a backing, and the moderating variable relationship strength significantly and positively affects travel intention. Tourism operators should encourage tourists to maintain active the circle of friends , let friends pay attention to their travel dynamics, and actively reply to friends' comments and likes to enhance the relationship between each other, thereby arousing friends' travel intention for the scenic spot.

5.4. Create a travel expert Moments to connect user needs and enhance interaction

WeChat Moments has realized the interactive relationship between businesses and users that is separate but not apart. The mediating variable has a significant positive impact on tourism intention. The tourism industry can use this feature to interact with users through travel experts, such as initiating topic discussions and inviting users to participate in travel experience sharing, to deepen users' cognition of the scenic spot and enhance the audience's emotions towards the destination, thereby enhancing the effectiveness of travel promotion and publicity.

5.5. Strengthen multi-party enterprise contracting and cooperation to implement precise marketing

Tourism companies and WeChat platforms establish cooperation and alliances, use the Internet, cloud computing, and big data to strengthen the organization and analysis of tourist preferences, tourist locations, and tourist consumption and other source information, and implement targeted marketing. Tourism companies can guide users to follow the official public account or join the membership system through advertisements to enjoy more tourism information and preferential activities, and use user private traffic to expand the consumer market of the tourism destination.

6. Conclusions

In summary, it can be found that video quality, cognitive image, and affective image all have a significant positive impact on tourism intention. Among them, the richer and more authentic the tourism video content, the clearer the shooting, the more harmonious the color matching, and the better the angle switching, the more positive impact on the cognitive image of potential tourists to the destination. At the same time, after having a certain positive cognition of the destination's climate, natural scenery, culture and customs, historical heritage, and cuisine, tourism intention is generated; the quality of the video has a significant positive impact on the affective image, and the affective image is also affected by the cognitive image. When the recipients of WeChat Moments videos watch the tourism videos, they will have a certain cognition of the destination, and then form an emotional evaluation. The emotional consensus produced by their empathy and sympathy has an impact on the formation of the destination's affective image and tourism intention. Only when the tourism video presents a comfortable, exciting, exciting, and relaxing tourism image can it be emotionally moving, turning the friendly destination's affective image into a driving force to increase the travel willingness of potential tourists; the quality of tourism videos directly has a significant positive impact on tourism intention. The higher the quality of the video, the more likely it is to make potential tourists have tourism intention, so the quality of tourism videos plays an important role in the influencing mechanism of tourism intention. In addition to relying on its own natural and cultural landscapes, improving the destination's image also needs to work hard in

aspects such as specialty cuisine, core cultural products, and marketing promotion. In addition, brand promotion through tourism videos has a positive effect on expanding the destination's global influence and broadening the tourism consumer market.

Acknowledgement

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