



**RESEARCH ON CONSUMERS' PURCHASE INTENTION UNDER THE  
INFLUENCE OF INTERNET WORD OF MOUTH  
——TAKING ONLINE TRAVE PRODUCTS AS AN EXAMPLE**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR  
THE DEGREE OF BUSINESS ADMINISTRATION  
GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY  
2020**



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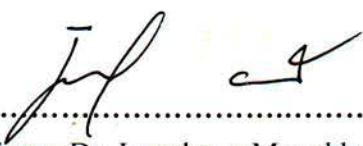
**Thematic Certificate**

**To**

**FAN YINGNA**

This Independent Study has been approved as a Partial Fulfillment of the Requirement of  
International Master of Business Administration in International Business Management

Advisor: Chiao-Ming Li Date: 1 / 8 / 2021  
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## ABSTRACT

**Title:** Research On Consumers' Purchase Intention Under The Influence Of Online Word Of Mouth——Online Travel Products

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**Degree:** Master of Business Administration

**Major:** International Business Management

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..... 1 / 8 / 2021 .....

With the rapid development of Internet information technology, people's lifestyles have changed. As a way of information exchange, online word-of-mouth communication allows consumers to communicate with each other through online media platforms, and publish their consumption experiences on media platforms. When searching for relevant product information and user reviews on websites, online word-of-mouth communication has become an important part of consumers' decision to purchase products and services. More and more companies use online word-of-mouth to carry out marketing activities. From this point of view, online word-of-mouth determines whether consumers buy products.

This research saw the effect of online word-of-mouth communication from the influence of consumers' online word-of-mouth information on consumers' purchase intention. This article combed literature from the concept of online word-of-mouth, user stickiness, consumer purchase intention and trust, based on the influence of online word-of-mouth on consumer purchase intention, from three aspects, user sender, receiver, and word of mouth itself. Eight factors were identified: word-of-mouth influence, consumer purchase intention, word-of-mouth trust, word-of-mouth quality, sender's professionalism, relationship strength, word-of-mouth visual line and user stickiness, and discuss how this variable trust was based on the factors that affect consumers' purchase intentions.

This research designed a questionnaire based on the research hypothesis. For the definition of variables, the determination of measurement questions, and the basis of research, 385 questionnaires were distributed, and 262 valid questionnaires were recovered.

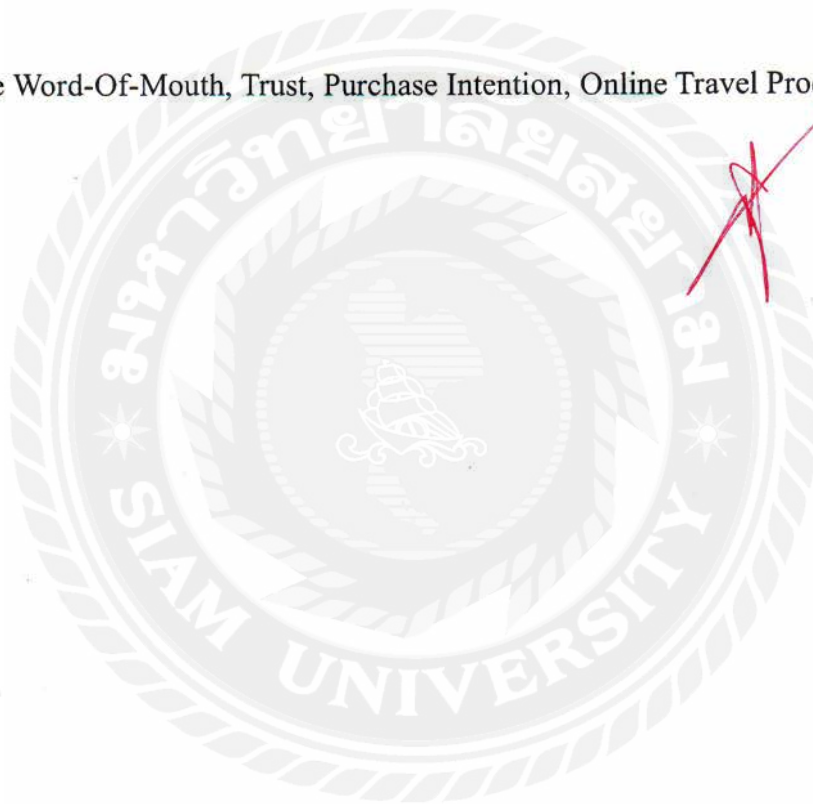
This article used SPSS22.0 and AMOS22.0 statistical software to carry out descriptive statistical analysis and reliability analysis on the recovered data, and drew the following conclusions: The professionalism of the sender had a significant positive effect on trust; the strength of relationship had a significant positive effect on trust; the visual line of word-of-



mouth had a significant positive effect on trust; word-of-mouth quality had a significant positive effect on trust; word-of-mouth influenced trust in memory had a significant positive effect; user stickiness has a significant positive effect on trust; trust had a significant positive effect on consumer purchase intention; user stickiness had a significant positive effect on consumer purchase intention.

Finally, the study puts forward the deficiencies of the thesis research and further exploration in the future, especially around online travel products. The impact of online word-of-mouth is far-reaching. Travel products such as destinations need to be cherished and strengthened when they gain the trust of consumers. User stickiness improves the willingness of tourists to buy.

**Keywords:** Online Word-Of-Mouth, Trust, Purchase Intention, Online Travel Product



# 网络口碑影响下消费者购买意愿研究——以在线旅游产品为例

## 摘要

题目： 网络口碑影响下消费者购买意愿研究——以在线旅游产品为例

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互联网信息技术快速发展，人们的生活方式也发生了改变。网络口碑作为一种信息交换的方式，消费者通过网络媒体平台进行相互交流，也可以在媒体平台上发表自己的消费经验。当你在网站上搜索相关产品的信息和用户评价时，网络口碑传播已经成为消费者购买产品和服务决定的重要环节。越来越多的企业利用网络口碑开展营销活动。由此看来，网络口碑决定消费者是否购买产品。

本研究从消费者基于网络口碑信息影响着消费者购买意愿，可以看出网络口碑传播效果。首先，本文从网络口碑的概念、用户粘性、消费者的购买意愿和信任等方面进行文献梳理，基于网络口碑对消费者购买意愿的影响，从网络口碑用户发送者、接受者以及口碑本身三方面识别了八个因素，分别为口碑影响力、消费者购买意愿、口碑信任度、口碑质量、发送者的专业性、关系强度、口碑视觉线和用户粘性，通过这些因素来讨论信任这一变量如何影响消费者的购买意愿的。

其次，本文依据研究假设进行问卷设计。对变量的定义和测量问题的确定，以及在调研的基础上，发放了 385 份问卷，最终回收有效问卷 262 份。

再次，本文运用了 SPSS22.0 和 AMOS22.0 统计软件对回收的数据进行描述性统计分析、信度分析得出以下结论。发送者专业性对信任有显著的正向作用；关系强度对信任有显著的正向作用；口碑视觉线对信任有显著的正向作用；口碑质量对信任有显著的正向作用；口碑影响力对信任有显著的正向作用；用户粘性对信任有显著的正向作用；信任对消费者购买意愿有显著的正向作用；用户粘性对消费者购买意愿有显著的正向作用。

最后，研究提出了论文研究存在的不足，以及在今后进一步探索的方面，特别是围绕在线旅游产品，网络口碑的影响深远，目的地等旅游产品当获得消费者的信任时需要加倍珍惜，以增强用户粘性，提升广大游客的购买意愿水平。

**关键词：**网络口碑 信任 消费者购买意愿 在线旅游产品

## ACKNOWLEDGEMENTS

I have a quick glance at my postgraduate study days. Looking back at the process of studying and writing papers over the years, I am deeply grateful to the teachers, family members and friends who have helped to guide me. When I finished the thesis, I felt a sense of relief. After more than half a year of anxiety and the torture of writing the thesis, all the dust finally settled. Now, I am about to leave the school where I have lived for five years. Say "goodbye" on every road and every scenery you've traveled!

Thanks to my instructor, Professor Li Qiaoming, who helped me to develop my ideas and make careful suggestions in the topic selection and content writing of the thesis. In terms of frameworks, format specifications, etc., valuable suggestions were put forward, which gave me great inspiration and help. In the process of revising the thesis, Mr. Li's rigorous attitude and down-to-earth spirit benefited me for life, and I would like to express my deep gratitude and gratitude to Mr. Li.

Thanks to the expert judges who participated in the paper review and defense during their busy schedule. Their patience, rigorous and meticulous work style in the paper review made me deeply touched and made me reflect on myself again.

Thanks to Associate Professor Song Pengfei, a teacher from Shanxi University of Finance and Economics. Under the circumstances of his very busy teaching and management work, Mr. Song put forward valuable suggestions on the topic selection and thesis conception process, which enabled me to successfully complete this thesis; With regard to the questionnaire processing of the thesis, Mr. Song helped me improve the questionnaire so that the questionnaire was relevant and effective. In the modification of the article details and the logical structure of the thesis, Mr. Song gave dedicated guidance and help to make the structure of the thesis more Complete and rigorous. In the several revisions of the thesis, the teacher's efforts have been concentrated. Thanks to Teacher Song for his warm care and help to make me full of gratitude and miss in the days to come.

I am grateful to my parents, family, and friends for their support on my way to school. It is because of your understanding and help along the way that I always have happiness and warmth in my study career.

I sincerely thank the experts and professors who took the time to review and review the papers during their busy schedule!

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# 1.INTRODUCTION

## 1.1 Research Background

China, which is thriving and developing, is invincible today without internet. The Internet has become an important link for people to connect to social life. Therefore, the development of network construction has been fully released in recent years. According to incomplete statistics, the development of the Internet in China today has gone from less than 300 million netizens in 2008 to 830 million netizens by the end of 2018. As the most important infrastructure for economic and social development today, the information highway ensures faster, more convenient and efficient production and living services. Undoubtedly, the Internet is an increasingly inseparable tool in people's lives today. People rely on the Internet in search, consultation and acquisition, and more and more customers rely on other customers' products after use to make purchase decisions. []. But whether to buy or not, where to buy and how to buy is a question. Because today, there has been a qualitative change from the way people travel to the way of communication. In the market, the network is an important tool for information expression and dissemination. The traditional offline reputation in the past has quietly shifted to the online with the revolution of information technology. As many experts have said, "Is a mobile phone a mobile phone? It has become a huge ecosystem." That being the case, as more mobile applications, such as Toutiao and Douyin, have shown a certain alternative to WeChat, online word-of-mouth will inevitably rise. Internet word-of-mouth is "Golden Cup, Silver Cup". On the Internet, fairer competition makes it easier to find high-quality real products. Whoever owns the Internet is invincible.

From the end of 2019 to the present, the world has been affected by the epidemic, which has given birth to the growth of the Internet economy. It is bound to be a great impact on the business of physical stores, and e-commerce companies have obtained more development opportunities. Gree once was also pulled into the field of online sales. On the Internet, Dong Mingzhu personally brought the order to live live broadcast of more than 6.5 billion daily; Ctrip CEO Liang Jianzhang will play the corresponding role every time he goes to a place for live broadcast. As of January 20, 2020, Ctrip's live broadcasts, including "BOSS live broadcasts" and "overseas local" live broadcasts, have generated more than 2 billion transactions; CCTV Zhu Guangquan has watched a total of 122 million in two hours during a charity delivery. , A total of 40.14 million Hubei products have been sold, contributing to the economic recovery of Hubei; the most well-known are Wei Ya and Li Jiaqi. In 2020, the cumulative number of views on Double Eleven reached 162 million and 149 million. Total sales amounted to nearly 7 billion people, which turned from huge traffic into brilliant sales data. What's more, there are countless small, medium and micro enterprises on major Internet and mobile platforms that have joined

the Internet. Let the "blue ocean" become the "red ocean", and the Internet economy will come back out of the arena.

Internet word-of-mouth continues to influence users' choices, and users are the essence of the Internet economy. The era where traffic is king has always existed, and the Internet has accelerated its understanding of this. Word of mouth is a kind of communication, with energy and magic. In the past, the channel is king, and the significance is still there today, but at this moment the Internet has joined, and the advantages of the channel are not there. Internet platforms rely on the community, and the spread of mobile terminals squeezes the living space of the channel, which has also achieved online word-of-mouth. Tourism is the product of social interaction, tourism is a way of life, and tourism is also the best expression of network interaction. To a certain extent, Internet word-of-mouth has become a tourist destination, today's Internet celebrity attractions, and a huge innovative tourism entity enterprise. The growth of Ali Tourism is not so much relying on a powerful Internet platform as it relies on a powerful Internet communication. Overnight, the information can be spread all over the world. There is no doubt that we agree that online word-of-mouth is one of the biggest variables in the online travel market today. However, the formation mechanism of IWOM is extremely complicated. Several studies have already answered some of the questions, and more empirical studies are needed to respond to the potential impact of IWOM on the development of online tourism in the context of the new tourism development.

## **1.2 Objective of the study**

The development of the Internet in China has brought about a qualitative change in economic and social life. The Internet has promoted communication among people, and online shopping has become a necessity for people's lives. The interaction between networks has led to the upgrading of word-of-mouth communication to online word-of-mouth. Internet word-of-mouth actually stimulates the trust, vitality and purchasing power of the market. Some experts say that travel products are very suitable for grafting on the Internet, and online travel products are ubiquitous today. However, revealing the formation mechanism of Internet word of mouth, as well as the mechanism of revealing Internet word of mouth, trust, and consumer purchase intentions need more scenarios to verify. To this end, this research hopes to use questionnaire surveys to collect data, use spss22 to do exploratory factor analysis of data, and use Amos to do confirmatory factor analysis and structural equation model analysis to reveal the influencing factors of Internet word-of-mouth and further reveal the network. The relationship between word-of-mouth, consumer trust and consumer willingness to buy provides a reference for how to promote online travel products more widely and efficiently.

## **1.3 Research Significance**

In the context of the current vigorous development of the digital economy, it has important theoretical and practical significance to explore the influence of online word-of-mouth, especially the behavior of mass tourism consumers in the online travel scene.

### **1.3.1 Theoretical significance · ·**

Today, with the prosperity of the online market, people's consumption patterns are undergoing profound changes. More and more consumers tend to purchase the goods they need through online shopping platforms and share their shopping with other consumers. Experience, publish reviews and opinions on products, and of course also include a wide range of online travel products. Therefore, domestic and foreign scholars have begun to pay attention to the impact of IWOM on consumers, and have achieved some high-quality research results, but the research in this area is far from enough, and the theories related to IWOM need to be further improved. This study uses questionnaire analysis and takes Chinese consumers as the research object, and builds a model of the influence of Internet Word of Mouth on consumers' purchase intentions in a Chinese context, and extracts Internet Word of Mouth related factors from a more comprehensive and systematic perspective to analyze consumer purchases. The influence of willingness can thus enrich my country's existing theoretical research on Internet WOM to a certain extent.

### **1.3.2 Practical significance**

The research results of this article are mainly services and online travel products, but compared with other products, it is also of practical significance. The main reason is that the penetration rate of the Internet is ubiquitous, and the use of the Internet has become an important way of consumption including tourism consumption and daily consumption. First of all, for individual consumers, this research can help consumers make more rational use of Internet word-of-mouth information to obtain relevant information about the products or services they need, so as to make more rational and high-quality purchasing decisions. Furthermore, for companies, especially small and medium-sized tourism companies, this research can help companies realize the importance of online word-of-mouth and formulate effective online marketing strategies, promote the development of the company and establish a good brand image, thereby enhancing the comprehensiveness of the company Competitiveness. Finally, as far as society is concerned, this research can help government ministries understand the products and services of enterprises from the level of online comments, so as to formulate scientific macro policies to ensure the normal operation of the economy and society.



## 2. LITERATURES REVIEW AND RESEARCH HYPOYHESIS

### 2.1 The rapid development of China's Internet economy

The digital economy currently mentioned in China is essentially based on the economic form of the Internet industry (Table 2.1), a new form of industrial economy based mainly on the "Great Wisdom Cloud Chain", and the essence of digital technology and various industries based on the Internet Convergence and use the influence of the Internet to promote consumption enhancement, social and economic development and other key driving forces<sup>[1]</sup>.

The change of Internet-based communication and transaction methods has become the infrastructure of all industries to reorganize other traditional industries. The Internet economy is an economic phenomenon based on network information. E-commerce, search engines, and online games are all typical Internet economies. The Internet economy also takes knowledge and information as the basic factors, and the characteristics of exchange through the network, speed, and extensiveness have given birth to economic forms under a new model. Studies have shown that economic activities such as production, exchange, and consumption of economic entities rely too much on network information and interactive information, which has changed the way of economic behavior between enterprises and consumers<sup>[2]</sup>. The analysis and processing of network data has also become an integral part of corporate economic activities<sup>[3]</sup>.

Table 2.1 China's Internet Economy Forms<sup>①</sup>

	Platform type	Platform service content	Platform Regulations	Enterprise
1	social platform	Provide a platform for people to build relationships and online sharing and interaction	WeChat, Weibo, Twitter, Facebook, Friends, etc.	
2	E-commerce platform	Provide information communication and trading platforms for buyers and sellers.	Alibaba, JD, Amazon, Paipai, etc.	
3	Life Service Platform	Convenient daily life services for the common people, such as traveling, making friends, traveling, and babysitting. And other service platforms.	Tuniu, Jiayuan.com, Auntie Gang.	

① Report of the ZhenDong Management Auditorium Meeting, held by ShanXi University of Finance and Economics, The Taiyuan. April 16.

4	Search platform	Provide a platform for information collection and retrieval services.	Google, Baidu
5	Media platform	Provide a platform for all kinds of news and consultation.	Sina, Sohu
6	Payment platform	Provide a platform for third-party guaranteed payment services.	Alipay, Tenpay, Quick Money, UnionPay.
7	Mutual assistance platform	Online interactive sharing and outsourcing cooperation platform.	Wikipedia, digital generosity

The rapid development of China's Internet economy is manifested in the widespread application of Internet technology to all enterprises. In the 2018 report, some development trends of the Internet in China were mentioned. For example, Chinese Internet giants do everything, Chinese Internet companies embrace the "Social+" strategy, and the government is still the invisible hand that controls the Internet... Wait, and these trends continue this year (Figure 2.1). According to estimates, the Internet penetration rate in the United States is as high as 89%, while China is only 60%. However, thanks to the huge population base, the number of people using the Internet is almost three times the number of Internet users in the United States.

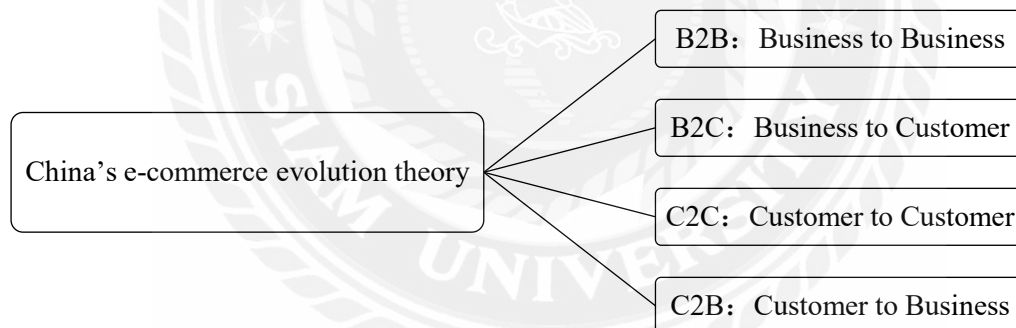


Figure 2.1 China's Internet Development Path Map<sup>②</sup>

In the field of mobile payment, the gap is even greater. There are more Chinese users (583 million) using mobile payment services than the entire population of the United States. According to the "China Internet Development Report 2019" report statistics, the five largest Internet companies in China are Tencent, Alibaba, Ant Financial, Toutiao and Didi Chuxing, with valuations of US\$418 billion, US\$416 billion, and 150 billion respectively. US dollars, 75 billion US dollars and 56 billion US dollars (Table 2.1). The change of Internet-based communication and transaction methods has become the infrastructure of all industries and is

② Report of the ZhenDong Management Auditorium Meeting, held by ShanXi University of Finance and Economics, The Taiyuan. April 16.

constantly changing the traditional industrial form. Today's human society is integrating digital technologies based on the Internet with various industries, and using the influence of the Internet to promote consumption enhancement, social and economic development and other key driving forces. The Internet has the characteristics of centralized industrial structure. Internet finance fields such as WeChat Pay, Alipay and Kuaiqian. The e-commerce field includes JD, Alibaba, Amazon, etc. (Table 2.2).

Table 2.2 Top Chinese Internet Players

Company	CEO	SELECTED INVESTORS	LISTED ON	MARKET CAP/VALUATION (US\$ Bn)
JD.com	Richard	DST Global, Google, Sequoia Capital China, Tiger Global Management, Waimart	NASDAQ:JD	40
Baidu	Robin LI	DFJ, Google, ePlanet Capital, Peninsula Capital, Intergrity Partners	NASDAQ:BIDU	39
Lufax	Gregory D GIBB	CICC, COFCO, Arbor Ventures, Blackpine Private Equity	Private	39
NetsEase	DING lei	SoftBank Capital	NASDAQ:NTES	34
Xiaomi	LEI Jun	DST Global, Goldman Sachs, JP Morgan Chase & Co, Morgan Stangley, Temasek Holdings	HKG:1810	30
Pinduoduo	Colin HUANG	IDG Capital, Sequoia Capital China, Tencent Holdings, Gaorong Capital, Lightspeed Capital	NASDAQ:PDID	23
Tencent Music	PANG Kar Shun	Spotify	NTSE:TME	23
WeBank	Jane SUN	IDG Capital, SAIF Partners, Capital Today, SIIC Investment	NASDAQ:CTRP	19

## 2.2 Online travel products

In the past, travel agencies, hotels, and transportation were referred to as the three major

"sectors" of the tourism industry. Today, travel agencies are the most "disintegrated". The traditional travel sales model is based on travel agencies as a platform. With the spread of ICT technology and the emergence of OTA, traditional travel agencies have turned to online travel sales models. It should be said that this is a revolutionary change. "Travel + Internet" has become a veritable product today, and has been widely recognized, and has gradually formed a brand (Table 2.3). Therefore, online travel. It is the Internet as the center, through online and offline payment methods, to provide consumers with comprehensive information search, query and online service market for accommodation, travel, shopping and transportation. Cao Huilin (2006) <sup>[4]</sup> Think that online travel is also called online booking travel. It is provided by an intermediary service provider or travel service agent company or a traditional travel company, based on travel information and electronic online banking, and uses an online platform to promote travel products and operate the business system. Online travel sells virtual products that are information, and information is the capital of corporate profits. Li Xuemei (2007) <sup>[5]</sup> It is believed that consumers submit free travel products such as air tickets, hotel accommodations, tickets and other additional services through websites provided by online travel services, and then consumers have to pay online or pay in stores.

Of course, what kind of products online travel provides is the result of continuous evolution and market selection. Especially as a relatively new thing, the evaluation of consumers keeps pace with the times. Numerous studies have shown<sup>[6]</sup> Consumers' cognition and understanding of tourist destinations, decision-making and sales of tourist destinations in online travel are finally reflected in online travel reviews. Cao Lei and Zhang Zigang (2011) <sup>[7]</sup> In the case of online consumption, there are many uncertainties, and consumers will compare all aspects of information and choose products with suitable price/performance ratio, but they have to pay a corresponding time cost in the process of searching. Lu Qi (2014) <sup>[8]</sup> learned about the relevant information of the hotel industry in online reviews, whether there are differences that have a specific impact on the hotel, and the price and star rating of the hotel also have a positive effect on the company. Tellis etc. It is pointed out that the comprehensive performance of high-quality products meets the preferences of most consumers, increasing its share in the similar market.

All in all, online travel services are Internet-based travel services that use the Internet as a platform, based on travel information and online banking, and serve the needs of consumers<sup>[9]</sup>. It can also be said to be an industrial model. The fundamental idea is to increase the autonomy of consumers. Consumers can use the online platform to realize their travel service-related needs, and independently consult travel services to order air tickets, hotels, shuttle buses and other services. Consumer evaluation is the most valuable resource for the growth of online travel. Therefore, the fundamental reason for the growth of online travel is the popularization and marketization of consumers.



Table 2.3 Basic overview of representative online travel companies in China

Online travel company name	Founding time	Business Scope	Features
Ctrip travel	Year 1999	Ctrip.com is mainly engaged in hotel reservations, air ticket reservations, business travel reservations and high-speed rail purchases. And set up branch offices in 17 cities including Beijing, Add, Guangzhou, Degree, etc., with more than 25,000 employees.	Ctrip Travel is an online shopping mall, and its products are from different suppliers. Tourist routes are more focused on commercial tourism. Ctrip Travel, customers and suppliers are in a third party, so they are in the middle when dealing with problems, and the processing speed is slow.
Tuniu Travel	Year 2006	Tuniu.com is mainly engaged in leisure vacation tours, group tours, self-guided tours, self-driving tours, etc.	Tuniu.com is similar to independent products, and the products on the website are exclusive products of Tuniu. Its key tourist routes tend to be leisure tourist routes, and the services provided are all self-made products, and the service system is more detailed. Dealing with after-sales problems is more powerful. The advantages in trading and branding are obvious.
Mafengwo Travel	Year 2006	Mafengwo Travel.com is mainly engaged in travel strategies, free travel, and sharing on social platforms. The main core is "content + transaction", which is not only a social networking site, but also a data platform, and even a	Mafengwo is a travel social networking site that accepts a large number of travelers' independent sharing. It relies on travelers' sharing traffic and user stickiness to attract a large number of users.

		travel e-commerce, providing information content and booking services for multiple travel purposes, such as transportation, hotels, attractions, restaurants, and shopping.	
Qianyou.com	Year 2004	Qiaoyou.com mainly provides information consultation in various aspects such as the poor travel community, the poor travel tips, itinerary assistant, the poor travel discount, Biu, JNE, overseas home and so on. And focus on overseas self-service travel, one-stop responsibility for products, services, and travel visas	Qiaoyou.com focuses on social networking sites as its core, focusing on outbound self-guided tours abroad. Overseas consultations are extensive and comprehensive, allowing users to understand the general situation of the destination. Have a literary temperament. Users are also relatively high-end, providing foreign electronic magazines, etc., but the content is not rich and detailed, and the targeted itinerary guidance is not strong, and the community atmosphere is not active enough.
Flying pig travel	Year 2016	Feizhu Travel mainly deals with hotel reservations, special air tickets for domestic and foreign routes, most domestic train and bus tickets, and attraction tickets reservations.	Fliggy Travel focuses on cost-effectiveness, has a relatively complete membership system, and cooperates more with airlines and hotels. There are discounts and promotions from time to time. Alipay, a major portal of Fliggy Travel, has expanded its overseas business, providing consumers with borderline and personalized services.

## 2.3 Internet word of mouth

The mechanism of online word-of-mouth is of great significance under the background of today's platform economy, and even under the currently proposed digital economy framework. Internet word of mouth Refers to the communication and communication through online channels such as social platforms and websites in a way of online and online. Through consumers sharing the product consumption experience on the online platform, more consumers' uncertainty about the product can be reduced. Objectively speaking, we have internet everywhere in our lives. But the network here specifically refers to the effect or influence that relies on the spread of Internet technology. Therefore, based on the Internet, it has evolved from the traditional face-to-face communication environment to now spread through social networks, forums and other networks in the form of text, pictures, etc., which belongs to a kind of social capital.<sup>[10]</sup> This is the Internet word of mouth referred to in this article (Chattejee, 2001). It is believed that Internet word-of-mouth is the use of online media such as Weibo and WeChat to spread information among consumers. I have to say that online word-of-mouth refers to the positive or negative evaluation of the company on the online media platform, the product-related information released by consumers<sup>[11]</sup> Because of this, Shen Suxia<sup>[12]</sup>It is believed that the indispensable link in the process of a company's formulation of related sales strategies and plans for future development is Internet word-of-mouth. Some scholars have also put forward a point of view that has been proved by facts based on the characteristics of Internet word of mouth versus traditional word of mouth. Jin Liyin (2007)<sup>[13]</sup> Point out that consumers use the Internet to spread widely and have the characteristics of anonymity. Spread the word-of-mouth information on the Internet to more consumers through network communication software and websites.

There must be a process for the formation of Internet word of mouth. Geld and Johnson It is believed that online word-of-mouth is based on online media, through the dissemination and exchange of information, gradually forming word-of-mouth. Consumers are the generators of Internet word-of-mouth, and many consumers will inevitably generate one or more "concepts" of online travel products, and thus make today's travel IP and Internet celebrity attractions. Therefore, it should be affirmed that Internet word-of-mouth also has levels and communication effects. The expression method used by Internet word-of-mouth, compiling good-style and highly readable word-of-mouth information will also have a certain impact on consumers (Hancock and Dunham, 2001). Alden et al. (2000) It is found that in the research of word-of-mouth communication, interesting advertisements will increase consumers' acceptance and love of advertisement information, and then spread it. Hughes (2005)<sup>[14]</sup>believes that interesting and unforgettable online information is an important factor affecting the success of online word-of-mouth communication in Internet word-of-mouth communication. Mathwick and other scholars pointed out, through the virtual network platform

for word-of-mouth communication, consumers can share their experiences with more consumers. It can be seen that the impact of Internet word-of-mouth is highly efficient and has a wide range of dissemination<sup>[15]</sup>.

In short, Internet word-of-mouth is not a panacea, but today it seems to be absolutely impossible without it. Internet word-of-mouth is the expression and evaluation of consumers after the consumption experience. Consumers search word-of-mouth on the Internet, thereby reducing the risk of buying, knowing popular trends, and making information acquisition more convenient (Goldsmith and Horowitz, 2006). A stark conclusion is that in the 1970s, studies showed that when negative word of mouth appeared, the possibility of turning word of mouth information into positive word of mouth information would be 9 times that of word of mouth due to the reliability of consumers' online word of mouth information<sup>[16]</sup>. Internet word-of-mouth has changed consumers' evaluations of products, thereby affecting their purchasing decisions. Consumers will also follow word-of-mouth comments on social platforms such as Weibo and Meituan based on their own needs, and adopt the same behaviors as other consumers after the approval of most consumers, that is, "herding behavior." As a result, word-of-mouth marketing is very "proliferation." As a result, there are three common word-of-mouth marketing steps: the first step: agitation, that is, after the mainstream people who consume the product have experienced the product, they can share it with other consumers, and then arouse consumers' attention. The second step: value, the company hopes to reflect the value of brand products through word of mouth to achieve the best effect of word of mouth marketing. The third step: return. After the consumer through the network platform obtains relevant information and makes a purchase, he hopes to get the corresponding return. If the company makes consumers feel that the value is value for money, it can smoothly promote the product to the market and achieve low cost Profit. Successful word-of-mouth marketing is more like sharing. Consumers are willing to spread without any compensation.

## **2.4 Consumer trust**

Trust is the basis of transactions, so honesty is considered to be the most respectable character of a person or a corporate legal person. At the enterprise level, it often refers to the trust of products and brands. The latter is more common. Trust between people, Levitsky, etc.<sup>[17]</sup> It is pointed out that the trust between people is paid and rewarded in the beginning. After a certain understanding and interaction, the trust between people gradually increases. At this time, the trust is given feedback according to the degree of understanding. When faced with the same goal of identity, mutual identity is created by relying on sensibility to build trust. The brand is the talisman of the enterprise. Chaudhuri and Holbrook<sup>[18]</sup> Considering that based on brand trust, honesty, reliability and safety are the main factors for trusting a brand. The trust of



the brand determines whether consumers buy goods. Relatively speaking, more trust will reflect consumers' recognition and loyalty to the brand. degree. King, R.A (2014) <sup>[19]</sup> It is believed that when a consumer shows trust in the brand, his willingness to buy also increases. Luo<sup>[20]</sup> It is pointed out that in the process of dissemination of Internet word of mouth, the damage of negative information is far greater than the positive effect of positive communication, and it will even bring about a large impact on the enterprise. Customers keep buying behavior for a long period of time because the value obtained for the companies that keep buying is higher than that of other companies. <sup>[21]</sup> Li Qi (2014) It is believed that consumers' trust is related to their first online purchase intentions. When consumers trust sellers and receive consumer protection, buyers are willing to make purchases based on the standpoint of trust, which in turn generates purchase intentions<sup>[22]</sup>.

The meaning of trust is not only transaction, but also beneficial to the co-creation of corporate value. Abela et al<sup>[23]</sup> It shows that when consumers have a certain sense of identity in the trust of the enterprise, the consumer obtains a satisfactory product, and the enterprise also obtains the identity of the consumer to realize value co-creation. In online shopping, trust<sup>[24]</sup> is defined as the merchant's willingness to ensure that they act in accordance with the rules during the specified period, and consumers can conduct real-time supervision of websites and stores, reducing the loss of uncertain factors in shopping, and consumers expressing their willingness to accept Damage caused by online sales. Interestingly, Chang Yaping (2013) <sup>[25]</sup> It is found that the more consumers express their consumption experience on the Internet, the more likely they are to be trusted by consumers.

In short, trust is the foundation of word-of-mouth behavior<sup>[26]</sup>. When a tourist destination is a brand, consumers will perceive the destination through online word-of-mouth information inquiry, personal experience, etc., and then form trust in the destination. This trust will generate consumer willingness and recommendation to revisit next time. influences. The e-commerce platform based on the Internet has become an important channel for tourism product marketing. APPs such as Ctrip.com, Tuniu.com, and Mafengwo data network are transferred from offline promotion to online, so that consumers can conveniently purchase travel products online and evaluate them after consumption, which is also the basis for other consumers to purchase travel products<sup>[27]</sup>.

## **2.5 User stickiness**

User stickiness is the ability of a website to attract and retain website visitors (Davenport, 2000). Zott et al. (2000) <sup>[28]</sup> considered Stickiness is the ability of a website to extend user stay time and increase user access frequency by providing users with unique content and services

that meet user needs. Internet stickiness is the fact that Internet sites provide consumers with unique content to attract consumers' attention, extend the time they spend, and increase their visit frequency and loyalty. Bansal etc. (2004) <sup>[29]</sup> The research shows that the user's trust and satisfaction with the website affects the user's stickiness. The convenience of the website and the degree of information collection are all characteristics of the user's consumption behavior. Cao Yuanyuan etc <sup>[30]</sup>. Research has found that when a person has a lasting perceptual connection to something, the development of a certain city in Chengdu can promote consumers' continued use intentions. For example, if you order a travel app and have a perceptual connection with it, it will continue to attract consumers and increase consumer loyalty. In the future, you will continue to use and recommend apps for some time. Online travel websites will be related to user experience, purchase intentions, trust in website quality, and perceived risks. Based on these factors, the intensity of consumers' willingness will change. Online reviews can obtain more effective information, and there will be more information about products. The complete cognition, the smoother the trading experience. Then compare the messages to judge whether they are consistent, and get the balance based on the purchase intention <sup>[31]</sup>. Yang et al. studied the key elements of the success of tourism e-commerce through the expert anonymous survey method, including e-commerce team, customer value, information application, internal planning of the website, corporate culture, supplier system, smoothness of browsing, and ease of use. Sex, human resources and product updates <sup>[32]</sup>.

In short, consumers obtain travel-related information and purchase services through the Internet, which is the long-term consumption habit of many online travel consumers to purchase travel products, and reflects the "stickiness" of travel websites <sup>[33]</sup>. The most important thing for tourism companies and destinations to increase the revisit rate of tourists is to increase the stickiness of their tourism products.

## **2.6 Purchase Intention**

Buying is a reward for consumers, and the same is true for businesses. With the deepening of human economic activities, people are deeply involved in the Internet era, and their willingness to buy has increased significantly. The occurrence of purchase intention cannot be separated from the increase of trust, the spread of word of mouth, and even the protection of knowledge at hand. Gefen&Straub <sup>[34]</sup> It is believed that consumers' trust in enterprises can increase consumers' willingness to buy. Senecal and Nantel <sup>[35]</sup> It is believed that consumers' comments on social media platforms also represent consumers' purchase intentions and recommend products to consumers based on their preferences, thereby increasing consumers' purchase possibilities. Ajzen etc. It is believed that customers will take purchase actions on the premise that they have purchase intentions for a certain product. Therefore, after understanding

consumers' purchase intentions, they can make better predictions for consumers' subsequent purchases. Marsha pointed out that when consumers' demands are easily attracted by vivid information, they increase the long-term purchase possibilities and sales of consumers, and at the same time reduce consumers' sensitivity to prices. Combining products and emotional experience makes it easier to promote consumers' purchase intentions. An Yiyi (2011) <sup>[36]</sup>It is believed that consumers usually pay attention to the company's own reputation and reputation, as well as the product's own design, and the way of product procurement, etc., which are all factors that affect consumers' willingness to buy.

Purchases are often reflected in repetitive, experiential and shared events. OLIVER <sup>[37]</sup>It is believed that purchase intention includes repetitive purchase, purchase behavior, word-of-mouth publicity, etc., which is also a manifestation of consumer behavior. Chen Jie et al. pointed out that the dependent variable that can show consumers' buying behavior is communication experience. That is, when consumers participate in things they are interested in, the psychological experience of selflessness caused by excessive concentration. Parks (2011) believes that the relevant shopping experience that consumers share on online platforms after purchasing products online provides a basis for potential consumers before buying. Increased trust in merchants and increased willingness to purchase.

In short, buying is a consumer behavior. Micheal R Solomon <sup>[38]</sup>In the book "Consumer Behavior", it is pointed out that the process of consumers satisfying their purchase intention by purchasing products is called consumer behavior. Purchase Intention <sup>[39]</sup> It means that in the process of understanding and wanting to buy goods, consumers indicate their willingness and behavior to buy goods, which helps to increase profits. In daily life, when consumers buy goods, they always hope to learn from others' evaluations of products <sup>[40]</sup>.

## 2.7 Model construction

This article refers to the literature related to word-of-mouth, trust and purchase intention, focusing on Zhang Jingjing (2007) <sup>[41]</sup>The word-of-mouth re-spreading willingness model, Bi Jidong (2009)'s <sup>[42]</sup>Internet word-of-mouth, and Chen Ye (2016) , Zhang Chubing (2017) <sup>[43]</sup> Conceptual models of the influence factors of travel APP consumers' purchase intentions, and the influence factors of user stickiness Related theoretical research has been combed and analyzed, and a research model of online word-of-mouth on consumer purchase intention has been constructed.

As shown in Figure 3-1. This article considers the influence of online word-of-mouth on consumers' purchase intention from three aspects: sender characteristics, word-of-mouth

information characteristics and receiver characteristics. Among them, sender characteristics include the sender's professionalism and relationship strength two variables, word-of-mouth information characteristics include word-of-mouth quantity, word-of-mouth quality and word-of-mouth visual cues variables, and receiver characteristics mainly involve the variable of the receiver's product involvement.

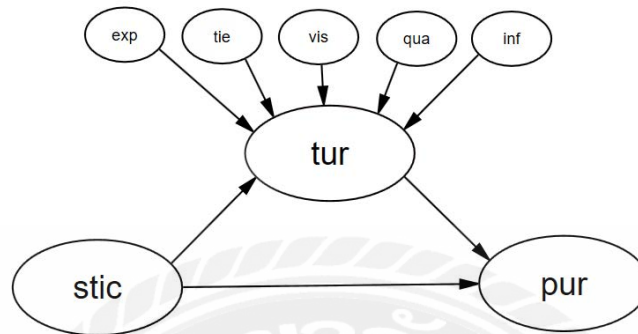


Figure 2.7 Research model of online travel product purchase intention

## 2.8 Research Hypothesis

Based on the previous review and the above analysis, this research proposes the following hypotheses:

H1: The professionalism of the sender significantly affects the reputation and trust of consumers;

H2: The strength of the relationship significantly affects consumers' reputation and trust;

H3: The word-of-mouth visual line significantly affects consumers' word-of-mouth trust;

H4: Word-of-mouth quality significantly affects consumers' word-of-mouth trust;

H5: Word-of-mouth influence significantly affects consumers' word-of-mouth trust;

H6: User stickiness significantly affects consumers' reputation and trust;

H7: Word-of-mouth trust significantly affects consumers' purchase intentions;

H8: User stickiness significantly affects consumers' purchase intentions;



### 3. RESEARCH METHOD

#### 3.1 Scale tool

Table 3.1 Measurement table

Latent variable	Item	content	literature
Sender professional ism	Pro <sub>1</sub>	Word-of-mouth senders are knowledgeable about travel	Gilly et al(1998), Bi Jidong(2010)
	Pro <sub>2</sub>	The sender of word-of-mouth information often travels	
	Pro <sub>3</sub>	Word-of-mouth senders are experienced in travel	
Relationalship strength	Tie <sub>1</sub>	I have close online contact with the word-of-mouth sender (including likes, comments, etc.)	Gilly et al(1998)
	Tie <sub>2</sub>	Word-of-mouth senders will try their best to help	
	Tie <sub>3</sub>	willing to spend time with word-of-mouth senders	
Word-of-mouth visual line	Vis <sub>1</sub>	Word of mouth is equipped with related photos or small videos	Bi Jidong(2010)
	Vis <sub>2</sub>	Tourism word-of-mouth in the form of pictures, videos, etc. is more trustworthy than mere words	
	Vis <sub>3</sub>	Word-of-mouth communication is very necessary through visual communication (connection)	
Wordd-of-mouth quality	Qua <sub>1</sub>	The content of travel online word-of-mouth information is highly relevant to the product	MxKinney et al(2002), DeLonden et al(2003)
	Qua <sub>2</sub>	The content of travel online word of mouth is generally true	
	Qua <sub>3</sub>	The content of travel online word of mouth is generally reliable	
Wordd-of-mouth trust	Tru <sub>1</sub>	Travel word-of-mouth information is trustworthy	Lee(2002)、Gefen(2003), Luo Shixin(2007)
	Tru <sub>2</sub>	Travel online word-of-mouth information has a certain reference significance for my travel	
	Tru <sub>3</sub>	Travel reputation information is authentic and reliable	
	Tru <sub>4</sub>	The behavior of word-of-mouth information providers is an act of sharing travel and expressing opinions	
	Tru <sub>5</sub>	Travel Internet word-of-mouth providers are trustworthy	
User stickiness	Sti <sub>1</sub>	Online consumption through the Internet (or through the mobile App)	Lu and Lee(2010)

	Sti <sub>2</sub>	Spend more time browsing information on online travel websites	
	Sti <sub>3</sub>	Obtain travel order information through travel apps	
	Sti <sub>4</sub>	The frequency of using travel apps will increase	
Word-of-mouth influence	Inf <sub>1</sub>	The travel network word-of-mouth information gave me the idea of going to the travel destination	Zaichkowsky(1985)
	Inf <sub>2</sub>	When I finally made a decision to travel to this place, this reputation had an impact on me	
Consumer purchase intention	Pur <sub>1</sub>	Word-of-mouth information is helpful for making travel plans	
	Pur <sub>2</sub>	Word-of-mouth information provides the information needed to make travel decisions	Bansal Voyer(2000), Gilly et al(1998)
	Pur <sub>3</sub>	Travel online word-of-mouth information can affect my travel decision	
	Pur <sub>4</sub>	Travel network word-of-mouth information has changed my original view of a certain tourist destination	

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### 3.2 Questionnaire section

The questionnaire is divided into five parts. The first part is the online word-of-mouth measurement scale, which mainly refers to the research results of Gilly et al (1998) <sup>[44]</sup>, Bi Jidong (2010), Zaichkowsky (1985), including word-of-mouth visual line, word-of-mouth quality, word-of-mouth trust and Four dimensions including word-of-mouth influence, and finally 13 measurement items were selected. The second part is the consumer trust measurement scale, which mainly refers to the research results of Lee (2002), Gefen (2003), and Luo Shixin (2007). Four measurement items are designed to measure overall satisfaction. The third part is the user stickiness measurement scale. The fourth part is the consumer purchase intention measurement scale. This part mainly refers to the research results of Bansal Voyer (2000), Gilly et al (1998), and designs a total of 4 measurement items. The fifth part is the basic information statistics of demographic characteristics of the sample. The first four parts of the questionnaire are measured by Likert's five-level scale, that is, a score of 1-5 indicates strong disagreement to agreement. The higher the score, the more agree with the description of the item.

### **3.3 Data collection**

The sample survey was conducted through two channels. One was to use WeChat Moments and friend groups to forward the questionnaires in a snowball way. First obtain 120 copies of the scale for exploratory analysis, delete unreasonable questionnaire items, then use the full sample data for confirmatory factor analysis, and finally perform model testing on the data. Specifically, the use of Moments to share questionnaire links and ask friends to help forward it for many times has the advantage of high efficiency in the recovery of questionnaires, but the downside is that the efficiency of questionnaires is not necessarily very high. The second survey channel for obtaining samples is to use printed questionnaires to conduct surveys by direct distribution, using convenience sampling, and data collection in April 2021. In order to make the results of the questionnaire more representative, the survey area selected three major districts of Taiyuan City from north to south, namely Xinghualing District, Yingze District, and Xiaodian District. Focus on selecting important nodes in the selected area, including bus stations, shopping malls, supermarkets, communities, key tourist attractions, scenic spots, etc., as the survey locations, and randomly select the surveyed objects. The subjects of the survey included civil servants, workers, teachers, students and other groups of all levels in enterprises and institutions; the age ranged from 14 to over 60 years old. A total of 385 questionnaires were distributed in this survey, 360 copies were retrieved, and 262 valid questionnaires were obtained, with an effective rate of 72.2%. The statistical analysis of the data mainly uses Excel, SPSS22.0, amos22.0 software to perform confirmatory factor analysis (CFA) and structural equation model analysis functions.

### **3.4 Research method**

The thesis uses quantitative empirical analysis methods. Specifically, it is based on the understanding of reality, that is, the popularity of O2O and network applications today. Especially in the field of tourism consumption, the best practice is "touring Yunnan with one machine" and "touring Shanxi with one machine". According to the theoretical model, the logical relationship between them is established based on specific constructs such as Internet word-of-mouth, consumer trust, user stickiness, and consumer purchase intention. On this basis, we conducted exploratory and confirmatory factor analysis of the construct, and based on this premise, constructed a structural equation model, and finally verified the research hypothesis through model identification, model fitting and model modification.

Further subdividing the research methods and processes, through literature analysis, based on hot keywords, such as "Internet word of mouth", "OTO, OTA", "consumer trust", "user stickiness", etc., did a lot of literature study and citations. The acquisition of research data is

based on the "questionnaire star", the measurement of the construct is based on the maturity scale and the necessary corrections are made. The model is based on previous studies and adds the construct of "user stickiness", especially the re-collection of data Do exploratory and confirmatory factor analysis. The theoretical model of the study is based on the tourism phenomenon and practice taking place today, and has practical significance.



## 4. DATA ANALYSIS AND RESULTS

### 4.1 Basic situation of the sample

In the survey sample, men accounted for 29% and women accounted for 71%; the age was mainly 45 years old, accounting for 35.10% of the total sample, of which over 30% of the 45-year-old respondents; more than 90% of the respondents had a college degree or above; The occupational composition is dominated by enterprises and institutions, accounting for 35.50% of the total sample, followed by students, others, and retirees, accounting for 16.80%, 15.60%, and 10.30% of the total sample; the respondents are mainly middle-income, 3001 -The income of 5,000 yuan accounted for 33.60% of the total sample. The survey sample conforms to the overall characteristics of the participants, and the sample is representative (Table 5.1).

Table 4.1 Demographic survey

Item	Option	Quantity	Proportion%
Gender	Male	76	29%
	Female	186	71%
Age	Under 18	3	1.10%
	18-25 years old	60	22.90%
	26-35 years old	51	19.50%
	36-45 years old	56	21.40%
	Over 45 years old	92	35.10%
Your occupation	Civil Servants	10	3.80%
	Professional/Cultural and Educational Staff	23	8.80%
	Enterprise staff	93	35.50%
	Service business/sales staff	16	6.10%
	Mechanic/worker	3	1.10%
	Farmer	3	1.10%
	soldier	2	0.80%
	student	44	16.80%
	Retirees	57	10.30%
	other	41	15.60%
Monthly income (if it is a student, according to the standard of living expenses):	Junior college	36	13.70%
	Undergraduate	185	70.60%
	master's degree	33	12.60%
	Postgraduate or above	8	3.10%

Monthly income (if it is a student, according to the standard of living expenses):	Below 1000 yuan	24	9.20%
	1001-3000 yuan	61	23.30%
	3001-5000 yuan	88	33.60%
	5001-8000 yuan	52	19.80%
	8000 yuan or more	37	14.10%
Have you ever had any online shopping experience?	Yes	257	98.10%
	No	5	1.90%
Do you have the experience of reading online word of mouth	Yes	227	86.60%
	No	35	13.40%
How much time do you spend online every day	1 hour and below	41	15.60%
	1-3 hours	108	41.20%
	3-6 hours	77	29.40%
	More than 6 hours	36	13.70%
Product type (multiple choice)	Clothes	165	74.40%
	Food	197	75.20%
	Electronic product	113	43.10%
	Cosmetic	106	41.60%
	Travel (ticket)	76	29.00%
	Art collection	22	8.40%
	Others	105	40.10%
The travel website that you visit before traveling is (multiple choice)	Ctrip	178	67.90%
	Tuniu	37	14.10%
	Qunar	108	41.20%
	Mafengwo	33	12.60%
	Other	92	35.10%

Note: As of April 18, 2021, 1 USD = 6.5 RMB

## 4.2 Exploratory factor analysis

The exploratory factor analysis of the data sample can be used to determine the factor composition of the research model, the load of each measurement index of the test factor and the correlation between the factors. The principal component analysis (PCA) is used for the sample data preprocessing, and the sample data Imported into SPSS software, using factor analysis method, selecting principal component method for extraction, using maximum variance rotation method, selecting factors with eigenvalues greater than 1 to extract common

factors.

Table 4.2 Common factor variance

	Initial value	Extract
Exp1 Word-of-mouth senders are knowledgeable about travel	1	0.761
Exp2 The sender of word-of-mouth information often travels	1	0.798
Exp3 Word-of-mouth senders are experienced in travel	1	0.878
Tie1 I have close online contact with the word-of-mouth sender (including likes, comments, etc.)	1	0.861
Tie2 Word-of-mouth senders will try their best to help	1	0.845
Tie3 willing to spend time with word-of-mouth senders	1	0.875
Vis1 Word of mouth is equipped with related photos or small videos	1	0.825
Vis2 Tourism word-of-mouth in the form of pictures, videos, etc. is more trustworthy than mere words	1	0.804
Vis3 Word-of-mouth communication is very necessary through visual communication (connection)	1	0.775
Qua1 The content of travel online word-of-mouth information is highly relevant to the product	1	0.795
Qua1 The content of travel online word of mouth is generally true	1	0.850
Qua3 The content of travel online word of mouth is generally reliable	1	0.815
Tru1 Travel word-of-mouth information is trustworthy	1	0.857
Tru2 Travel online word-of-mouth information has a certain reference significance for my travel	1	0.747
Tru3 Travel reputation information is authentic and reliable	1	0.844
Tru4 The behavior of word-of-mouth information providers is an act of sharing travel and expressing opinions	1	0.829
Tru5 Travel Internet word-of-mouth providers are trustworthy	1	0.719
Sti1 Online consumption through the Internet (or through the mobile App)	1	0.730
Sti2 Obtain travel order information through travel apps	1	0.779
Sti3 The frequency of using travel apps will increase	1	0.780
Sti4 The frequency of using travel apps will increase	1	0.829
Inf1 The travel network word-of-mouth information gave me the idea of going to the travel destination	1	0.781



Inf2 When I finally made a decision to travel to this place, this reputation had an impact on me	1	0.773
Pur1 Word-of-mouth information is helpful for making travel plans	1	0.822
Pur2 Word-of-mouth information provides the information needed to make travel decisions	1	0.805
Pur3 Travel online word-of-mouth information can affect my travel decision	1	0.874
Pur4 Travel network word-of-mouth information has changed my original view of a certain tourist destination	1	0.730

The SPSS output report results show that the calculated KMO metric value is 0.913, and the Bartlett sphericity test value is significant at the Sig. 0.000 level, indicating that the sample data is suitable for principal component analysis. Table 5.2 lists the common factor variance and the factor component load after the maximum rotation of the variance. The eigenvalues of each factor are all greater than 1. The table is arranged in descending order of the eigenvalues. 8 factors explain 80.67% of the variance (table 5.3), the load of each factor measurement index is greater than 0.6, while the load on other factors is lower, indicating that the validity of the scale is better.

Using SPSS to analyze the reliability of the scale model, the calculated Cronbach's  $\alpha$  coefficient can measure the relevance of the common factors between the variables to test the consistency and stability of the questionnaire. The calculation results of the data of each factor by SPSS show that the Cronbach's value calculated by each factor index is greater than 0.75, indicating that the reliability is high and the reliability is more credible. Furthermore, confirmatory factor analysis (CFA) is performed in the subsequent analysis to test the degree of aggregation and discrimination of model factors.

Table 4.3 Explanation of total variance

Component	Initial eigenvalue			Extract load variance			Rotating load sum of squares		
	Total	Variance %	Grand total %	Total	Variance %	Grand total %	Total	Variance %	Grand total %
1	12.566	46.542	46.542	12.566	46.542	46.542	4.773	17.677	17.677
2	2.537	9.395	55.937	2.537	9.395	55.937	3.868	14.326	32.003

3	1.676	6.209	62.14 6	1.676	6.209	62.14 6	3.289	12.182	44.185
4	1.473	5.454	67.6	1.473	5.454	67.6	2.978	11.030	55.215
5	1.263	4.677	72.27 6	1.263	4.677	72.27 6	2.661	9.855	65.07
6	0.970	3.591	75.86 7	0.970	3.591	75.86 7	1.61	5.963	71.033
7	0.710	2.629	78.49 6	0.710	2.629	78.49 6	1.329	4.924	75.957
8	0.586	2.172	80.66 8	0.586	2.172	80.66 8	1.272	4.711	80.668
9	0.493	1.825	82.49 3						
10	0.469	1.736	84.22 9						
11	0.458	1.695	85.92 4						
12	0.442	1.637	87.56 1						
13	0.420	1.557	89.11 8						
14	0.377	1.396	90.51 4						
15	0.320	1.184	91.69 8						
16	0.291	1.078	92.77 6						
17	0.282	1.044	93.82						
18	0.259	0.959	94.77 8						
19	0.214	0.792	95.57 1						
20	0.201	0.745	96.31 6						
21	0.193	0.714	97.03						
22	0.172	0.638	97.66 8						
23	0.159	0.589	98.25 7						
24	0.144	0.532	98.78 9						
25	0.134	0.496	99.28 5						

26	0.113	0.417	99.70
			2
27	0.080	0.298	100

### 4.3 Confirmatory factor analysis

(1) Goodness of fit test. The model of confirmatory factor analysis has a fit of  $\chi^2/df$  of 2.381, RMSEA of 0.073, which is less than the recommended value of 0.08, and CFI, GFI, and NFI are all greater than the recommended value of 0.9, indicating a good fit of the model.

(2) Reliability test. From Table xx, it can be seen that the Cronbach's alpha value of each latent variable in the model is between 0.668 and 0.886. Except for a few less than 0.7, the others are all greater than the standard of 0.7, which proves that the data has good reliability.

(3) Convergent validity test. It can be seen from Table xx that the standard load of each item in the questionnaire is greater than 0.7, which is significant at the level of  $p < 0.001$ . The average variance extracted (AVE) of each latent variable is greater than the 0.5 standard. The composite reliability (CR) has a minimum of 0.726 and a maximum of 0.908, both of which meet the standard of greater than 0.7. This shows that the data has good aggregation validity.

(4) Differentiating validity test. It can be seen from Table xx that the square root of the AVE value of each latent variable is greater than the correlation coefficient of the latent variable and other latent variables, indicating that this data has good discrimination validity.

Table 4.4 Verification factor analysis results

Latent variables	Indicators	Standard ized factor loadings	Est./S.E	Composite reliability	Average variance extracted
Senders'expertise	Exp1	0.78	26.563	0.864	0.680
	Exp2	0.823	32.088		
	Exp3	0.869	38.954		
Tie strength	Tie1	0.821	15.288	0.726	0.572
	Tie2				
	Tie3	0.686	12.952		
Visual cues	Vis1	0.773	24.276	0.838	0.633
	Vis2	0.828	30.264		
	Vis3	0.784	25.426		
Word-of-mouth quality	Qua1			0.870	0.769
	Qua2	0.868	39.145		
	Qua3	0.886	41.958		
Word-of-mouth trust	Tru1	0.882	51.012	0.898	0.639
	Tru2	0.737	23.891		

	Tru3	0.863	45.365		
	Tru4	0.732	23.35		
	Tru5	0.769	27.479		
User stickiness	Sti1	0.668	17.156	0.852	0.593
	Sti2	0.687	18.359		
	Sti3	0.841	34.608		
	Sti4	0.864	38.27		
Influence	Inf1	0.835	34.907	0.834	0.715
	Inf2	0.856	37.974		
Consumer's willingness to buy	Pur1	0.849	40.407	0.908	0.712
	Pur2	0.854	42.47		
	Pur3	0.894	53.601		
	Pur4	0.773	27.711		

#### 4.4 Structural model analysis results

After confirming factor analysis, the maximum likelihood method is used to estimate the overall model. First, from the fitting index,  $\chi^2/df$  is 2.751, RMSEA is 0.000, which is less than the recommended value of 0.08, and CFI and TLI are 0.904 and 0.886 respectively. , Are greater than the recommended value of 0.9, indicating that the model fits well and the results are credible (Table 4.4; Figure 4.4)

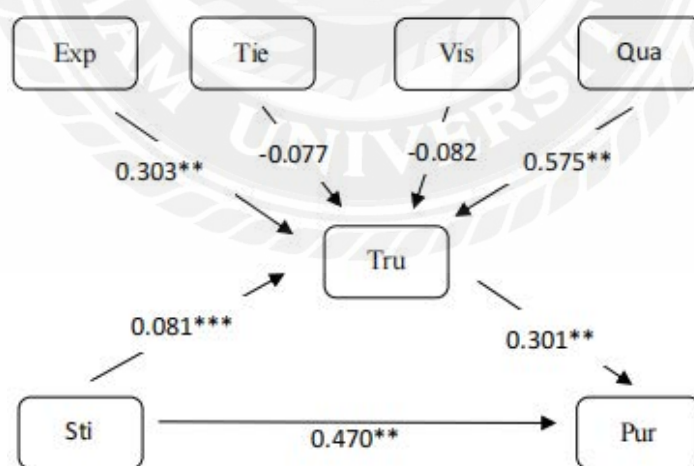


Figure 4.4 Model analysis effect diagram

The empirical test results show that the professionalism of the sender has a significant positive effect on trust ( $\beta=0.281$ ,  $p<0.000$ ), H1 holds; the strength of the relationship has a significant positive effect on trust ( $\beta= -0.106$ ,  $p<0.140$ ) , H2 is established; word-of-mouth visual line has a significant positive effect on trust ( $\beta=-0.083$ ,  $p<0.318$ ), H3 is established;

word-of-mouth quality has a significant positive effect on trust ( $\beta=0.610$ ,  $p<0.057$ ), H4 Yes; word-of-mouth influence has a significant positive effect on the trust of memory ( $\beta=0.337$ ,  $p<0.078$ ), H5 is established. User stickiness has a significant positive effect on trust ( $\beta=0.071$ ,  $p<0.078$ ), H6 is established; trust has a significant positive effect on consumer purchase intention ( $\beta=0.338$ ,  $p<0.000$ ), H7 is established; user stickiness It has a significant positive effect on consumers' purchase intention ( $\beta=0.461$ ,  $p<0.000$ ), and H8 is established.



## **5. CONCLUSION AND DISCUSSION**

### **5.1 Conclusion**

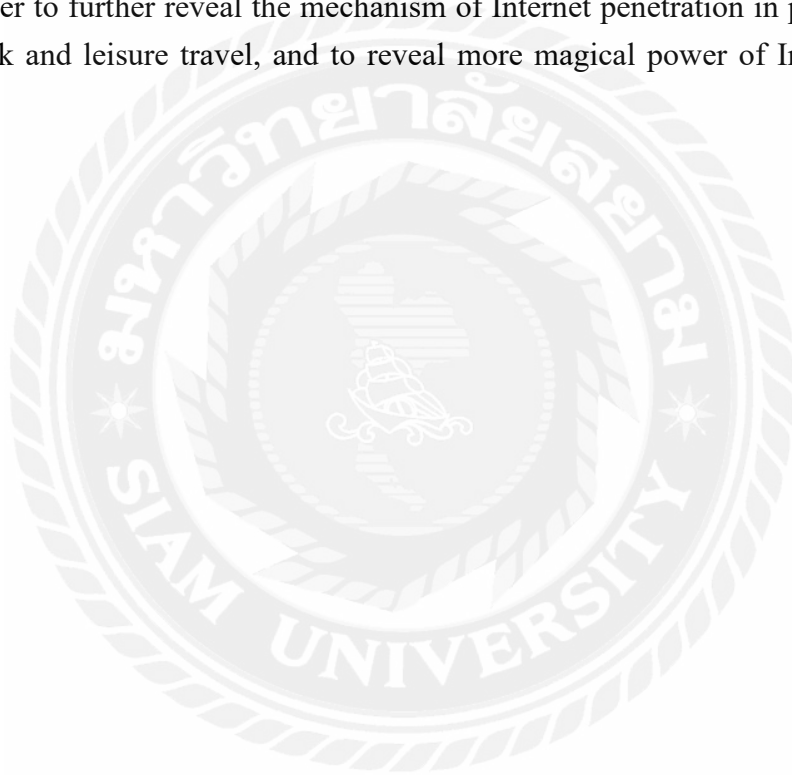
With the development of Internet technology, more and more economic activities rely on network information. Through the platform of network information exchange and product transaction circulation, a huge Internet economy has been produced. The Internet provides a good consumption environment for promoting online consumption and economic growth. (Unchanged) Internet word-of-mouth is a product of the Internet economy. The prosperity and development of the Internet economy has received responses from many industries. The combination of the Internet and the tourism industry has given birth to the vigorous development of the online tourism industry. Even during the epidemic, business can be carried out is an example of the distinct advantage. In the next decade of the Internet economy or the digital economy, the changes brought about by numbers will inevitably be unprecedented, which makes people look forward to.

This article responds to the above questions and also proves the positive significance of Internet word-of-mouth. It proves the importance of trust and the positive effect of user stickiness. Maintained the above-mentioned vitality and strong driving force. It still brought hot sales of tourism products, and also brought more tourism industry development. The Internet economy has changed people's views on traditional industries and has also brought about the spread of word-of-mouth. Word of mouth not only refers to the language, but also includes comments, text, pictures, etc. Both the positive and negative meanings of Internet word-of-mouth have attracted the attention of current enterprises. This article explores the influencing factors of Internet word-of-mouth, including several aspects. In addition, trust is indispensable in the role of Internet word-of-mouth, especially when the Internet is embedded in people's lives. Negative events will also rapidly expand on the Internet, and positive events will also have an impact, causing the Internet celebrity economy and the Internet. Tourist destinations, of course, the role of user stickiness cannot be ignored. Therefore, many companies are trying to increase consumer stickiness and allow more consumers to join in to buy products. Bring more income to local tourism companies.

### **5.2 Discussion**

This article takes online travel products as the research conditions, and mainly answers the relationship among consumers' online reputation, trust, stickiness, and purchase intention, and proves that the above mechanisms exist and all have proven and instructive significance. What is more important is to tell us that trust is the lifeline of a product, regardless of whether

it is offline or online products, especially online products. The significance of online word-of-mouth is self-evident. Its spreading effect pushes up the meaning of word-of-mouth. However, we must attach great importance to consumer stickiness. Stickiness is connection and opportunity. Without user stickiness, there will be no long-term consumer purchase level. Therefore, it is of positive significance to pay attention to the above-mentioned theory and practice generation mechanism. More importantly, it is necessary to discover more generating mechanisms that affect online word of mouth, and discover more structures and relationships among them, such as online word of mouth, trust, stickiness, and consumer purchase intentions. Due to the limitations of research information, no larger samples were collected, especially cross-cultural and cross-regional samples, and no more independent variables and dependent variables were added to the model. If possible, more in-depth research will be done in future research, in order to further reveal the mechanism of Internet penetration in products such as life, study, work and leisure travel, and to reveal more magical power of Internet word-of-mouth.





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