



A Study on the Influencing Factors of New Media Marketing of Tourist Destinations on Consumers' Travel Intention: Taking Changbai Mountain Scenic Area as an Example

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Abstract. With the improvement of China's economic level and comprehensive strength, people's needs have gradually shifted from material needs to spiritual needs. Therefore, more and more people have focused on the tourism industry, and the application of new media technology in the tourism industry conforms to the development of the times and is a manifestation of the general trend. In this study, it took Changbai Mountain Scenic Area as the main research object, questionnaire survey analysis was taken to study the factors affecting the marketing strategy of tourist destinations on consumers' willingness to travel, drew conclusions and proposed some optimization plans. In the study, it aims to help tourist destinations effectively take the advantages of new media marketing, enhance consumers' willingness to travel, and promote the vigorous development of tourist destinations.

Keywords: Tourist destination, New media marketing, Tourist intention, Changbai Mountain Scenic Area.

1 Introduction

In recent years, the number of domestic tourists in China has increased year by year, from 4.435 billion in 2016 to 6 billion in 2019, and then fell back in 2020 and 2021 due to the impact of the COVID-19 pandemic. Starting from the end of 2023, the number of domestic tourists has increased significantly, and the scale of the tourism market is still promising[1]. New media has become an indispensable marketing tool for tourism destination marketing. Tourist attractions use new media to let more people know about the services and features of scenic spots, and enhance the popularity and reputation of scenic spots[2]. Tourists can fully understand local tourist attractions without leaving home, and realize zero-distance interaction between tourist attractions and tourists, in line with the development trend of the times[3][11].

Changbai Mountain Scenic Area is famous for its towering peaks and ravines. Because of its unique geographical location and climatic conditions, it has formed a unique natural geographical environment and cultural landscape resources[4]. In recent

years, it has received more than 2 million tourists, and the number of tourists per day on July 16, 2022 reached 24,000. In this study, Changbai Mountain Scenic Area was selected as the research object, and through analyzing the tourism marketing model of Changbai Mountain Scenic Area under the background of new media, it proposed some strategies on how to use new media to achieve tourism marketing innovation, and provided reference and inspiration for other similar tourist destinations[5].

2 Survey Design

2.1 Purpose and Subjects of the Survey

In recent years, with the continuous improvement of China's economic level and comprehensive strength, the needs of the people are also changing. The travel needs of the general public can no longer be met by traditional tourism models[6]. In order to explore how new media marketing strategies affect consumers' willingness to travel, the following questionnaire survey was conducted.

In the study Changbai Mountain Scenic Area in Jilin Province was selected as the research object. Changbai Mountain Scenic Area is a 5A-level scenic area, which enjoys the reputation of "Thousands of years of snow and ten thousand years of pine, straight to the first peak in the world"[10]. Taking Changbai Mountain Scenic Area as the research object, the research results are representative.

2.2 Questionnaire Design

In order to deeply analyze the application of new media marketing in Changbai Mountain Scenic Area, this study uses a questionnaire survey method to reflect the current status of new media marketing in Changbai Mountain Scenic Area based on consumers' travel intentions. The questionnaire consists of two parts[12]. The first part is the basic characteristics of tourists, including tourists' gender, age, monthly disposable amount, frequency of new media use and travel frequency. The second part is the impact of new media marketing in Changbai Mountain Scenic Area on consumers' travel intentions, and the research is conducted from the aspects of perceived usefulness, perceived ease of use, perceived interactivity, and perceived enjoyment[7]. The topics of the questionnaire are shown in Table 1.

Table 1. Scale of the impact of new media marketing in Changbai Mountain Scenic Area on consumers' travel intention

Variable Name Numbering Problem	
Perceived usefulness	A1 Changbai Mountain Scenic Area's new media content allows me to make travel choices more quickly
	A2 Changbai Mountain Scenic Area's new media content allows me to have a more comprehensive understanding of tourism information

	<p>A3 Changbai Mountain Scenic Area's new media content allows me to more accurately grasp tourist hotspots</p> <p>A4 Changbai Mountain Scenic Area new media content is useful</p>
Perceived ease of use	<p>B1 plays new media content about Changbai Mountain Scenic Area, which is easy to learn and operate</p> <p>B2 Easily use new media to obtain the required information</p> <p>B3 The content and form of new media in Changbai Mountain Scenic Area are easy to understand</p> <p>B4 It is easy to attract people through the new media of Changbai Mountain Scenic Area</p>
Perceived interactivity	<p>C1 I am happy to participate in the interactive communication of Changbai Mountain Scenic Area's new media</p> <p>C2 Questions raised about the use of new media in Changbai Mountain Scenic Area can be answered</p> <p>C3 Interaction in new media of Changbai Mountain Scenic Area can promote tourism choices</p> <p>C4 Changbai Mountain Scenic Area's new media content deepened my understanding of tourist cities</p>
Perceived enjoyment	<p>D1 I am very interested in the new media content of Changbai Mountain Scenic Area</p> <p>D2 The process of visiting the new media content of Changbai Mountain Scenic Area is pleasant</p> <p>D3 Watching the new media of Changbai Mountain Scenic Area can provide interesting information</p> <p>D4 Changbai Mountain Scenic Area's new media content sparked my curiosity</p>
Tourism Attitude	<p>X1 Overall, I am very satisfied with the content of Changbai Mountain Scenic Area's new media</p> <p>X2 Changbai Mountain Scenic Area New Media is an effective tool</p> <p>X3 The new media content of Changbai Mountain Scenic Area is very attractive to me</p> <p>X4 I like to receive content information from Changbai Mountain Scenic Area's new media</p>
Travel intention	<p>Y1 Understanding Changbai Mountain New Media has made me more interested in Changbai Mountain Scenic Area</p> <p>Y2 After watching the new media content of Changbai Mountain Scenic Area, I really want to travel to the scenic area</p> <p>Y3 After watching the new media content of Changbai Mountain Scenic Area, I will visit the scenic area again</p> <p>Y4 After watching the new media content of Changbai Mountain Scenic Area, I will recommend my relatives and friends to travel to this scenic area</p>

Source: compiled by this research

2.3 Research Hypothesis

In the study, it analyzed the influencing factors of travel intention from four aspects: perceived usefulness, perceived ease of use, perceived interactivity, and perceived enjoyment, and made the following four hypotheses[8][9].

H1: The perceived usefulness of new media marketing positively affects consumers' travel intention

H2: The perceived ease of use of new media marketing has a positive impact on consumers' travel intention

H3: The perceived interactivity of new media marketing has a positive impact on consumers' travel intention

H4: The perceived enjoyment of new media marketing positively affects consumers' travel intention

2.4 Distribution and Collection of Questionnaire

The questionnaire was distributed from March 10, 2024 to March 20, 2024, and was released and collected through online social media such as WeChat, QQ, and Weibo. A total of 300 questionnaires were distributed, 27 invalid questionnaires were eliminated, and 273 questionnaires were actually collected, with a questionnaire efficiency of 91 %. The data of the collected questionnaire results were sorted and analyzed.

3 Data Analysis

3.1 Reliability Analysis

Cronbach's coefficient was adopted for the reliability analysis of this paper. According to Devellis's point of view, the scale or questionnaire with better reliability coefficient is obtained, and the alpha coefficient is above 0.80. The reliability data analysis of the results of 20 indicators is carried out using measurement software and tools. The specific results are shown in Table 2.

Table 2. Cronbach's coefficient

variable	Number of items	Cronbach's coefficient
Perceived usefulness	4	0.892
Perceived ease of use	4	0.917
Perceived interactivity	4	0.905
Perceived enjoyment	4	0.884
Travel intention	4	0.919
Total reliability	20	0.926

From the above table, we can see that perceived usefulness, perceived ease of use, perceived interactivity, perceived enjoyment and travel intention are 0.892, 0.917, 0.905, 0.884 and 0.919 respectively, and the total reliability is 0.926. The reliability is

all above 0.8, which means that the reliability of the questionnaire is very good and can be further studied.

3.2 Validity Analysis

After analyzing the data collected from this questionnaire, it was found that the KMO value was 0.897 and the sig. value was $0.001 < 0.05$, which is suitable for regression analysis. As shown in table 3.

Table 3. KMO and Bartlett test

KMO and Bartlett's test	value
KMO	0.897
Significance	0.001

3.3 Regression Analysis

In order to further clarify the specific influence relationship and influence coefficient between the variables, the hypothetical model of this article can be divided into four simple linear regression equations according to the order of the four hypotheses. The perceived usefulness, perceived ease of use, perceived interactivity, and perceived enjoyment in the hypothetical model are represented by A, B, C, and D respectively, and the regression analysis results are as shown in table 4.

Table 4. Regression results analysis

Assumptions	constant	Standardized coefficient	F-number	R2
H1	1.402	0.831	223.084	0.516
H2	0.892	0.461	178.515	0.489
H3	0.765	0.716	297.036	0.603
H4	1.096	0.659	332.671	0.579

According to the analysis results, four regression equations are obtained:

$$H1: Y = 0.831X_A + 1.402$$

$$H2: Y = 0.461X_B + 0.892$$

$$H3: Y = 0.716 X_C + 0.765$$

$$H4: Y = 0.659X_D + 1.096$$

The above results show that, consistent with the hypothesis, the perceived usefulness, ease of use, interactivity and enjoyment of new media marketing positively affect consumers' travel intention, but the degree of influence is different. The above hypothesis is established.

4 Conclusions

In summary, the perceived usefulness, ease of use, interactivity and enjoyment of new media marketing have different degrees of influence on consumers' travel intentions[13]. The standardized coefficients of the above four equations are 0.831, 0.461, 0.716 and 0.659 respectively. They are all greater than 0, XA has the largest coefficient, and XB has the smallest coefficient. This shows that this variable has a positive influence on consumers' travel intention. The perceived usefulness of new media marketing has the strongest influence on consumers' travel intention, while the perceived ease of use of new media marketing has the weakest influence on consumers' travel intention. The constants of the above four equations are all greater than 0, which is in line with the expected results of the experiment. This study not only verifies the impact of new media marketing technology on consumers' travel intentions, but also provides new marketing ideas for tourist attractions, thereby promoting the sustainable development of the tourism industry.

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