

# Research on The Influence of Social Network Information Quality On Tourism Willingness

Lin Li<sup>1</sup>, Qiong Sun<sup>1\*</sup><sup>1</sup>Beijing Union University, No.100101,Bei Si Huan Dong Road,Chaoyang District,Beijing, 100101, China**\*Corresponding author**

Qiong Sun, Beijing Union University, No.100101,Bei Si Huan Dong Road,Chaoyang District,Beijing, 100101, China

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Social networks have become an important way for people to obtain information, socialize and show their lifestyles. They have also become an important platform for cloud tourism and cloud exhibitions against the backdrop of COVID-19. Will photos or videos on social networks have an impact on individual travel intentions? Based on these questions, this study explores the measurement of information quality of social networks and its impact on individual travel decisions. Based on the social impact theory, this study constructed THE SOR theoretical model from the perspective of informational social impact. Through questionnaires, 696 sample data were obtained, and AMOS was used to analyze the Structural equation model. It is found that the quality of social network information can be composed of five dimensions. The tourism information published by others in social network has a significant positive influence on tourism decision making. The higher the information quality is, the stronger the individual will be to travel.

**Keywords:** Information Quality; Social Network; Sor Model ; Mediating Effect**Introduction**

China's timely and effective COVID-19 prevention and control has promoted the orderly recovery of domestic tourism. In 2021, the number of domestic tourists and the income of domestic tourism increased by 12.8% and 31.0% respectively over the same period of last year, recovering to 54.0% and 51.0% in the same period of 2019. Affected by the repeated epidemic in local areas, the performance of travel booking companies fluctuated slightly, but was generally stable. By December 2021, China's online travel booking users reached 397 million, 54.66 million more than in December 2020. Domestic tourism product supply forms continue to enrich, at the same time, digital enabling tourism industry innovation, further promote high-quality development of the industry. In recent years, due to the impact of the local epidemic rebound and weather, the demand for medium and long-distance tourism has not been fully released, and the trend of short-range travel has become a trend. Light tourism, micro vacation, and hotel characterized by short time, short distance and high frequency have become hot spots in the market. Red tourism, parent-child travel, research tour and other characteristic travel products continue to rise. Against the backdrop of regular epidemic prevention and control and digital transformation, tourist attractions, museums and cultural centers across China have innovated consumption patterns and experience, and launched a variety of online and offline activities to promote tourism venues through cloud tourism, cloud viewing exhibitions and cloud viewing dramas. Data show that the total number of microblog tourists in 2021 will increase by 110% compared with 2020. Since the outbreak of COVID-19, tourism enterprises

are constantly exploring digital transformation. Ctrip, Honeybee, Tuniu and other enterprises are accelerating their layout in the field of live streaming, exploring the "tourism + live streaming" business mode through live streaming and deep cloud tourism, and constantly introducing rich and high-quality content to meet user needs. On the one hand, tourism enterprises take social network digital media as a platform for tourism product marketing and promote tourism products through social network. On the other hand, tourists take social networks as a platform to show their good life, and they often share their experiences through social networks after traveling. So, can social network information sharing influence the decision-making of potential tourists? To study this problem is helpful for tourism enterprises to do a good job in precision marketing.

**Research Background And Hypotheses**  
**Information Quality**

Social network is a group of network applications developed based on Web2.0 technology, which allows users to create texts independently and exchange information with each other is a kind of network system that can help some users with the same interests to create and exchange information, so as to communicate and exchange [1,2]. Huang (1999) [3] defined information quality as information suitable for information consumers, and some scholars expressed information quality as information characteristics satisfying customers' expectations [4]. Information quality is divided into different dimensions. From the perspective of consumers, the previous research has always adopted the conceptual framework of information quality proposed by

Wang and Strong [5]. The conceptual framework divides information quality into four dimensions: intrinsic quality, content quality, representation quality and accessibility quality, and each dimension consists of two to five factors. Kahn et al. evaluated integrity, usefulness, reliability and ease of use as important dimensions of consumer information quality [4]. Based on the conceptual framework of Wang and Strong [5], some scholars have analyzed the content dimension of information quality or the influence of content quality (including value-added, relevance, timeliness, integrity and information amount) on the image of tourism destination, and think that this dimension best describes the various information needs of tourists when searching, searching, reading and finally evaluating tourism information on social media. [6]. The conceptual framework proposed by Wang and Strong [5] can be reconstructed according to different situations in which consumers use information, and some scholars readjust the conceptual framework of information quality under the background of social media [7,8]. When evaluating information quality, what factors should be considered mainly depends on the environment of information use and information consumers [9]. This study explores the information quality dimension that influences individual travel decisions from the perspective of tourists. In order to identify the impact of information quality on travel willingness in social networks, the study is based on the information quality dimension factors proposed by Wang and Strong [5], and adds the information interest factor proposed by Chen and other scholars and the information richness factor proposed by Daft & Lengel as the information quality factors of this study. Include [10,11]:

Content value-added refers to the extent to which the travel destination information provided through social networks is useful and beneficial to users. Relevance refers to the degree to which the travel information about the destination provided through social networks is related to the travel intention. Timeliness means that the tourism information provided by social networks is brand-new and new enough for tourism tasks. Interesting is the interesting degree of travel information provided by social networks [11]. For tourism information in social networks, information richness refers to the extent that information has enough breadth and depth for tourism tasks.

### Willingness To Travel

Motivation determines behavior intention, while intention affects consumer behavior. According to rational behavior theory and planned behavior theory, willingness is the decisive factor of behavior and can be used to predict future tourism plans and behaviors [12]. The concept of will comes from the field of psychology, which refers to the subjective probability and behavioral tendency of an individual to engage in a specific behavior, that is, the expression of the degree to which an individual wants or does not want to engage in a certain behavior [13]. believe that the intention established before the performance of behavior is an inevitable process for any behavior, and there is a high correlation between willingness and behavior[14]. Therefore, to some extent, the behavior of an individual can be inferred from his behavioral intention. Tourism intention refers to the willingness of potential tourists to visit the tourist destination[11]. Although a large number of studies have focused on the rela-

tionship between research quality, satisfaction and behavioral intention [15,16] However, relevant studies have found that travel intention has different influencing factors in different situations, which can be summarized as attitude, satisfaction, perceived value, destination image, service quality, perceived risk, previous experience, social psychological motivation, source information and so on. In addition to the literature on tourism intention, there is a part that focuses on tourists' word-of-mouth or recommendation intention More studies focus on the willingness to buy or revisit [17-24].

The theoretical basis of information quality research at home and abroad is mostly based on technology acceptance model. The research content mainly focuses on the dimension and evaluation of information quality and the impact of information quality on consumer behavior (including user information adoption behavior, information search behavior and consumer purchase behavior, etc.) in the field of e-commerce. In the field of tourism research, relevant researches mainly focus on the impact of tourism website design, online reviews, word-of-mouth on destination impression and tourists' purchase behavior, while there are few researches on the impact of social media information quality on tourism decision-making behavior.

### Theoretical Model And Hypothesis

One of the theoretical bases of this study is the social influence theory, which holds that an individual's behavior, mood, attitude or belief will change under the influence of other social forces such as individuals or groups. Social influence can be divided into two types: informational social influence and normative social influence. When an individual accepts other people's information as the basis of authenticity judgment, informational social influence will occur (Nir & Cappella, 2006). The source of informational social influence is information itself, the content and source of information will influence individuals to varying degrees. (Cheung, Luo, Sia, & Chen, 2009). Social influence plays an important role in changing consumers' attitudes (Wood, 2000).

In the field of information technology, stimulus organism response (S-O-R) model is a classic theoretical model, which can effectively explain the process mechanism of consumer attitude and behavior change under information stimulus. The travel information released by users on social networks is an external stimulus to potential tourists. Under the influence of stimulation factors, tourists' psychological activities change, resulting in tourism motivation and attitude, and then make the decision whether to travel or not under the influence of motivation or attitude. Based on Social influence theory and the SOR theory, this paper proposes a mechanism model of the influence of social network information on tourism intention. The model considers that the positive travel information released by individuals in social networks is the stimulus (s), the degree of trust and attitude of tourists to information is organism (o), and the response (R) is the tourists' willingness to travel.

Attitude refers to the individual's feeling and behavior tendency to evaluate or dislike evaluation and emotion for the integrity and persistence of things. According to the theory of planned

behavior, attitude is the main factor affecting the behavior intention, and has an important impact on the individual behavior. Attitude as a predictor of behavior intention has been verified by many empirical studies. It is found that attitude is the determinant of willingness to purchase tourism products online (Bigné Alcañiz, 2010). The willingness to buy electronic products online is positively affected by positive attitude [25]. In order to predict the behavior intention of tourists, scholars have conducted extensive research on the attitude of tourism destination, (2009) studied wetland tourism behavior model and found that attitude directly affects tourists' satisfaction and indirectly affects future behavior. Several Italian scholars have found that there is a positive relationship between the attitude of using social network to choose tourism destination and the subsequent tourism behavior intention [25-27]. Some research results show that the attitude of visiting Isfahan has a significant impact on its tourism intention [28]. Based on the context of this study, consumers will form an attitude towards tourism destination when browsing social network information, and this attitude will affect their travel decision-making behavior

H1: the attitude of tourists has a positive impact on tourism intention.

Psychological research believes that trust is a psychological expectation of an individual or organization to other individuals or organizations [29]. Trust is defined as consumers' subjective belief that online sellers will fulfill their trading obligations because they understand their trading obligations. Trust is an important variable in the field of information research. Many studies have shown that trust is a key factor affecting behavior intention [30-32]. In the study of tour guide service quality, it is found that tourists' trust in tour guides is an important factor affecting whether they will continue to buy the products or services of the travel agency in the future [33]. In the study of tourism shopping, scholars believe that trust is an important factor affecting purchase intention [34]. Trust is also a key factor affecting online shopping attitude and behavior [35]. In the social network environment, faced with a large number of overloaded travel information, tourists will consider the reliability and credibility of the source information. When tourists trust the positive tourism information in social network, they will have a positive attitude, which will affect their travel intention. It is assumed that,

H2: tourists' perceived trust has a positive impact on tourism intention.

Relevant studies have found that information quality has a significant positive impact on the acceptance of new technology in education projects [36]. The information quality of online reviews can positively affect users' attitude towards it [37]. The information quality of microblog platform can have a positive impact on brand attitude through quasi social interaction [38,39]. The perceived information quality in mobile online shopping context has a significant impact on information adoption attitude [40]. Online information quality has a significant positive impact on the two dimensions of consumers' purchase attitude: emotional cognition and value cognition [41]. In addition, foreign literature also found that information quality has a significant impact on

attitude from different perspectives [42,43]. It can be inferred that:

H3: the information quality of social network has a significant positive impact on Tourism attitude.

H4: attitude plays a mediating role in the influence of information quality on tourism intention.

According to the above definition, information quality can be considered as the overall perception of consumers on the information usefulness, relevance, timeliness and other characteristics. When consumers think that the website provides high-quality information, they tend to think that the website is trustworthy. Bonsón Ponte et al. 2015 [30]. found that the main predictor of perceived trust is perceived information quality, and Zhangmin (2017) found that perceived information quality positively affects trust in shopping platform through empirical research [44]. In the social network environment, users may objectively and truly describe their travel experiences, or they may freely express their feelings. There are advantages and disadvantages in the information quality in the network. High-quality information can increase the trust of tourists. It is assumed that:

H5: Information quality positively affects perceived trust.

H6: Trust plays a mediating role in the influence of information quality on tourism willingness.

The research conceptual model diagram is as follows:

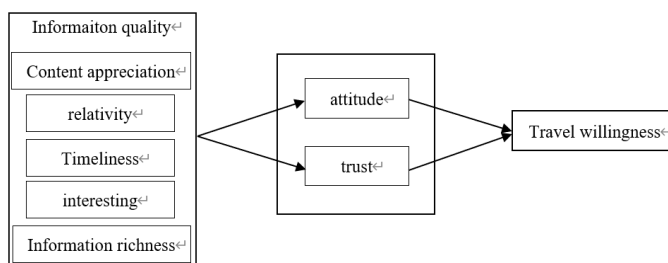


Figure 1: Conceptual Model Diagram

## Research Methods

### Data Collection

In order to improve the reliability and validity of the research scale, the items in the questionnaire are designed from mature scales at home and abroad. A total of 120 paper questionnaires were distributed before the test, and 106 were recovered, with a recovery rate of 88.3%. Among them, there were 77 valid questionnaires, and the effective rate was 71.96%. After analysis, the scale has good reliability and validity. A total of 1078 questionnaires were collected in the formal survey, of which 696 were valid and the effective rate was 64.56%.

### Measurement

In this study, 5-point Likert scale was used to measure the items, Cronbach's  $\alpha$  coefficient was used to evaluate the reliability, and confirmatory factor analysis was used to test the structural validity of the questionnaire. The reliability analysis of this research data is as follows:

**Table 1: Reliability analysis of measurement scale (N=696)**

variable	Cronbach's $\alpha$	number of terms
Content appreciation	0.883	3
relativity	0.844	3
Timeliness	0.798	3
interesting	0.903	3
Information richness	0.848	3
attitude	0.865	4
trust	0.869	3
Travel willingness	0.868	3

Cronbach's  $\alpha$  coefficient of timeliness variable in the table is 0.798, while Cronbach's  $\alpha$  coefficient of other variables is above 0.8. The scale has good internal consistency and good reliability.

In the internal quality evaluation of the model, the estimated parameters have reached significant level, the average variance

extraction value (AVE) of each variable is greater than 0.5, and the combination reliability value is greater than 0.8. The index reliability of all measurement items, namely  $R^2$ , is greater than 0.5, each variable has good convergence validity, and the intrinsic quality of the model is good.

**Table 2: Combination reliability and AVE statistics**

Latent variable	index	factor loading	Index reliability	P	CR	AVE
Information quality (IQ)	VA	0.748	0.559		0.8825	0.6007
	REL	0.809	0.655	***		
	TIM	0.754	0.569	***		
	INT	0.817	0.667	***		
	IR	0.744	0.554	***		
attitude (ATT)	ATT1	0.791	0.626		0.8659	0.6177
	ATT2	0.809	0.654	***		
	ATT3	0.777	0.603	***		
	ATT4	0.766	0.587	***		
trust (TRU)	TRU1	0.830	0.688		0.8695	0.6895
	TRU2	0.827	0.684	***		
	TRU3	0.834	0.696	***		
Travel intention (TI)	TI1	0.833	0.694		0.8689	0.6884
	TI2	0.831	0.690	***		
	TI3	0.825	0.680	***		

Note: \*\*\* means significant at 0.001 level

**Table 3: Statistical table of correlation coefficient between AVE square root and latent variable**

variable name	IQ	ATT	TRU	TI
IQ	0.775			
ATT	0.742	0.786		
TRU	0.691	0.702	0.830	
TI	0.716	0.765	0.683	0.830

Note: diagonal numbers are the square root of AVE

It can be seen from Table 3 that the square root of AVE of the four variables is larger than the correlation coefficient among the variables, and the variables have good discrimination validity.

### Model Verification

In this study, the structural equation model is used to fit the research model by Amos software, and it is verified that there is no illegal estimation of the model parameters, and the statistical indicators of the model fitness test all meet the accepted standard

of the model ( $\chi^2/d.f. = 2.404$ ;  $p < 0.001$ ;  $GFI = 0.931$ ;  $AGFI = 0.916$ ;  $CFI = 0.966$ ;  $RMSEA = 0.045$ ), and the model fits well with the data.

### Results and Discussion

#### Structural Model Analysis

The Amos operation result diagram is as follows:

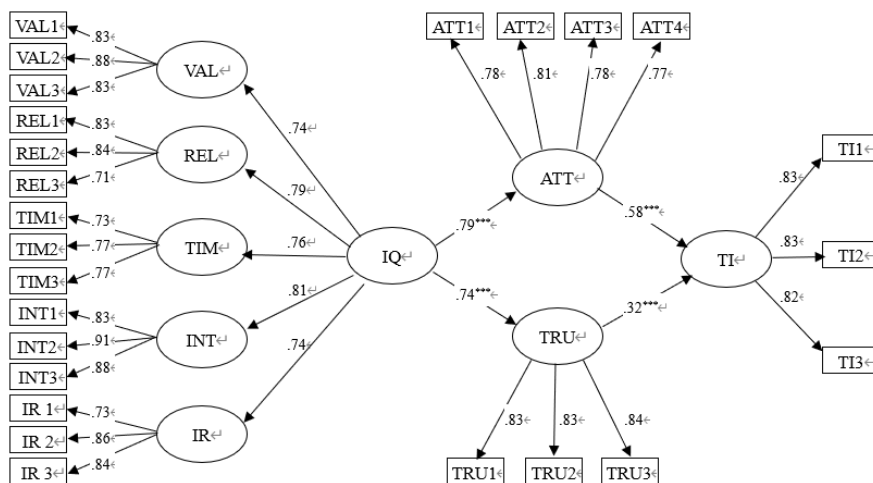


Figure 2: Path analysis diagram

The structural model analysis is shown in Table 4. The path coefficient from information quality to attitude is 0.79, the path coefficient from attitude to travel intention is 0.58, the path coefficient from information quality to trust is 0.74, and the path

coefficient from trust to travel intention is 0.32. The hypothetical relationship among the four direct path variables is significant. Therefore, it is assumed that H1, H2, H3 and H5 are supported.

Table 4: Statistical table of path analysis

	path	standardized regression coefficient	C.R.	P
H1	ATT→TI	0.576	12.495	***
H2	TRU→TI	0.315	7.510	***
H3	IQ→ATT	0.790	14.600	***
H5	IQ→TRU	0.739	14.396	***

Note: \*\*\* means significant at 0.001 level

### Mediation Analysis

In recent years, the stepwise regression method proposed by Baron and Kenny(1986) has been questioned more and more. This method requires that the coefficient C is significant (the main effect or the direct effect is significant), which is the premise of mediation analysis. However, many studies believe that mediation does not need the main effect to be significant.[45]. The Z-test method proposed by Sobel (1982) requires normal distribution of data and large sample data. Although the data in this study conform to the normal distribution as a whole, because the indirect effect is the product of two path coefficients, this product does not necessarily conform to the normal distribution, and often has non-zero skewness and kurtosis, so the use of Z test method has limitations. Bootstrap method proposed by Preacher and Hayes(2004,2008) solves the sample distribution problem of indirect path coefficient product by empirical sampling. Bootstrap method consists of repeatedly extracting X, M and Y values from the original sample for N times to form a new sample,

analyzing the estimated value of indirect effect  $a*b$  for each new sample, and then calculating the average value of indirect effect of these N samples. Bootstrap test actually depends on the 95% confidence interval of the empirical distribution of indirect effect  $a*b$  estimation [45]. In this paper, structural equation model and Bootstrap are used to test the mediating effect.

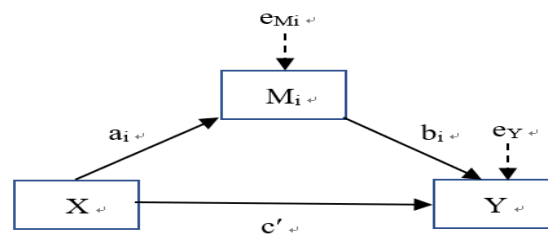
According to the mediation analysis steps mentioned in Iacobucci (2017), when both indirect paths are significant, there is a certain mediation effect. It can be seen from Table 4 that  $IQ \rightarrow ATT$  and  $ATT \rightarrow TI$  are both significant, which shows that attitude plays an intermediary role in the path of information quality affecting tourism willingness. Similarly,  $IQ \rightarrow TRU$  and  $TRU \rightarrow TI$  are both significant indirect paths, and trust also plays an intermediary role in the impact of information quality on tourism willingness. Set up 2000 times of repeated sampling in Amos, with a confidence interval of 95%, and the output results of the model are as follows:



**Table 5: Statistical table of bootstrap method output results**

path	estimated value	Coefficient product Method		Bias-corrected (95%CI)		Percentile Method (95%CI)	
		SE	Z value	Lower	Upper	Lower	Upper
Indirect Effects							
IQ→TI	0.688	0.026	26.462	0.636	0.738	0.635	0.738

It can be seen from the above table that 95% of the confidence interval of indirect effect does not contain 0 in both methods, which indicates that the overall mediating effect caused by attitude and trust is significant. In order to further analyze the size of each intermediary effect, this study uses the PROCESS V3.3 plug-in developed by Hayes(2019), adopts the simple intermediary model (Model 4), and analyzes the direct and indirect effects through SPSS 23.0. The theoretical model of Model 4 is shown in Figure 1.



Indirect effect of X on Y through  $M_1 = a_1 b_1$   
 Direct effect of X on Y =  $c'$

**Figure 2: Model diagram of mediation theory Model 4**

The Bootstrap sample size is set to 2000, and the confidence interval is set to 95%. The running results are shown in the following table.

**Table 6: Statistical table of mediation analysis results**

Path	Effect	BootSE	CIlow	CIhigh
Direct effect				
IQ→TI	0.293***		0.206	0.381
Indirect effect				
IQ→ATT→TI	0.302	0.036	0.231	0.372
IQ→TRU→TI	0.162	0.033	0.099	0.233
C1	0.14	0.059	0.026	0.353

Note: \*\*\* stands for  $P < 0.001$ , and C1 is the indirect effect difference between attitude and trust

Under the confidence interval of 95%, the indirect effect caused by attitude (path 1) is 0.302, and the mediating effect is significant (LLCI=.231 ULCI=.372); The indirect effect caused by trust (path 2) is 0.162, and the mediating effect is also significant (LLCI=.099 ULCI=.233). The indirect effect of indirect path 1 is 0.14 greater than that of path 2, and this difference is significant (LLCI=.026 ULCI=.353). In addition, after controlling the attitude and trust of intermediary variables, the information quality of independent variables has a significant impact on the tourism willingness of dependent variables ( $p < 0.001$ ). As the indirect effect ( $a_1 * b_1$ ) of path 1 is 0.302, the direct effect  $c'$  is 0.293, and the coefficient product  $a_1 * b_1 * c'$  is positive, attitude is a complementary mediating effect [45]. Path 2 indirect effect ( $a_2 * b_2$ ) is 0.162, direct effect  $c'$  is 0.293, and coefficient product  $a_2 * b_2 * c'$  is positive, so trust is also a complementary mediating effect.

**Discussion**

In the literature, there are different definitions of information quality, such as customers' perception of high-quality information released by enterprises on brand pages[46], information suitable for information consumers [3], meet the information characteristics of customer expectations[4].And the quality of comments from the perspectives of relevance, readability, ad-

equacy and objectivity(Park, Lee, & Han, 2007)Wait. Different definitions of concepts reflect different meanings and dimensions of information quality.

The meaning of information quality is abundant in the field of information technology, but this study focuses on the dimension of information quality that affects individual tourism decision-making in the field of tourism research, and follows the viewpoint of Huang and Kahn (2002) to evaluate information quality from the perspective of consumers. [3,4]. In order to identify the influence of information quality on tourists' willingness to travel in social network environment, the study is based on the content quality dimension factors (content increment, relevance and timeliness) proposed by Wang and Strong 1996, and innovatively adds the information interest factor proposed by Chen and other scholars (2014) [11] and the information richness factor proposed by Daft & Lengel (1986) as the social network information quality factors. The results of structural equation model show that the fitting [10,11]. indexes of information quality measurement model have reached a good acceptance level, and the data well support the theoretical model. The factor loads of the five first-order factors, namely content increment, relevance, timeliness, interest and information rich-

ness, are all greater than 0.7, and the multivariate correlation square values of the five dimensions are 0.543, 0.620, 0.572, 0.660 and 0.552 respectively, indicating that the percentage of the first-order factors, namely content increment, relevance, timeliness, interest and information richness, which can be explained by the information quality of the second-order factors is 54.3 respectively. Based on the previous analysis, it can be found that the five dimensions of content appreciation, relevance, timeliness, interest and information richness constitute the elements of social network information quality. The information quality framework proposed by Wang and Strong (1996), has different applications in different scenarios. For example, Kahn (2002), evaluated soundness, usefulness, reliability and availability as important dimensions of consumer information quality, and so on. [4,5]. Tourists use social networks not only for information search, but also for entertainment, so the interest of information should be added as a factor that can influence consumers' wishes. Social network provides a variety of information expression forms, but even if it is the same social network, there are differences in the way and richness of information expression among different users [6]. It has different influences on tourists' attitudes and wishes. Therefore, in the social network tourism information environment, information richness should also be an element of content quality. Compared with content quality, other intrinsic quality, representation quality and attainable quality factors may not have a significant impact on tourists' attitudes and wishes.

The results show that the quality of social network information has a positive impact on tourism willingness, and its impact path is divided into direct impact and indirect impact, both of which are significantly positive. Indirect influences are transmitted through the mediation of attitude and trust respectively. Information quality has a significant positive impact on tourists' attitude (assuming H3 support), while attitude has a significant positive impact on tourism willingness. Attitude plays an intermediary role in this mechanism (assuming H4 support). Information quality has a significant positive impact on tourists' trust (assuming H5 support), while trust has a significant positive impact on tourism willingness. Trust information quality plays an intermediary role in influencing tourism willingness (assuming H6 support). Information quality is composed of content increment, relevance, timeliness, interest and information richness. The higher the information quality, the stronger the tourists' willingness to travel. The influence of information on attitude change is objective [46]. Previous studies have found that consumers' perception of the quality of electronic word-of-mouth determines their attitude and behavior towards online store [47,48]. Consumers' purchasing decisions will also be affected by the quality of the received information [49]. This study found that under the social network environment, the positive influence of information quality on attitude and behavior will also hold true in the tourism field. Social networks have the characteristics of open sharing, and generating a large amount of information content every day will lead to overload of users' information. The content lacking quality assurance is often ignored by users, while high-quality content information can be trusted by users and enhance tourists' destination perception. Information quality has a significant positive impact on users' adoption attitude [40]. If the information on the social network is considered to be valuable and trustworthy

(for example, scenic spot browsing route recommendation, ticket price, etc.), tourists can obtain relevant knowledge of whether traveling is beneficial and comfortable from these value-added information. There is a positive correlation between information relevance and tourists' access to information [50]. Tourists search for information in social networks, and tourism-related information can effectively avoid information overload [51]. The relevance of information is helpful to predict willingness. The latest information in social networks is always displayed first, which seems to make it unnecessary to study the timeliness of social network information, but the timeliness of information is positively related to the usefulness of information [49]. If tourists browse the hotel room prices a month ago or even half a year ago, this lagging information may be useless, and thus will not affect their travel intentions.

The indirect effect of information quality on tourism willingness through attitude is 0.302, while the indirect effect of information quality on tourism willingness through trust is 0.162, and the indirect effect of attitude is 0.14 greater than that of trust. The indirect effect through attitude accounts for 65% of the total indirect effect, and the indirect effect through trust accounts for 35% of the total indirect effect. In addition, the direct effect of information quality on tourism willingness is 0.293, that is to say, the indirect effect accounts for 61.3% of the total effect, and both the indirect effect and the direct effect have the same direction and positive effect on tourism willingness. This research conclusion accords with the theoretical hypothesis and many research conclusions [42,43].

### Limitations and Prospects

Sharing product information, publishing service reviews and displaying travel trends through social networks have become important ways for tourists to use social networks. This study confirms that positive information in social networks has a significant impact on tourists' wishes and behaviors. Although the information generated by users on social networks is more of a positive display of travel experience, there are also negative information showing dissatisfaction with products or services, and the impact of positive information and negative information on consumers is different. Many studies believe that negative information can attract more attention from consumers and have a greater impact on consumers [52,53]. This study does not pay attention to the influence of negative information on travel willingness. If negative information is added into the study, it will be beneficial to better explain the theory by comparing and analyzing the different influence mechanisms of positive and negative attributes of social network information on travel willingness.

Like most social science studies, this study also analyzes the cross-sectional data obtained by questionnaire. Questionnaire survey has the advantages of convenience and high efficiency, which is suitable for studying and analyzing the characteristics of a large whole. However, this method also has inherent defects such as sample size and sample representativeness.

The theory of planned behavior puts forward the conclusion that willingness can effectively predict behavior, which has been widely recognized in theory and practice. Therefore, a large

number of studies predict the future travel behavior of tourists by investigating their willingness [15,16]. However, strictly speaking, tourism willingness and tourism behavior are not completely equal, and there is still a process from generating willingness to putting it into action. Because there are some shortcomings in the research through questionnaire survey, the questionnaire survey can't get the data of tourists' actual travel behavior, so the research can be improved in methodology in the future [54-55].

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