

FACTORS EFFECTING ONLINE TOURISM PLATFORM
FOR USER PROMOTION: A CASE STUDY OF
GUANGXI, CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
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HAIYAN LUO

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	ปัจจัยที่ส่งผลต่อแพลตฟอร์มการท่องเที่ยวออนไลน์สำหรับการส่งเสริมการตลาดต่อผู้ใช้ กรณีศึกษาของมณฑลกว่างสี ประเทศจีน
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บทคัดย่อ

ด้วยการพัฒนาเทคโนโลยีอินเทอร์เน็ตและความนิยมของอุปกรณ์อัจฉริยะทำให้แพลตฟอร์มการท่องเที่ยวออนไลน์ได้รับความนิยมและชื่นชอบของชาวเน็ตจำนวนมาก เนื่องจากเนื้อหาที่หลากหลาย ขนาดผู้ใช้และส่วนแบ่งการตลาดยังคงเติบโต แต่ตามประเภทของแพลตฟอร์มการท่องเที่ยวออนไลน์มีความหลากหลายมากขึ้นการแข่งขันที่รุนแรง การจ่ายเงินปันผลของผู้ใช้ใน ช่วงต้นของตลาดแพลตฟอร์มการท่องเที่ยวออนไลน์ค่อยๆหายไป และอัตราการเจาะตลาดผู้ใช้และตลาดของแพลตฟอร์มการเดินทางออนไลน์ต่างๆ จะค่อยๆ เข้าใกล้มูลค่าที่สำคัญแพลตฟอร์มการท่องเที่ยวออนไลน์ต้องพิจารณาว่า เพื่อรักษาพวกเขาในการเปลี่ยนแปลงครั้งสำคัญนี้และเปิดตลาดผู้ใช้ของตัวเอง เพื่อรักษาการพัฒนาอย่างต่อเนื่อง ในทางกลับกันในปี 2020 จีนประสบความสำเร็จในการเปลี่ยนแปลงครั้งใหญ่จากการบรรเทาความยากจน เป็นการฟื้นฟูชนบท ซึ่งดึงดูดความสนใจจากแหล่งข้อมูลการท่องเที่ยวต่างๆ ในกว่างสี สิ่งนี้ทำให้เราต้องคว้าโอกาสที่สำคัญของยุทธศาสตร์การพัฒนาประเทศรวมข้อดีของการพัฒนาอินเทอร์เน็ต และทำงานได้ดีในการส่งเสริมและส่งเสริมแพลตฟอร์มการท่องเที่ยวออนไลน์ของกว่างสี ดังนั้น แพลตฟอร์มและผู้มีอำนาจตัดสินใจต้องพิจารณาปัจจัยที่จะส่งผลต่อผลการโปรโมตผู้ใช้

บทความนี้ใช้ผู้ใช้แพลตฟอร์มการท่องเที่ยวออนไลน์กว่างสีเป็นวัตถุวิจัย และศึกษาปัจจัยหลักที่ส่งผลต่อการส่งเสริมผู้ใช้แพลตฟอร์มการท่องเที่ยวออนไลน์ของกว่างสี โดยผสมผสานทฤษฎีคุณค่าที่รับรู้อิทธิพลทางสังคมและลักษณะของแพลตฟอร์มการท่องเที่ยวออนไลน์ของกว่างสี สร้างแบบจำลองของปัจจัยที่มีอิทธิพลต่อการส่งเสริมผู้ใช้แพลตฟอร์มการเดินทางออนไลน์แบบสอบถามที่ถูกต้องทั้งหมด 512 คน ถูกรวบรวมผ่านการสำรวจแบบสอบถามและดำเนินการวิเคราะห์ข้อมูลโดยใช้ซอฟต์แวร์วิเคราะห์ข้อมูล SPSS 24.0 ข้อมูลพื้นฐานและการใช้งานวิเคราะห์พฤติกรรมของตัวอย่างส่วนใหญ่ผ่านการวิเคราะห์เชิงสถิติ เชิงพรรณนา ดำเนินการสถิติวิเคราะห์ความน่าเชื่อถือและความถูกต้องของเครื่องชั่งและตัวอย่าง ผ่านการวิเคราะห์ปัจจัย ใช้การวิเคราะห์ความแปรปรวนทางเดียว

เพื่อตรวจสอบสมมติฐานสี่ข้อของตัวแปรทางประชากรในขั้นต้น และสุดท้ายอภิปรายถึง ผลกระทบโดยตรงของตัวแปร โดยการวิเคราะห์การถดถอยและการตรวจสอบขั้นสุดท้าย

ผลการวิจัยพบว่า มีความแตกต่างอย่างมีนัยสำคัญในผลการส่งเสริมการขายของแพลตฟอร์มการท่องเที่ยวออนไลน์ของกางสีสำหรับผู้ใช้ในภูมิภาค อายุ การแต่งงาน รายได้ และภูมิหลังทางการศึกษาที่แตกต่างกัน และไม่มี ความแตกต่างอย่างมีนัยสำคัญในผลการส่งเสริมของแพลตฟอร์มการท่องเที่ยวออนไลน์ของกางสีสำหรับผู้ใช้อย่างอื่น การรับรู้ถึงประโยชน์ เพศ การรับรู้ถึงความสะดวกในการใช้งาน การรับรู้ความบันเทิง ผู้นำความคิดเห็นและความคิดแบบฝูง ส่งผลโดยตรงในเชิงบวกต่อการส่งเสริมผู้ใช้แพลตฟอร์มการท่องเที่ยวออนไลน์ของกางสี ปัจจัยสำคัญที่ส่งผลต่อการโปรโมตผู้ใช้ของแพลตฟอร์มการท่องเที่ยวออนไลน์กว้างซีคือ การรับรู้ความบันเทิง ($B=0.187$) อิทธิพลของผู้นำความคิดเห็น ($B=0.138$) ในมิติอิทธิพลทางสังคมต่อการโปรโมตผู้ใช้ของแพลตฟอร์มการท่องเที่ยวออนไลน์กว้างซีมีมากกว่าอิทธิพลของจิตวิทยาฝูง เพื่อตอบสนองต่อข้อสรุปการวิจัยข้างต้นบทความนี้ เสนอให้ส่งเสริมแพลตฟอร์มการท่องเที่ยวออนไลน์กางสีด้วยแนวคิดสองประการคือ "เน้นที่คุณค่าที่รับรู้" และ "การใช้อิทธิพลทางสังคมในวงกว้าง" โดยหวังว่าจะเป็นข้อมูลอ้างอิงสำหรับการส่งเสริมผู้ใช้แพลตฟอร์มการท่องเที่ยวออนไลน์

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Author	Mrs. Haiyan Luo
Degree	Master of Arts in Tourism Management (International Program)
Advisory Committee Chairperson	Dr. Jirachai Yomkerd

ABSTRACT

With the development of Internet technology and the popularization of smart devices, online travel platforms have attracted the attention and favor of many netizens due to their rich content. The user scale and market share have continued to grow, but as the types of online travel platforms have become more diverse, the competition is fierce, the early user dividends of the online travel platform market are gradually disappearing, and the user and market penetration rates of various online travel platforms are gradually approaching the critical value. Online travel platforms need to consider how to maintain them in this major change. And open up the user market of their own users to maintain their own continuous development. On the other hand, in 2020, China has achieved a great shift from poverty alleviation to rural revitalization, which has attracted attention to various tourism resources in Guangxi. This requires us to seize the major opportunities of the national development strategy, combine the advantages of Internet development, and do a good job in the promotion and promotion of Guangxi's online tourism platform. Therefore, the platform and decision makers need to consider what factors will affect the user promotion effect.

In view of the above realistic background, this article takes Guangxi online tourism platform users as the research object, and studies the main factors that affect the promotion of Guangxi online tourism platform users. By combining theories of perceived value, social influence and the characteristics of Guangxi online tourism platform, establish A model of influencing factors of online travel platform user

promotion was established. A total of 512 valid questionnaires were collected through questionnaire surveys, and data analysis was performed using SPSS24.0 data analysis software. The basic information and usage behavior of the samples were mainly analyzed through descriptive statistical analysis. Perform statistics, analyze the reliability and validity of scales and samples through factor analysis, use one-way analysis of variance to initially verify the four hypotheses of demographic variables, and finally discuss the direct effects of variables through regression analysis And final verification.

The research results show that there are significant differences in the promotion effects of Guangxi online travel platforms for users of different regions, ages, marriages, incomes, and educational backgrounds, and there are no significant differences in the promotion effects of Guangxi online travel platforms for users of different genders; perceived usefulness Sex, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality have a direct positive effect on the promotion of Guangxi online travel platform users. The key factor that affects user promotion of Guangxi online travel platform is perceived entertainment ($B=0.187$); the influence of opinion leaders ($B=0.138$) in the social influence dimension on user promotion of Guangxi online travel platform is greater than the influence of herd psychology. In response to the above research conclusions, this article proposes to promote the Guangxi online tourism platform with two ideas of “focusing on perceived value” and “wide use of social influence”, hoping to provide a reference for the promotion of online tourism platforms.

Keywords : Online Tourism Platform, Promotion

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CHAPTER I

INTRODUCTION

Introduction

The development of the Internet

According to the statistical report of the China Internet Network Information Center, as of March 2020, the number of Chinese Internet users has reached 904 million, the Internet penetration rate has reached 64.5%, and the mobile Internet users have reached 1.319 billion. The Internet has become an indispensable means for people to exchange information in their daily lives (Zhong Lei, 2021). Based on the rapid development of information technology, the continuous development and emergence of self-media represented by WeChat, Weibo, and blogs, and online communication platforms represented by websites, forums, and new media are no longer unfamiliar to the current public. All kinds of new media have gradually become an increasingly important information center in today's world. In combination with usage habits, everyone in the new media is exposed to the huge network built by the Internet. The survey shows that smartphones are rapidly changing the lifestyles of urban populations in China and the world, including at home (66%) and on the go (59%), taking transportation (52%), restaurants (38%) and shopping malls (30%) are the most frequently used places. (Li Xiaoqing, 2017)

According to the 43rd "Statistical Report on China's Internet Development Status" released by the China Internet Network Information Center (CNNIC), as of December 2018, the number of Internet users in my country reached 829 million, with 56.53 million new Internet users throughout the year. The penetration rate reached 59.6%, an increase of 3.8 percentage points from the end of 2017 (as shown in Table 1). (Li Xiaoling, 2020).

Table 1 The scale of Chinese Internet users and Internet penetration rate from 2010 to 2018

The scale of Chinese Internet users and Internet penetration rate from 2010 to 2018							
Year	Netizens (10,000)	Penetration rate	Increase from last year	Year	Netizens (10,000)	Penetration rate	Increase from last year
2010	45730	34.30%	--	2015	68826	50.30%	2.40%
2011	51310	38.30%	4.00%	2016	73125	53.20%	2.90%
2012	56400	42.1%	3.80%	2017	77198	55.80%	2.60%
2013	61758	45.8%	3.70%	2018	82851	59.60%	3.80%
2014	64875	47.90%	2.10%				

Remark: The 43rd Statistical Report on China's Internet Development Status

The advent of the Internet era is an opportunity for all walks of life. The high coverage and strong penetration of the Internet has brought new opportunities to the tourism industry. In particular, the development of integrated tourism marketing in the new media era has become a promotion of the development of the tourism industry. New way. (Zhou Junzhi, 2019)

Tourism development

According to the research and analysis of the UNWTO Tourism Organization, the number of global travel consumers achieved a very rapid growth in 2017, with an increase of 7%, setting a new record since 2010. With the rapid increase in the number of tourists, the development of tourism is also getting faster and faster, and it drives the export economy of tourism-related industries (Liang Aizhen, 2020). Take the data of China's outbound travel and domestic travel in 2017 and 2018 as an example: In 2018, the number of outbound tourists of Chinese citizens was 149.72 million, an increase of 14.7% over the same period of the previous year; in 2018, the number of domestic tourists was 5.539 billion, which was higher than the previous year. A year-on-year increase of 10.8%; the total number of inbound and outbound tourists was 291 million, a year-on-year increase of 7.8%; the annual total tourism revenue was 5.97 trillion yuan, a year-on-year increase of 10.5%. In 2017, the number of outbound travel of Chinese citizens exceeded 130 million. In 2017, Chinese citizens traveled

abroad with 130.51 million person-times, an increase of 7.0% over the same period last year²; in 2017, there were 5 billion domestic tourists, an increase of 12.8% over the previous year; domestic tourism revenue was 4,566.1 billion yuan, an increase of 15.9% (Zhang Xuxu, 2020). For a long period of time in the future, we have reason to believe that the tourism market will continue to maintain a high degree of enthusiasm, and the tourism industry will inevitably be an important support for future economic development.

Guangxi is located in an economically underdeveloped area, but it has rich natural resources and ethnic customs. In 2020, China has realized the shift from poverty alleviation to rural revitalization. Guangxi's rural tourism, health tourism, ethnic cultural tourism, and folklore tourism have become one of the important ways to realize the rural revitalization strategy. It is strongly supported and developed by relevant departments. Favored by domestic tourists. According to statistics from the Guangxi Tourism Development Commission, during the Spring Festival in 2017, various tourist attractions in the region received a total of 14.919 million tourists, a year-on-year increase of 29.6%; total tourism consumption was 7.787 billion yuan, a year-on-year increase of 45.5%. The impressive achievements of Guangxi tourism are closely related to the full use of the boosting role of the Internet. At present, there are many new tourism media in Guangxi, too many to mention. As long as consumers search on the Internet, they will find a variety of Guangxi tourism information, especially tourism websites, WeChat public accounts, and Weibo represented by new online media. The endless and pervasive promotion parties have played an important role in promoting the new development of Guangxi's tourism industry. (Li Xiaoqing. 2017) How to use policy advantages and Internet development momentum to further promote the development of tourism in Guangxi has become an important topic of our research.

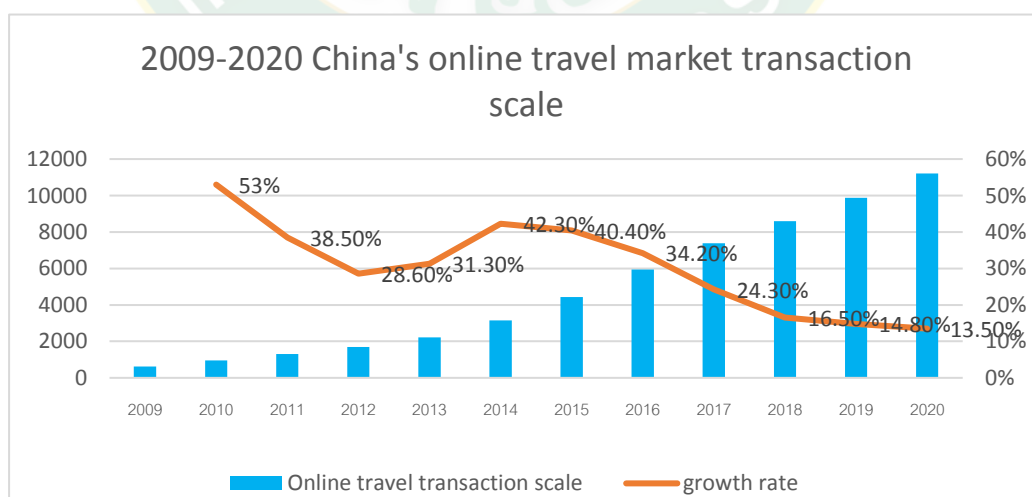
The development and current situation of tourism platform

The development of tourism platforms started from offline travel agencies; to traditional media (newspapers, radio, television, etc.); to online travel platforms (tourism websites, government official websites, etc.), with smartphones. With the advent of the new media era, travel and the Internet have further integrated, and the concept of online travel platforms has gradually expanded to travel mobile clients (such as travel APP, WeChat official account, video account, short video platform travel column, etc.). Compared with the traditional tourism platform before, the new media tourism platform now has more users, can achieve a high degree of information sharing, multicultural communication, and

can achieve real-time interaction. These are advantages that offline travel agencies and traditional media cannot have.

By consulting relevant research statistics, it is not difficult to find that most of the current tourist collection of tourism information is achieved through the Internet, and mainly through the use of major tourism platforms to achieve related consultations and transactions. According to the World Tourism Organization (UNWTO), China is expected to become the world's largest tourist country by 2020. By then, nearly 10% of the national tourism market will come from tourism platforms (Liang Aizhen, 2020)

With the help of travel platforms, consumers can save more time and energy. According to the research and analysis of relevant institutions, the transaction scale of China's online travel market in 2019 will be close to one trillion yuan, and the online travel market has huge potential. As shown in Figure 2, since 2009, China's online travel market has continued to grow at a relatively rapid rate. The market transaction scale has increased from 61.7 billion yuan to more than 700 billion, with a compound growth rate of 36%. In 2017, the transaction scale of China's online travel market was 738.41 billion yuan, a year-on-year growth rate of 24.3%. According to the current development situation, the scale of the market in 2020 will reach RMB 1,120.8 billion. As shown in Figure 2, although the growth rate of China's online travel market has gradually declined since 2014, this does not indicate that the online travel market is becoming saturated. On the contrary, it represents the sustainable development of China's online travel market. A benign development trend.



Figures 1 2009-2020 China's online travel market transaction scale

Through the tourism platform, consumers can browse the products and services of tourism enterprises more intuitively and conveniently, and can communicate and communicate at any time without being restricted by space and time, and finally reach relevant transactions (Liang Aizhen, 2020). In addition to realizing transactions, through the subscription, sharing and evaluation of the platform, information sharing and communication between different tourists can also be realized. Therefore, the emergence of online travel platforms plays a vital role in users' consumption navigation and even emotional communication. Only by effectively combining the characteristics of online travel platforms and seizing the user market can the tourism industry achieve sustainable development.

There are various ways to classify tourism platforms. Some scholars (Zheng Zongqing, 2003) divide online tourism platforms into government tourism department platforms, application service provider platforms, professional tourism platforms, enterprise self-built platforms, and online content provider platforms (portal Platform) Four categories. Some people (Zhang Wenhua, 2008) divide tourism platforms into three categories: self-built platforms for tourism companies, comprehensive tourism platforms, and search information engine platforms. According to the actual situation in Guangxi, combined with the classification basis of predecessors, Guangxi's online tourism platforms are now divided into four categories: Guangxi government tourism department platforms (Guangxi Cultural Tourism Department video number, Guangxi Tourism Government Affairs Network, Guangxi Tourism Information Network, etc.), Guangxi scenic spot App or official account (Qingxiushan official account, Fangte Travel APP, etc.), Guangxi travel agency website or official account (Guangxi International Travel Official Account, Liuzhou Dream International Travel Network, etc.), Guangxi Tourism App (Guangxi-Tuniu, Mafengwo Free travel, etc.).With the rapid development of the Internet and the integration of travel platforms and the Internet, the types and functions of travel platforms will become more specialized and diversified.

Guangxi Tourism Government Network is the official website of the Tourism Development Committee of Guangxi Zhuang Autonomous Region. It is not only a window for the Guangxi tourism department to display to the outside world, but also a bridge between the government and ordinary people. It is built to improve the credibility and influence of Guangxi tourism. English is available. Russian, Korean, Japanese, Vietnamese, five language versions. Guangxi Tourism Government Affairs Network has made great efforts in recommending featured tourism programs and has achieved remarkable results. In the 2017 Weibo rankings of the National Tourism Administration, the official Weibo of the Guangxi Tourism Development Committee

ranked ninth and sixth in the provincial tourism bureaus. It is not easy to be an underdeveloped province in the west. In April 2017, the Tourism Development Committee of Guangxi Autonomous Region was awarded the 2016 Internet + Tourism Provincial Demonstration Unit. In 2017, Guangxi Tourism Administration Network used new media to create a cultural tourism brand of "March 3 of the Zhuang Nationality", and organized a series of publicity and promotion activities of "March 3 of the Zhuang Nationality. Meet in Guangxi". During the entire "March 3 of the Zhuang Nationality" period, it launched More than 480 tourism festivals have received about 12.9627 million tourists, with a total tourism revenue of about 8.363 billion yuan, and the promotion has achieved remarkable results. (Li Xiaoqing, 2017)

Guangxi Tourism Information Network is known as the official tourism online of Guangxi. In addition to presenting the latest tourism information such as Guangxi's latest festivals and preferential information, it also displays information on major tourist destinations, tourist experience, memory and sharing in Guangxi. A platform that integrates e-government and e-commerce for tourism enterprises. As early as 2010, Guangxi Travel Online won the title of "2010 China's Excellent Government Tourism Website". More than 130,000 people ordered Guangxi tourism products through the Guangxi tourism online destination marketing platform during the National Day Golden Week in 2016, an increase of 196% over the same period in 2015, and the development is extremely rapid. (Li Xiaoqing, 2017)

The most effective public account is the official WeChat public account of the Guangxi Tourism Development Committee, which mainly pushes Guangxi tourism information, beautiful scenery, food, tourism strategy, and the latest tourism information. The WeChat public account of Guangxi Tourism Development Committee won the "2014 China Tourism Internet Government Service Award" at the summit. In addition, some famous scenic spots such as Qingxiu Mountain, Daming Mountain, Weizhou Island, etc. also have corresponding WeChat public accounts.

Other tourism platforms such as Guangxi Travel Report, Liuzhou Dream International Travel Network, Guangxi Travel-Tuniu, Mafengfeng Free Travel, Guangxi Tourism Development Committee official Weibo, Nanning surrounding tour WeChat official account, Guangxi Tourism WeChat official account, etc. The emergence of these online travel platforms is basically to better attract consumers and provide travel information.

Research Problem

Although from the current situation, the user promotion of Guangxi's online travel platform has achieved certain results, and it has also played a certain role in the promotion of Guangxi tourism. However, after comparison, it is still found that Guangxi's online travel platform is not very sticky. The problem of insufficient influence. Taking the 2017 Spring Festival seven-day tour as an example, comparing the number of readings and likes of the WeChat official account of Guangxi Tourism Development Committee and Nanning Peripheral Tour, it can be seen that its influence is not large and the audience is limited. For example, the average number of tweets read per day on these two WeChat official accounts is very small. The most one day is tweets from a tour around Nanning on January 31, 2017. The number of reads is only 21,233 times and the number of likes is only 208. According to According to the statistics of Guangxi Tourism Development Commission "Guangxi Holiday Office Releases Spring Festival Tourism Situation", the total number of tourists in Guangxi during the seven days of the Spring Festival in 2017 reached 14.919 million, while Guangxi Tourism Development Committee and Nanning's surrounding tours totaled only 115,359, accounting for less than 1%. (Li Xiaoqing, 2017) It can be seen that the WeChat official account of Guangxi Tourism Development Commission and the WeChat official account of Nanning Surrounding Tour have negligible influence among Guangxi tourism consumers. In addition, the user promotion of Guangxi tourism platform also presents problems such as the validity, pertinence, and lack of interaction of tourism information.

Therefore, this research will start with the content of "the influencing factors of user promotion of Guangxi online travel platform". In this research, the concepts of "demographic variables, perceived value, and social influence" will be the research variables, and we will discuss its alignment The research questions are as follows:

1. Will demographic variables have a significant impact on the user promotion effect of Guangxi's online travel platform?
2. Will the perceived value have a positive impact on the user promotion effect of Guangxi's online travel platform?
3. Will the social impact have a positive impact on the user promotion effect of Guangxi's online travel platform?

Objectives of the Study

The main purpose of this research is to combine questionnaire surveys and statistical analysis methods. On the basis of previous studies, this paper discusses the correlation between Demographic variables, Perceived value, and social influence and the effect of user promotion, which is mainly reflected in the following three aspects:

Objective 1: Identify the determinants that affect users' use of the Guangxi online travel platform.

Objective 2: Use data as a management tool for developers and operators of Guangxi online travel platform to make decisions, in order to bring a better experience to users.

Objective 3: The research conclusions will provide the basis for Guangxi's tourism sector to promote the effectiveness of Guangxi's tourism dissemination and promotion on the Internet.

Expected the Results

1. This research aims to help marketers and managers in the Internet + tourism field, especially those who are seeking promotion strategies for users of online travel platforms, to provide them with a basis for judgment.

2. This research provides management assistance for Guangxi tourism propaganda and promotion personnel, especially the popular attractions managers who have developed online tourism platforms, and urges them to improve their respective online tourism platforms to improve the presence of various attractions on the Internet. Effectiveness of communication and promotion.

Scope of Study

1. Research location: Guangxi, China
2. Research objects: tourists from all over Guangxi, various online tourism platforms in Guangxi
3. Research area: At various tourist attractions in Guangxi, this study will issue questionnaires to tourists from various places in Guangxi, and it is estimated that 522 copies have been issued.
4. Research time: The research period is from February 2020 to October 2021, and the questionnaire is distributed from April 1 ,2021 to May 10, 2021. This period

coincides with the Chinese Ching Ming Festival, the Guangxi Zhuang Nationality's March Sangewei Festival, Small and long holidays such as May 1st Labor Day, therefore, this study will issue questionnaires when users of Guangxi's online travel platform are most active.

Limitations of the Study

1. Limitation of research time: This questionnaire is issued from April 2021 to June 2021. Although this period is the peak period of holidays in Guangxi, China, the use of online travel platforms is the most active, but the research time span is 3 months. It is small and has certain limitations.

2. Limitations of the study area: The study site is set in Guangxi, China. The survey was conducted for tourists from various places in Guangxi. Guangxi is famous for rural tours and landscape tours, so the preferences of tourists will be more obvious.

3. Limitations of the research content: This research mainly studies the influencing factors of user promotion of online travel platforms in Guangxi. In terms of theory, ELM theory and TAM theory are mainly used to summarize the influencing factors of user promotion of online travel platforms. Although there is considerable theoretical basis, but Failed to extract the influencing factors based on more objective qualitative research, leading to insufficient reflection of the research model on the particularity of the online travel platform, without considering the potential impact of factors other than the platform, without setting adjustment variables or intermediary variables, and the scientificity and robustness of the theoretical model need to be improved.

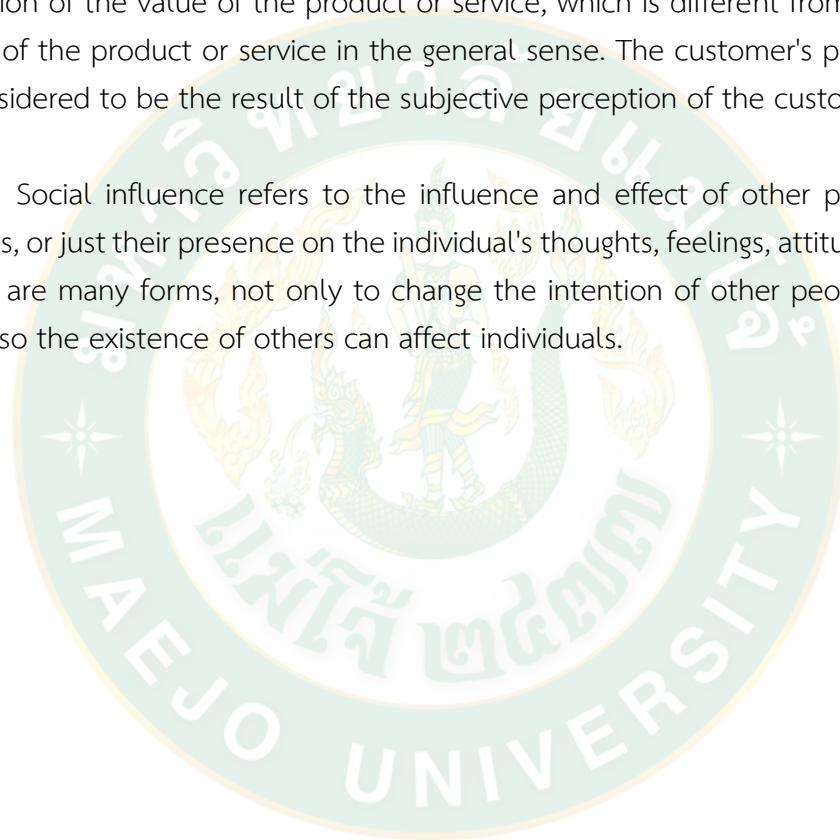
Operation Definition of Terms

The online tourism platform is the PC-side website and the travel APP application software of the mobile client established by major travel companies through the Internet. Customers can check travel-related information through the online travel platform. The travel platform is a platform that can realize various functions of online travel. Comprehensive stage, and as far as possible to meet all the needs of travel consumers. A platform is an intangible or tangible place or space that meets the needs of stakeholders to achieve transaction purposes. The current tourism platform has the main characteristics of integration, service, intangibility and tangibility, and word-of-mouth effect.

User promotion refers to a series of measures taken by an enterprise or platform to increase sales revenue, expand the market share of products, and stimulate the purchase or use desire of people related to mechanical equipment or software. Current research believes that user promotion strategies are whether the enterprise or department can achieve the key element of the promotion goal.

Perceived value is the subjective evaluation of the utility of the product or service after the customer perceives the benefit of the product or service, and subtracts the cost paid for the product or service. Reflect the customer's specific cognition of the value of the product or service, which is different from the objective value of the product or service in the general sense. The customer's perceived value is considered to be the result of the subjective perception of the customer's assigned value.

Social influence refers to the influence and effect of other people's words, actions, or just their presence on the individual's thoughts, feelings, attitudes or actions. There are many forms, not only to change the intention of other people's behavior, but also the existence of others can affect individuals.



CHAPTER II

LITERATURE REVIEW AND RELATED STUDY

Theory

Elaboration Likelihood Model (ELM)

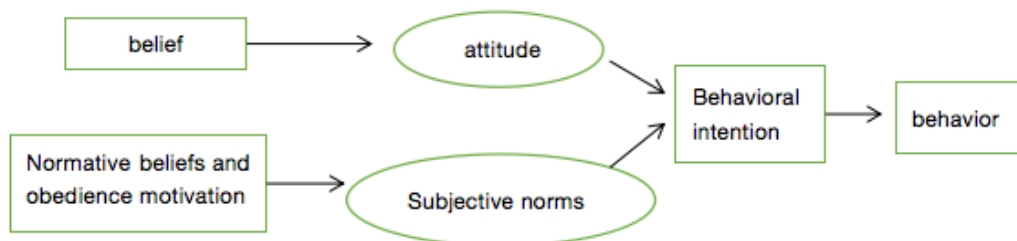
Richard E. Petty and John T. Cacioppo (1986) proposed a Elaboration Likelihood model, which believed that the attitude changes of individual users are affected by two paths, namely the central path and the peripheral path. Central Route, mainly refers to if the user's ability is involved, the user usually spends more time and energy on the main information to make complex and comprehensive thinking, so as to make decision-making behavior; Peripheral Route, mainly refers to if the user's ability is involved the degree of motivation is low and the degree of motivation is high. Users usually use other information as a basis for decision-making. In this process, users can make decision-making behaviors without spending much time and energy. The user's choice is often influenced by Elaboration, that is, a high degree of involvement will choose the central path, and a low degree of involvement will choose the outer path.

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) was proposed by Fishbein (1975) and Ajze (1977). It is mainly used to analyze how attitudes consciously affect individual behavior, and focus on the process of attitude formation based on cognitive information. The basic assumption is that people are Rationally, before making a certain behavior, it will synthesize various information to consider the meaning and consequences of its own behavior.

The rational behavior theory regards people as "rational people" and believes that when people make behavioral decisions, they will comprehensively consider a variety of factors. The specific analysis is as follows: an individual's belief in behavior results determines his behavioral attitude, where attitude is an individual's attitude towards a certain behavior. The feelings and beliefs that occur are the subjective judgments of the probability of an individual's consequences for a certain behavior. Normative beliefs and obedience motives determine individual subjective norms. Normative beliefs refer to the individual's ability to perform a certain behavior by referring to the group. Obedience motivation refers to the degree of driving force of the individual's obedience to normative beliefs. The degree of influence of the environment. Ultimately, the individual's behavioral willingness is determined by

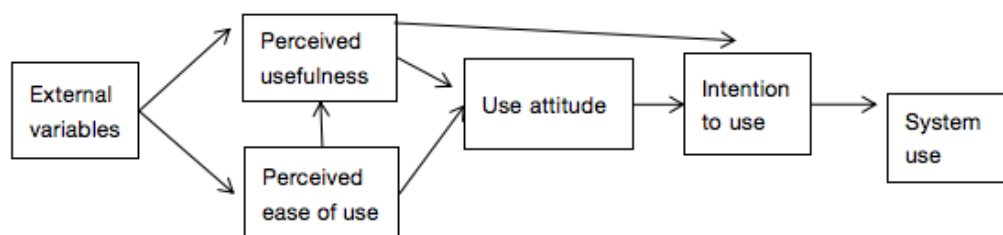
attitudes and subjective norms, which in turn determine the individual's actual behavior. As the figures 2 shows.



Figures 2 TRA model

Technology Access Mode (TAM)

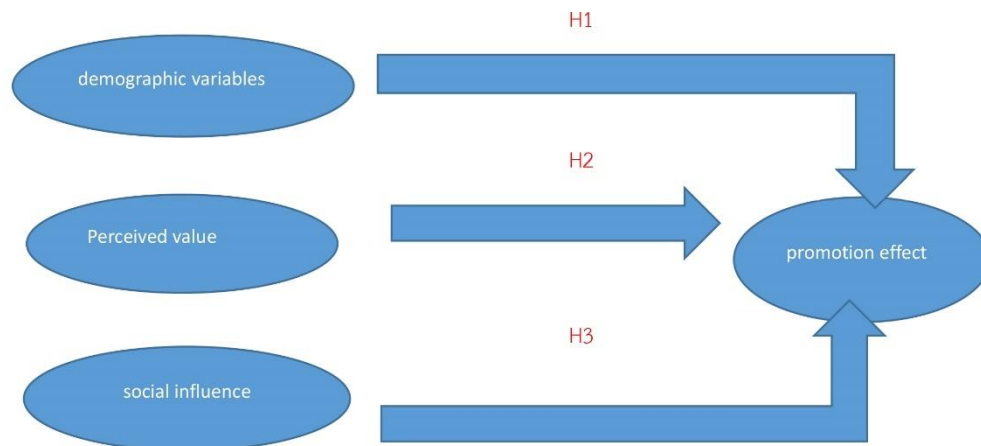
Davis (1989) used the theory of rational behavior to study the user's acceptance of information systems and proposed the Technology Access Mode (TAM). This model is used to explain the key factors for users to accept new products or technologies, and they hope to use this model to verify the influencing factor of user behavior. There are two important variables in this model: perceived usefulness and perceived ease of use. As shown in the figure, perceived usefulness refers to the degree of usefulness of an object perceived by the individual; perceived ease of use refers to the degree of familiarity with which the individual perceives the operation of an object. As the Figures 3 shows.



Figures 3 TAM model

Theoretical framework

According to the literature review, for the content of the theoretical framework (Figure 4), the user promotion model of the online tourism platform includes four structures: perceived value, social influence, demographic variables, and user promotion effect.



Figures 4 Theoretical Framework

Under the theoretical framework, research and discussion variables (demographic variables, perceived value, social influence) will affect the effect of user promotion.

Related Study

Online Travel platform

1. Operation and development of online tourism platform

Internet technology is a powerful driving force for the online travel industry (Yang Yanfeng, 2016). The greatest significance of the emergence of online travel platforms is to shorten the distance between travel-related industries and travel consumers. Buhali (1998). In the future, the development of tourism platforms will present three major trends, including personalized customized services, increasing user stickiness with a competitive image and service, and packaging products in the form of leisure and vacation. Therefore, how to conduct user promotion to increase user viscosity will be an important issue faced by various tourism departments and enterprises. Chen Xi (2019) took the operation model of the travel mobile platform as the theme, taking Tuniu APP as an example, and proposed that Tuniu is not only a distribution platform for travel route suppliers, but also cooperates with offline stores to independently design travel products. The attributes of travel OTA make It is more advantageous in providing molded circuit products. He also pointed out that Tuniu's products are mostly aimed at couples, and the characteristic products for the market for friends, parents and other groups are not perfect, and products with group tours have limitations. Gao Han and Wu Chuanbiao (2019) proposed the development model

of online travel platforms from the perspective of the sharing economy, and pointed out that Internet travel should continue to promote the development of the travel industry by breaking down barriers between related industries, strengthening the online platform supervision system, and strengthening talent training. The previous development has made the tourism industry continue to move closer to the front end of the sharing economy market. Wu Zijun (2020) proposed that tourism platforms should incorporate cultural elements, and took Jiangxi as an example to analyze the three major tourism platforms in Jiangxi Province: the official platform of the scenic spot, the entry point of the third-party tourism platform, and the special mobile phone platform for Jiangxi. Zhang Yijian (2019) requires the construction, positioning and analysis of tourism platforms from the "two ends" (WeChat, Weibo, and client) to realize shared travel in all time, space, region, and personnel. Lu Wen (2019) proposed that to strengthen the maintenance and operation of official accounts, one is to speed up the update of the account content, and the other is to enhance the interaction with users by regularly drawing free tickets online. Effectively combine offline activities with online publicity to increase the exposure of scenic spots on the Internet, thereby achieving the goal of increasing the tourist customer base.

2. Influencing factors of online tourism platform promotion

Through in-depth analysis, Gao Bo (2010) indicated that consumers' purchase intention, consumer trust, and consumer perceived value are also profoundly affected by the image of the platform, and this impact is positive, that is, the image of the platform plays a major role in platform marketing. Jungmi.et (2008) stated that it is possible to deepen the understanding and understanding of the image of the platform from the three aspects of entertainment, convenience and safety. Bauernfeind (2008) deeply analyzed how the content of the travel platform, the interaction of the travel platform and the language of the travel platform affect the number of visits to the travel platform, and then accurately evaluated the effectiveness of the travel platform.

3. Problems faced by online tourism platforms

Liang Aizhen (2020) pointed out that the construction of many platforms in our country is still immature. While platforms provide convenience to people, they also bring many hidden safety hazards to people. They not only have a positive impact on people's production and life, but also have many negative impacts. Wang Tianxing (2020) also stated that online travel platform operators should strengthen the study of national and local laws and regulations. Regarding the problems faced by travel platforms, Sun Jin (2021) summarized five points. First, travel strategy articles are easily mixed with bundled sales and are easily manipulated by stakeholders. The second is the issue of consumer

information security. Internet information is explosive, coupled with the popularity of online payment methods, consumers are likely to reveal their own information and privacy when browsing travel guides or posting reviews. The third is the lack of personalized strategy. Tourism is not only the mass travel mode or the form of group travel, there are still many gaps in the personalized travel strategy. The fourth is the lack of emotional resonance. Travel strategies should focus more on consumers' attention and experience, and create a true feeling of whole-heartedness based on consumers' psychology. Pay attention to the development of experience economy, use utility as an important foothold of tourism strategy, and further change the consumption behavior of consumers. Fifth, it is too commercial. Tourism strategy is not only the promotion of commodities, but also the social features and cultural connotations of tourist destinations, and respect for local culture and customs.

Research on product promotion theory

1. concept

As for marketing, there are currently two definitions in academia: Wang Jianfei (2014) believes that marketing in a narrow sense refers to an enterprise in order to increase sales revenue, expand the market share of products, and stimulate consumers or users' desire to buy or use. Series of measures. Broadly speaking, marketing refers to the relevant marketing strategies such as 4P (price, channel, product and promotion) adopted by the enterprise in order to complete the prescribed marketing indicators. Jerome McCarthy (1995) believes that current research believes that marketing strategy is a key factor in whether a company can achieve its promotion goals, and an efficient marketing strategy mainly includes the following aspects: First, it requires sound product management and planning measures; Second, it must have efficient operating channels; third, formulate a reasonable price strategy; fourth, design flexible and diverse product promotion plans. For brand promotion, Philip Kotler (2010), the father of modern marketing, believes that a brand is a series of specific characteristics, services and benefits that marketers provide to buyers or users.

The research of this article focuses on the user promotion of online travel platforms. Users are the audience of online travel platforms and the terminals of promotion. However, because each user has its own independence and uniqueness, users have different products. Perceived effect. At the same time, users of different ages, incomes, genders, educational backgrounds, regions, and marriage statuses have different acceptance of products. There are also differences in the promotion effects of companies on users, but users have the commonality and uniqueness of the corresponding groups.

The marketing methods have a certain degree of influence on the same group of users. Therefore, this article will focus on researching the key factors that affect the effect of online travel platform user promotion.

2. Promotion methods

Deng Xinying (2020) affirmed the value and achievements of VR technology in the promotion of the tourism and cultural industry under the Internet platform, and proposed the era of rapid network development. The use of VR technology has changed the public's traditional consciousness and concepts, and is more enthusiastic about the experience of online travel. And form stereotypes of traditional culture, objects and legends in the experience, and accelerate the dissemination and development of tourism culture industry. Chen Yuting, Zhang Hao, and Liu Lina (2019) combined the consumption habits of contemporary college students and proposed that contemporary college students have the characteristics of individualization, diversification, and concentration, and should make full use of online marketing methods such as website marketing, Weibo marketing, and video marketing. The promotion of the university to university students. Zhang Shuhua, Miao Caihua, and Wang Hong (2018) believe that online live broadcasting of tourism may become the main form of positioning and promotion of tourism companies. On the one hand, travel live broadcast allows the audience to fully experience and experience the unique feelings of unfamiliarity and remoteness without leaving home; on the other hand, it can also provide certain guidance and reference for potential tourists' future travel. Tang Ruiqi (2020) takes the onion omall, an e-commerce platform, as an example, and proposes marketing and promotion in the direction of social media communication and advertising platform optimization after identifying the market positioning. Liao Peng (2021) proposed to improve the promotion effect of smart home products through the establishment of a comprehensive sales network and regional fixed-point promotion, and to be good at establishing potential consumer groups through the mobile Internet.

There is a lot of research on brand promotion in the field of new media and new technology in China. For example, Zhou Ning (2019) analyzed the role of WeChat, a new media social platform, on brand promotion, using WeChat's user perspective. Analyzing the three aspects of WeChat's own value and the use of advertising on the WeChat social platform, the research concludes that the WeChat social platform has a significant effect on the brand promotion of emerging products. When analyzing the brand promotion of the short video social software "Tik Tok", Wang Jingjing (2020) demonstrated the positive effect of the brand promotion of "Tik Tok" on its success by

studying the promotion methods, stages and strategies of the "Tik Tok" brand. At the same time, it summarized the successful brand promotion experience of "Tik Tok".

3. Influencing factors

Cao Mei (2020) uses a technology acceptance model to study the online homework user experience of junior high school students and parents and its influencing factors, and combines the teacher user experience in related research to conduct a comparative analysis. The research finds that ease of use has an effect on the online homework of students and parents. The use of homework has no significant impact on teachers; teachers and parents are more concerned about usefulness, but students are not aware of it; social influence and self-learning management have a significant impact on students and parents' use of online homework. Gao Wenwen (2020) Using empirical research methods, structural equations are used to analyze the effects of reading efficiency, reading sociality, and reading destiny on user satisfaction. Through the research process and results of the combination of qualitative and quantitative methods, constructive opinions on the development of public library reading promotion work are put forward. Zhang Luyue (2015) conducted a questionnaire survey on users participating in college reading promotion activities, using factor analysis and regression analysis to demonstrate the influencing factors of user satisfaction, and put forward corresponding suggestions. It is concluded that "reading design", "promotion support", and "reading environment" are important promotion factors that affect user satisfaction. It is proposed that in-depth promotion support services with multi-party participation, differentiated and flexible reading design, and promotion of professionalism of extension personnel are effective ways to enhance user satisfaction.

Research on Perceived value theory

With the continuous upgrading of business models, the commercial competition among enterprises has become increasingly fierce. Enterprises seek their own marketing advantages in the competition, which has led to the gradual establishment of a "customer (user) oriented" business philosophy. Companies want to ensure that their products or services surpass their competitors in the market competition environment and allow themselves to gain the upper hand in their respective industries, then the company must detect and understand the value needs of customers (users) in the market. Perceived value theory is marketing. Scholars gradually developed in such a "customer-oriented" market environment.

Zeithaml first puts forward the theory of customer perceived value by conducting market surveys on customers, and sums up four meanings of perceived value: (1) Value is a necessity of a product or service. The quality and functions that meet the needs of customers or users are the most important goals for the realization of products and services. For example, in the telephone communication industry, because customers value the reliability of the communication system very much, they are willing to pay attention to the confidentiality of information and the security of telephone communication. (2) Value is embodied in low prices. In the general perception of customers, value means low price. This perception indicates that the money paid by customers for products or services reflects the customer's perception of the value of products or services to a large extent. (3) Value is expressed as the quality of products or services that customers can exchange for money paid. Therefore, customers usually compare the amount of money they pay with the quality of the products or services they receive. (4) Value is related to all the payments and benefits that customers make for the product or service. Customers will measure the value of the product or service based on the level of these payments and benefits, such as money payment, time cost, and service harvest.

In summary, Zeithaml believes that perceived value is "the overall evaluation of the utility of products and services by customers based on perceived gains and losses." Monroe further defines perceived value as "the ratio of perceived gains to perceived losses", and believes that customers' perception of value reflects the trade-off between the price, quality and expected benefits of products or services. In its later research, Woodruff believes that perceived value is a balance between the cost paid by the customer in the purchase or use process and the benefit from the product or service, which includes the customer's expectation of the product or service, which means This means that the customer's perceived value of the product or service already exists before the actual transaction between the buyer and the seller. The main research object of this article is the major online platforms. Unlike the traditional audience of products or services called "customers", the users of online travel platforms are called "users". The perceived value of customers is equivalent to the perceived value of users.

Throughout the domestic and foreign studies, the application of perceived value is extensive, involving tourists in scenic spots, customers of cultural and creative products, and platform users. In the context of e-commerce and tourism, Bonsón Ponte et al. (2015) found that perceived value is the main antecedent variable of online purchase intention. This means that the greater the perceived value of goods

on travel websites, the more likely they are to travel Shopping on the website. Wang et al. (2020) studied the continuous use of mobile government services in my country and found that mobility, localization, and personalization are positively correlated with perceived value, and perceived value positively affects users' willingness to continue using. Qu Xiaoshuang (2021) applies perceived value to tourists in traditional villages, and divides the perceived value of tourists in traditional villages into four dimensions: situational value, function-perceived value, hedonic-perceived value, and cost-perceived value. Shu Shujin (2021), based on previous research and the cultural characteristics of the Forbidden City in China, divides museum cultural and creative products into three basic product dimensions, namely quality value (functional quality value) and price value (functional price value), Social value. Li Yazheng (2016) builds a model of the influencing factors of users' willingness to pay based on the theory of perceived value, aiming to analyze the internal mechanism of users' purchase of courses and make reasonable suggestions. Han Donglin (2021) takes course information quality and audition experience as antecedent variables of perceived value to measure the benefits that users perceive during the course audition stage; takes perceived price as a consideration variable for perceptual payment to measure the user's purchase cost of paid courses Cognition.

Davis (1989), when studying the new technology acceptance model (TAM), proposed perceived usefulness and perceived ease of use as the two core concepts of the model. Perceived usefulness refers to the degree to which people subjectively believe that when a certain system or technology is used, the system or technology can achieve a certain purpose; while perceived ease of use refers to the degree to which people subjectively believe that a certain system or technology is used , It can reduce the degree of difficulty and cost of work; perceived usefulness and perceived ease of use will affect the user's attitude, which will lead to the user's attitude and perceived usefulness to affect the user's intention to use, and ultimately determine whether the system is used. Priyanka Gupta (2021) studied the influencing factors of people's continued use of information applications, and clarified the relationship between perceived usefulness and perceived ease of use. Li Dan (2020) also proposed that perceived value mainly includes perceived ease of use and perceived usefulness. Perceived ease of use refers to the degree to which a person thinks it is easy to use a specific system, and perceived usefulness is an external motivation for individuals to use a product. The research of Liu Yi (2021) shows that perceived ease of use and perceived usefulness are positively correlated with satisfaction in the relationship between information search satisfaction. Jiang Mengxue (2021) uses in-depth interviews

to explore the effect of perceived usefulness on TikTok App users' willingness to continue using Respondents all mentioned that they can get news and current events on the Douyin App, as well as the current popular elements. Secondly, Douyin can provide them with useful and valuable information, and they will not only watch others' sharing, Will also share the experience in their own life on Douyin and become a content provider. The Douyin App integrates a variety of functions, and users can enjoy social, entertainment and other functions at the same time. Research has found that the more users think the App is practical during use, the stronger their intention to use it.

Perceived entertainment was first proposed by Leberman (1948). Moon (2001), based on the research of Lieberman et al., combined with the current rapid development of the Internet, believes that people's acceptance and use of Internet-related technologies cannot be perceived as useful. And perceived ease of use are a perfect explanation, so in one of his empirical studies on Internet applications, the element of perceived entertainment was introduced and defined as "the main belief in the user to explain the internal subjective and active behavior of the individual ". Moon divides the perceived entertainment into three dimensions: concentration, curiosity and pleasure in the interaction process. In recent years, due to the rapid development of mobile Internet and mobile payment, users' consumption environment has been greatly changed. Kim (2007) put forward the theory of perceived value in the new environment of mobile Internet, which believes that user's perceived value determines to improve its willingness to use. In addition, the theory of perceived entertainment is used by scholars in many fields of research. The research of Rouibah Kamel (2021) shows that perceived value affects the use of online games through the indirect effects of perceived entertainment and satisfaction, while perceived value has no direct effect on online games. Su Chien Yuan (2021) applied perceived entertainment to the investigation of Taiwan's primary school students' intention to use interactive video learning, and incorporated "perceived entertainment" and "perceived attractiveness" into the technology acceptance model (TAM). The research showed that perceived Attraction and perceived entertainment are the decisive factors that should be considered when explaining the behavior intention of Taiwan elementary school students using EDPuzzle. Atombo Charles (2021) applied perceptual entertainment to the research on the factors that affect people's involvement in high speed and collisions while driving. Evidence shows that adaptive cruise control (ACC) improves the driver's perception of pleasure during driving, thereby affecting Behavioral factors. The happiness perceived by ACC has a negative predictive effect on

crash participation. Jiang Mengxue (2021) used a stepwise regression analysis and found that perceived entertainment has a large regression coefficient on users' willingness to continue using the Douyin App, which clarified that users usually use the Douyin App in their spare time during work and study. It fills the vacancies of life, relieves the pressure in real life, and makes people feel relaxed and happy with pleasure.

From the above research, it can be seen that the user's perceived value has a certain impact on the user's acceptance of Internet technology and Internet products. Therefore, this article will further study the perceived value, that is, perceived usefulness, perceived ease of use, and perceived entertainment for online travel platforms. 1. The influence of Internet products, and discuss its influence and direction.

Research on Social influence theory

Social influence means that users are in their own social environment, and their psychology and behavior are affected by the people around them and the environment, and this influence will exist more or less. Venkatesh et al. believe that social impact refers to the impact of an environment that has a profound impact on individuals on the acceptance of personal information technology. Deutsch and Gerrard divided social influences into two main categories: informational social influences and normative social influences. Among them, informational social influence can be understood as the influence that people may have on their own behavior after obtaining information about other people's views and behaviors on something; normative social influence refers to their own in order to meet the expectations of others or groups. Get their positive response to change the influence of their original behavior. In his research on social influence, Kelman proposed three different processes when people are affected by society, namely compliance, identification and internalization. The three are a parallel relationship.

The theory of social influence believes that individuals are influenced by the outside world, so that their thoughts, attitudes and subsequent behaviors will change accordingly (CHEUNG CM 2010). Social influence in today's Internet age is mainly manifested in the influence of network opinion leaders and the influence of consumer herd psychology. When studying the role of opinion leaders in cyber ideological security, Fang Shinan (2019) proposed that opinion leaders play a positive and negative role in cyber ideological security in terms of creating a momentum for online public opinion, disseminating and guiding the trend of online public opinion, and creating pressure on cyber public opinion. The role of.

Hu Yong (2016) used the application of "WeChat" in teaching as a research case to explore the factors that affect college students' continuous use of WeChat in the classroom. The research found that social influence and user satisfaction significantly affect students' intention to use WeChat. Bode Leticia (2021) proposed that the social impact of the voices of opinion leaders such as media and experts can be used to correct the society's misconceptions about genetically modified foods. Cheng Sican (2020) introduces the theory of social influence into the field of public adoption of e-government, using public perception as an intermediary variable. The research results show that social influence has a positive role in promoting the willingness of public adoption of e-government, and public perception plays a role in social influence and e-government. Part of the mediating role is played between the public's willingness to adopt. In the field of marketing, the research on user herd theory is relatively extensive. Jiang Mengxue's (2021) research found that the social impact of Douyin App users has a great influence on the users' continued use of Douyin App. The surrounding groups and the environment will have a certain impact on users, and their usage will also change accordingly. Lascu (1999) found that individuals are often influenced by the group when making product choices and subconsciously submit to these influences in order to gain acceptance by the group. The research of Boush et al. showed that there is a high correlation between consumers' herd tendency and trust in advertisements, and distrust of advertisements will affect consumers' independent judgment, and then choose to follow the crowd. And Duan analyzed the information cascade phenomenon (one of the internal mechanisms of herd behavior) of software downloads on the most popular software download platform (download.com) in foreign countries, and proved that online users' software download behaviors will be affected by the download level (download.com). ranking), which will gradually decrease as the ranking increases (download ranking is an important variable reflecting the download volume of other users). Cheng Huang (2021) integrates the trust mechanism in the social influence theory into the study of online learning user social interaction characteristics, incorporates the establishment, dissemination and socialization of trust into the research scope, and introduces personalized recommendation in the recommendation process of the recommendation model. It is used to solve the problem of low recommendation effect and low quality of the recommendation system on sparse data sets. According to Kelman's theory of social influence, individual behavior is affected by three social processes: compliance, identification, and internalization. Tao Zhou (2020) applied the theory of social influence to the behavioral research on knowledge sharing of users in online health

communities, reflecting the positive impact of social influence on the willingness of online health users to share knowledge from three aspects: subjective norms, community identification and group norms.

Zhang Dingkun (2020) regards opinion leaders and herd psychology as two variables of social influence, thus explaining the positive influence of social influence on the promotion of short video social software users. And Guo Yong (2020) used opinion leaders to construct an evaluation index system for the importance of online public opinion users, and used public opinion field theory, intergroup relationship theory, social identity construction, system dynamics and other theories to provide opinions on public opinion online opinion leaders. The role, motivation, etc. are analyzed. Zhong Lei (2021) used the big data of user text in the online community to calculate the connection strength between users, combined with the main ideas and principles of the PageRank algorithm, designed a LeaderRank algorithm to evaluate the importance of the "opinion leader" of the online community. Zhang Min (2021) applied opinion leaders to the research on the influence factors of e-commerce platform users' purchase intention. The research found that e-commerce platform network opinion leaders, platform reputation, and interaction quality all have multiple influence mechanisms on users' purchase intention. Scholars such as Lu Fangting (2021) also studied the mediating role of customer trust and the moderating role of perceived value in the process of e-commerce website opinion leaders' influence on user stickiness. The study found that e-commerce website opinion leaders, customer trust, perceived value, all have multiple influence mechanisms on user stickiness. The key to good opinion leader management on e-commerce websites is careful farming, accurate positioning, value pain points, and network awareness cultivation. Psychologist Sharif showed in his own experimental study of the illusion of swimming that people's perception of the outside world will be affected by the perception of others, resulting in behavior consistent with most people (Yan Jun, 2019). Xu Dawu (2021) Based on the herd mentality in the new media environment is to construct a model of factors that affect consumer behavior, obtain consumer behavior data through network collection and questionnaire surveys, and analyze the ways and paths of the influence of herd mentality on consumer behavior.

It can be seen that social influence has a profound impact on consumers or users, and the Internet platform itself has strong social attributes. Users can share the tourism cultural content they are interested in to their social platform accounts for others to appreciate, or affected by other user groups on the platform, this kind of influence and being affected will have a group effect and a wide range of social

influences. Therefore, this article regards social influence as one of the influencing factors of online travel platform user promotion.

Research on Predecessor questionnaire design

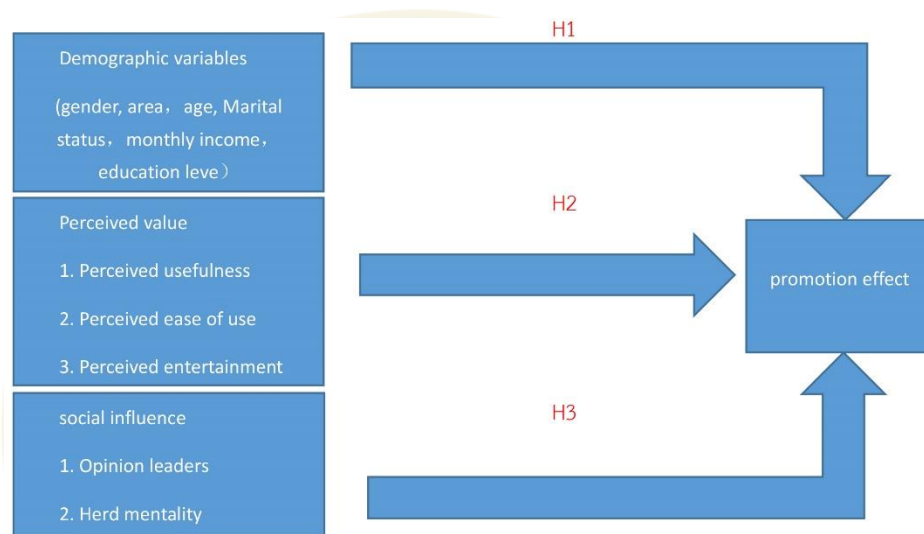
Predecessors have done a lot of research on influencing factors, but few have done research on the influencing factors of platform user promotion. They have provided me with great reference for the design of the questionnaire. Luo Lingqian (2021) set up screening questions during the questionnaire design. If you choose No, you will stop answering the questions, which largely avoids invalid questionnaires. Under the framework of the ELM model, Zhang Henan () combined the cross-border online shopping context and the characteristics of the cross-border online shopping sub-platform, and refined it from three aspects: perception of the internal attributes of the cross-border online shopping sub-platform, perception of the external attributes of the cross-border online shopping sub-platform, and consumer personal factors 9 factors influencing consumer trust in affiliated cross-border online shopping platforms were analyzed. Zhao Nan (2021) investigates the influence of opinion leaders on consumer behavior from multiple topics such as the appearance of the anchor, the effect of interaction with users, the user's trust in the anchor, and the anchor's influence on users. Lu Yong () measures the perceived value from four dimensions (perceived value, emotional value, social value, perceived contribution), and a total of 20 items to measure the perceived value. Zhu Chunbin (2021) uses herd mentality and uses the participation of relatives and friends as explanatory variables. Item measurement. Zhang Dingkun (2020) measures the user promotion of short video social software in terms of continuous use time, willingness to recommend, and the degree of influence of downloads.

In summary, predecessors have paid much attention to online travel platforms. There are researches on the development and operation methods of online travel platforms, the research on platform promotion methods, and the current online travel platforms facing difficulties. There is a lack of research on the factors affecting user promotion of online travel platforms. Therefore, at the same time, research on user promotion and product promotion in recent years has also attracted the attention of many scholars. Many scholars have compared product promotion in various industries (such as social media, e-commerce industry, live broadcast industry, smart home industry, etc.) with the development of the Internet. Contact to explore the influencing factors of brand and user promotion in the context of Internet development. Therefore, this article takes Guangxi, China as an example, to study the influencing

factors of online travel platform user promotion. This research has practical significance.

Conceptual framework

According to the concept of the theoretical framework, the literature will be reviewed. Then, in this research, some experts and scholars will follow the verification and construct the conceptual framework (see Figure 5).



Figures 5 Conceptual Framework

In the concept of perceived value, the research model of Davis (1989), Lieberman (1948) and Moon (1992) is adopted, which is divided into three dimensions: perceived usefulness, perceived ease of use, and perceived entertainment to express and verify the concept of perceived value. In addition, in the concept of social influence, the theories studied by Fang Shinan and Lasca are used, which is divided into two dimensions: opinion leaders and herd mentality to measure the concept of social influence. Among the personal statistical variables, referring to the research of Burnkrant (1995) and Rauniar (2014), they are divided into six dimensions: gender, area, age, marital status, monthly income, education level.

Research Hypothesis

Inference 1

Demographic Variables and Promotion Effect of Guangxi Tourism Platform

Burnkrant's research found that the older the user, the worse the promotion effect; Rauniar's research on the online consumption behavior of American consumers found that the user's educational background positively affects the user's online shopping and usage behavior. In previous studies, demographic factors such as gender, area, age, Marital status, monthly income, education level have more or less impact on user-oriented promotion behavior and effects. Online travel platform audiences and users are widely distributed, spanning different gender, area, age, Marital status, monthly income, education level. This article attempts to explore the corresponding effects of different demographic variables on the promotion of Guangxi online travel platform users.

H1: Demographic variables have a significant effect on the promotion of Guangxi tourism platform users.

H1a: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different gender.

H1b: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different areas.

H1c: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different age.

H1d: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different marital status

H1e: There are significant differences in the promotion effect of user on the Guangxi tourism platform for different monthly income.

H1f: There are significant differences in the promotion effects of Guangxi tourism platform users for users with different educational level.

Inference 2

Perceived Value and Promotion Effect of Guangxi Tourism Culture

Since the theory of perceived value was put forward, it has been verified by many empirical studies that in the mobile Internet environment, the theory of perceived value can explain and predict user behavior well, and formulate brand and user promotion marketing strategies based on user behavior. For example, when Hong et al. studied the factors affecting blog brand promotion, they used the theory of

perceived value and combined with the TAM model to divide the main research factors into six categories: perceived usefulness, perceived ease of use, reputation, reciprocity, helpfulness, and social identity. Dimension to conduct research and find that users' perceived value plays an important role in blog branding and user promotion. This article will further study the impact of perceived value (perceived usefulness, perceived ease of use, and perceived entertainment) on the new media tourism platform, and explore its influence and direction. Accordingly, the following hypotheses are proposed:

H2: User perceived value has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H2a: Perceived usefulness has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H2b: Perceived ease of use has a direct positive effect on the promotion of Guangxi tourism platform users.

H2c: Perceived entertainment has a direct positive effect on the promotion effect of Guangxi tourism platform users.

Inference 3

Social Influence and Promotion Effect of Guangxi Tourism Platform

Social influence in today's Internet age is mainly manifested in the influence of network opinion leaders and the influence of consumer herd psychology. Su Tingting (2020) studied the new generation of users' willingness to use mobile short video social software through empirical research and proposed that the social impact of the new generation of users will positively affect their willingness to use mobile short video social software. Ji Xiao (2019) conducted an empirical study on the composition and influence of opinion leaders in college microblog public opinion, and believed that college microblog opinion leaders will promote the development of related events and guide the trend of public opinion, which will affect user behavior to a certain extent. Hanson and Putler pointed out that online sales and network software downloads have many similar characteristics. For example, they are all experiential products, and they have previous sales or download records, which makes the reference basis for potential customers' selection behaviors tend to be herd. This article assumes that Guangxi's new media tourism platform will be affected by social factors in the process of user promotion. From the two dimensions of opinion leaders and herd psychology, the following hypotheses are accordingly proposed:

H3: Social influence has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H3a: Opinion leaders have a direct positive influence on the promotion effect of Guangxi tourism platform users.

H3b: The herd mentality has a direct positive effect on the promotion effect of Guangxi tourism platform users.



CHAPTER III

RESEARCH METHODOLOGY

Locale of the Study

The survey location of this research will be locked in Guangxi, China, and the target will focus on tourists from all over Guangxi, who will investigate their use of the Guangxi online tourism platform, and the questionnaire will be distributed in various tourist attractions + lines. On the above, convenience sampling will be implemented.

Population and Sampling Procedures

Population

This study will investigate the use of Guangxi's online tourism platform by tourists from various places who have traveled to Guangxi.

According to the age of the target object, it is divided into 4 age groups, namely minors under 18, young people between 18-25 years old (mainly college students), young people 26-35 years old in the workplace, 35 Over the age of the group (the group with greater pressure from work and family).

In terms of academic qualifications, it is mainly divided into junior high school and below with low knowledge level and ability of rational judgment, and high school or secondary professional school with high knowledge reserve and knowledge reserve. A bachelor's degree or university with better literacy training and information screening capabilities, a strong knowledge reserve, a master's degree or higher with strong rational judgment and a higher comprehensive literacy.

Sampling

This study adopts the convenience sampling method. During the Qingming Festival (April 3-April 5), the Guangxi Zhuang People's March 3 Folk Song Festival (April 13-April 16), and the May 1 Labor Day (May 1) -May 5) During the time when the three online travel platforms were most frequently used, questionnaires were randomly distributed to various tourist attractions in Guangxi. At the same time, the Internet Star Questionnaire was used to distribute questionnaires to tourists who had traveled to Guangxi. There are 41 items in the questionnaire in this study. According to Gorsuch's point of view, the ratio of the survey items to the number of respondents should be

maintained at a ratio of 1:5 to ensure the validity of the data. This project requires more than 205 questionnaires. In order to ensure the base number of the questionnaire for this project, it is planned to distribute and collect 522 questionnaires to the survey respondents.

Variable of Measurement

This study adopt a questionnaire survey, using Liker-type 5 scale to measure the respondents' intentions for each question. 5=Strongly agree, 4=Agree, 3=Neutral, 2, Disagree, and 1=Strongly disagree, measure the respondent's intent for each question. In addition, after data analysis, we can discuss the degree of agreement. If we get a point between 4.21-5.00, it means strongly agree with the argument; if we get a point between 3.41-4.20, it means agree with the argument; if it is 2.61 If you get a point between -3.40, it means you are neutral on the argument; if you get a point between 1.81 and 2.60, it means you disagree with the argument; finally, if you get a point between 1.00 and 1.80, it means you strongly disagree argument. The variables that measure each concept and the items in each concept will be discussed below.

According to the needs of the research model and hypothesis of this study, this questionnaire consist of three parts:

The first part mainly introduce the purpose, content and filling requirements of the survey. This article draws on the screening questions set by Luo Lingqian (2021) in the questionnaire design. If you choose No, the answer will be terminated, which largely avoids invalidity. Questionnaire, therefore, this article sets screening items (Q1) to eliminate subjects who do not meet the requirements of the survey.

The second part is the background question, which will collect the basic information of the respondents who meet the requirements of the survey (Q2 ~ Q7), and investigate the respondents' use behavior of the Guangxi online travel platform (Q8 ~ Q12). This article Draw lessons from Zhao Nan (2021) on the use behavior of webcast platform users, combined with the specific situation of online travel platform users, from the time of use, commonly used functions, favorite content, whether others recommend to use, whether to recommend others to use 5 brothers Question items survey users.

Table 2 Measure of Variables

Dimension	no	Item
Screening question type	1	Which Guangxi online travel platform have you logged in, followed or downloaded
Demographic variables	2~7	gender, area, age, Marital status, monthly income, education level
Use behavior	8~12	When do you usually use the Guangxi tourism platform You often use the functions of the Guangxi tourism platform After being recommended several times by others, I will follow or download the new Guangxi tourism platform What do you like on the Guangxi tourism platform Are you willing to recommend the Guangxi tourism platform you often use to others

Source: Su Tingting (2018)

The third part will measure the influencing factors of user promotion of Guangxi online travel platform, including the measurement of two independent variables (user perceived value, social influence) and one dependent variable (user promotion effect). This part will mainly use the Likert five-level scale to quantify the measured indicators. Each item will be assigned a score of 1 to 5, which means very disagree, disagree, general, agree, and very agree.

The measurement of perceived value comes from the research model of Davis (1989), Lieberman (1948) and Moon (1992), including three dimensions: perceived usefulness (Q13~Q20), perceived ease of use (Q21~Q26), perceived entertainment (Q27~Q30).

Among them, the perceived usefulness reference draws on the research of Lu Yong (2021), which mainly focuses on user travel needs and measures a total of 8 items. Perceived ease of use refers to Lu Zhang Dingkun's (2020) measurement of the perceived ease of use of short video social software, combined with the characteristics of the use of the Guangxi online travel platform, and measures from 6 test items such as interface design and product trading. Perceived interest is based on the research of Wakefield (2011). It mainly measures the attractiveness of Guangxi online travel platform to users and the pleasure it brings to users. There are 4 measurement items in total.

Table 3 Perceived value scale

Variables	no	Item
Perceived value	(13~20)	Using the Guangxi tourism platform allows me to obtain a lot of travel information
		The updated information of the Guangxi tourism platform is more timely and can meet my needs for information
		Using the Guangxi tourism platform allows me to learn about many new tourist attractions
		Using the Guangxi tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge
		Using the Guangxi tourism platform allows me to learn a lot of information about offline tourism activities in Guangxi
		Using the platform makes it convenient for me to travel
		The relevant information on the Guangxi tourism platform will affect my travel decision
		I will continue to pay attention and use it because the Guangxi tourism platform is very useful
		The Guangxi tourism platform is easy to download and use
		The interface design of the platform is humane
Perceived ease of use	(21~26)	It is very convenient to buy products or conduct transactions on the platform
		The platform is very stable to use
		It is very convenient to obtain tourist information on the Guangxi tourist platform
		I would choose to use Guangxi Tourism Platform because of its simplicity
Perceived entertainment	(27~30)	The videos, tweets, images, etc. on the Guangxi tourism platform can make me feel happy
		The platform is highly interactive
		The tourist information on the platform makes me feel very interesting
		I will choose to use the platform because it makes me have fun using it

Source: Davis (1989), Kim and Hee-Woong

The social impact measurement comes from the theories researched by Fang Shinan and Lascu, including two dimensions: opinion leaders (Q31 ~ Q34) and herd mentality (Q35 ~ Q37)

Opinion leaders participate in the study of Wang Chenxiao, Wang Li (2019) and Li Huiwen (2018), combined with the test items of the influence of online opinion leaders on consumer behavior in Zhao Nan (2021), from whether they will pay attention to opinion leaders, whether you will choose the recommendation of opinion leaders and whether the opinion leaders will recommend three items to set up questions. Conformity Psychology After referring to the measurement of the reference group by Zhao Shiwen and Chen Liwen (2018) and Zhu Chunbin (2020)'s relatives and friends participating in the measurement scale, this article uses 3 items to measure the conformity psychology.

Table 4 Social influence scale

Variables	no	Item
Social influence	opinion leaders (31 ~ 34)	I will follow the accounts of relevant celebrities, travel experts or Internet celebrities on the Guangxi tourism platform
		I often choose the travel platform recommended by my favorite celebrities, travel experts or Internet celebrities.
		The opinions of celebrities, talents or Internet celebrities on travel platforms are valuable to me Travel experts or Internet celebrities often recommend travel platforms to me
Herd mentality (35 ~ 37)	Herd mentality (35 ~ 37)	I usually choose Guangxi tourism platform with good reputation
		Relatives and friends often recommend some Guangxi tourism platforms to me
		I will choose the Guangxi travel platform recommended by my friends and relatives

Source: Su Tingting, Venkatesh and Lascu (2018)

Promotion effect refers to the attitude and behavior of users towards the platform after the platform has been promoted and promoted to users. This article draws on Zhang Dingkun's (2020) promotion effect measurement items on short video social software platforms, and compares whether it will be downloaded and used. Fire software? Would you recommend the software to others? Will you continue to use the platform? Wait for 4 items to be measured. If the respondent believes that he will continue to use the platform and is willing to actively recommend it to others, the promotion effect will be significant, and the respondent's scale score will be higher, otherwise the score will be lower. In this article, the promotion effect is used as the dependent variable (Q38~Q41).

Table 5 Promotion effect scale

Variables	no	Item
Promotion effect	(40~43)	<p>I will choose the Guangxi tourism platform with the most downloads or attention</p> <p>I will choose to use the Guangxi tourism platform recommended by others the most</p> <p>I will recommend it to others after using the Guangxi tourism platform</p> <p>I will continue to use Guangxi tourism platform for a long time (more than one month)</p>

Source: Filieri and Zhang Dingkun (2020)

Research Instrument

This research used a questionnaire survey. The questionnaire is divided into 5 parts. The first is the screening questions, the second is the basic information of the interviewee; the third is the item about perceived value; the fourth is the item about social impact; the fifth, Projects on promotion effects.

This study used perceived value, social influence, demographic variables, and promotion effects as variables. The methods for defining and measuring them are as follows:

First, perceived value: referring to the theories and models of Zeithanml, Davis, Lieberman, Moon (1992) and Zhang Dingkun (2020), the perceived value is described.

Perceived value is defined as including (1) Value is a product or service Necessities. (2) Value is embodied in low prices. (3) Value is expressed as the quality of products or services that customers can exchange for money paid. (4) Value is related to all the payments and benefits of customers for the product or service. The research requirements for perceived value include three dimensions: perceived usefulness, perceived ease of use, and perceived entertainment to express and verify the concept of perceived value, such as "platform content is very useful to me", "platform operation is very simple" A total of 18 items including "Platform content makes me feel fun" were used in the survey.

Second, social influence: Adopting the theories researched by Fang Shinan and Lascu, social influence refers to the degree to which users' behavior and psychology are affected by the people and the environment they come into contact with. Today, the rapid development of Internet technology has made it very convenient for people to communicate online. Some people who have "special skills" in a particular field stand out and become opinion leaders in this field, such as celebrities, Weibo big V, etc. Opinions have a great influence on netizens who are concerned about this field, and can guide the development direction of public opinion and topics; the environment will change people's behavior, but also subtly change people's psychology, unconsciously produce herd mentality, and imitate the masses. (Such as netizens, relatives, friends, etc.) preference to use a short video social software. Therefore, this article uses opinion leaders and herd psychology to measure the social influence factor. For example, 6 items such as "I often follow the Internet celebrity accounts of travel platforms" and "I will choose travel platforms recommended by friends and relatives" Yu investigation.

Third, Demographic variables, referring to Burnkrant and Rauniar's research, the user promotion effect will be affected by gender, area, age, Marital status, monthly income, education level and other aspects.

Finally, promotion effect: promotion effect refers to the attitude and behavior of users towards the platform after the platform has been advertised and promoted to users. For example, 4 items such as "I will recommend the software to others" and "I will continue to use the platform" will be used in the survey. If the respondent believes that he will continue to use the platform and is willing to actively recommend it to others, then the promotion effect is significant, and the score of the surveyed person is higher, and vice versa, the score is lower. In this article, the promotion effect is used as the dependent variable.

Pretesting of the Instrument

In order to determine the validity of the questionnaire, it is necessary to conduct a pre-test before actual use. Pretending can help determine the strengths and weaknesses of your survey in terms of question format, wording, and order. In this study, an undeclared pre-test will be used, and the respondents are not told that this is a pre-test. This investigation is as real as it is conducted. This type of pre-testing allows the selection of inspection analyses and the standardization of investigations. (Converse JM and S Presser, 1986)

How many participants should be recruited in the pre-test? According to Narins (1999), a rule of thumb is a sample of 25 to 75 for large-scale research. This may depend on time constraints and resources, and whether similar studies have been conducted on similar populations. In the book "Making Health Communication Procedures Work: A Guide for Planners", there is a chapter discussing planning and pre-testing. It mentions that in pre-testing, the sample size should be large enough. A reasonable and sufficient sample size is 50. name. Based on the references in this study, a pre-test process for 55 participants will be obtained.

There are 55 questionnaires collected in the pre-test of this study. The following are the results of the data analysis:

The reliability measurement uses the Kronbach alpha coefficient, and the reliability coefficient should be between 0-1. If the reliability coefficient of the scale is above 0.9, the reliability of the scale is acceptable. If the reliability coefficient of the scale is 0.7 Between -0.8, it means that some items of the scale need to be revised, and the reliability coefficient below 0.7 indicates that some items of the scale need to be discarded; in summary, from the Cronbach's alpha coefficient reliability test in the following table, we can see that the interactive Cronbash's α is greater than 0.7, indicating good reliability.

Table 6 Pre-test reliability table

Reliability Statistics		
Cronbash Alpha	Cronbash α	N of items
.728	.714	30

Next, the KMO sphere test is performed on the interactivity. As can be seen from the table, the Bartlett's test statistic is significant, indicating good validity.

Table 7 Pre-test validity table

KMO and Bartlett test		
	KMO	.360
	Approx. Chi-Square	581.063
Bartlett test	df	435
	p value	.000

Data Gathering

The questionnaires in this study will be distributed in the form of electronic questionnaires. Electronic questionnaires have the characteristics of random distribution and saving survey time. Therefore, this study will mainly use the form of electronic questionnaires, combined with offline tourist attractions to randomly distribute. This study will use the questionnaire survey website-"Questionnaire Star" as the main distribution platform for electronic questionnaires. The questionnaire distribution schedule is mainly concentrated from April 1 ,2021 to May 10, 2021. Since the research purpose and research methods determine the sample size of the questionnaire, and this research will mainly adopt quantitative methods in the analysis process, there are certain requirements for the sample size of the questionnaire.

Through research, Gorsuch found that the ratio of questionnaire measurement items to the number of respondents should be maintained at a ratio of 1:5 to ensure the validity of the data. The academic circles also mostly agreed with Gorsuch's views in the subsequent research process. In the final questionnaire of this study, in addition to the screening questions (1 item), demographic variables (6 items) and user behavior (5 items), there are 28 items in the scale, according to Gorsuch's point of view, this project requires more than 205 questionnaires. In order to ensure the base of this project, it is planned to distribute and collect 522 questionnaires to the survey subjects. After deducting 10 questionnaires from respondents who have not used the Guangxi tourism platform, there are 512 valid questionnaires remaining.

Analysis of Data

In order to verify the previous research hypothesis, this article will use SPSS to process and analyze the data. The content of the analysis method is as follows:

1. Descriptive statistical analysis

The characteristics of sample data will be described by calculating summary data and making corresponding graphs, including data central tendency analysis, frequency analysis, and degree of dispersion analysis. This article will discuss demographic variables (Q2~Q7) and use behavior items (Q8~Q12) for descriptive statistical analysis.

2. Reliability analysis:

The consistency of the results obtained when the same object is repeatedly measured by the same method. This research mainly involves the perceived value (PV), social impact (SI) and promotion effect of the scale items (PE) The reliability analysis of item items will use Cronbach α value for reliability test and analysis.

3. Validity analysis

Validity is the degree of validity of a measurement, which refers to the degree to which a measurement tool or method can accurately measure the required measurement. The higher the validity of a general measurement, the more the observation result can present the true characteristics of the measurement. This research will mainly involve the analysis of the validity of the scale items' perceived value (PV), social impact (SI) and promotion effect (PE) items, and will be tested in the form of factor analysis.

4. Single factor analysis of variance:

The study will include the influence of multiple levels of single factors on the dependent variable. This article will mainly discuss whether the demographic variable (DV) has a significant effect on the user promotion effect of the Guangxi online travel platform. Influence effect.

5. Regression analysis:

A statistical analysis method to determine the quantitative relationship between two or more variables. This article will focus on perceived usefulness (PVU), perceived ease of use (PVE), and perceived entertainment (PVY), Opinion leaders (SIY), herd mentality (SIC) and demographic variables in gender (DV1), region (DV2), age (DV3), relationship status (DV4), salary (DV5), education (DV6) total 11 This factor is used as the independent variable of the direct effect, and the promotion effect (PE) is taken as the dependent variable to discuss the regression analysis of the direct effect.

Research Duration

The research period of this study is from February 2020 to October 2021, during which 12 tasks need to be completed (see Table 8)

Table 8 Research Duration

Task	Start Date	End Date
Review and revise the first three chapters	2/1/2020	11/10/2020
Confirm questionnaire	12/1/2020	12/15/2020
Connect with tutor	1/12/2021	1/15/2021
Pre-test		
(pre-collection activity)	1/28/2021	2/20/2021
(Data coding analysis)	3/2/2021	3/30/2021
Modify questionnaire	4/2/2021	4/25/2021
data collection	4/1/2021	5/10/2021
Data encoding	7/1/2021	7/30/2021
data analysis	8/1/2021	8/30/2021
essay writing	10/1/2020	9/10/2021
Project review	9/30/2021	10/1/2021
End project	10/10/2021	

Research Budgeting

Research on the Relationship between Perceived Value, Social Influence and User Promotion Effect

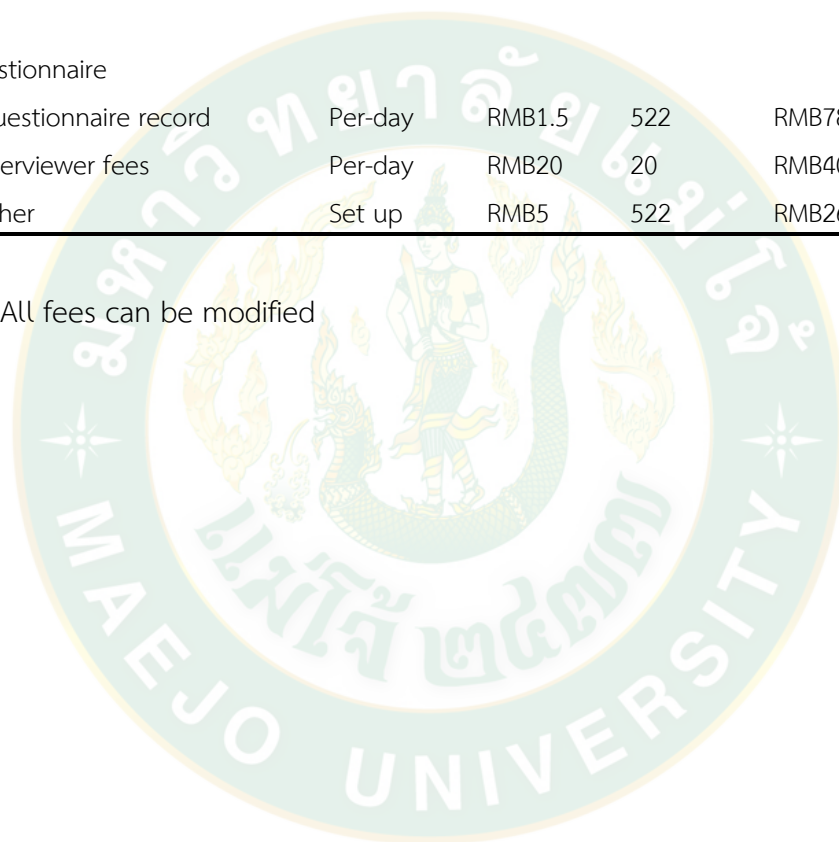
Research time: February 2020 to October 2021

Budget period: from April 1 ,2021 to May 10, 2021

Table 9 Research budget

Expense item	unit	unit price	Quantity	Budget require	Remarks
Documents and references					
(Document reference procurement)	Copy	RMB100	5	RMB500	
(Document reference delivery)	Copy	RMB100	5	RMB500	
Questionnaire					
Questionnaire record	Per-day	RMB1.5	522	RMB783	
Interviewer fees	Per-day	RMB20	20	RMB40	Respond
other	Set up	RMB5	522	RMB2610	to gifts

Note: All fees can be modified



CHAPTER IV

RESULT AND DISCUSSION

Descriptive Analysis

Basic information statistical analysis

In this study, a total of 522 questionnaires were distributed, with 512 valid questionnaires. After preliminarily sorting out the original data of the questionnaire on the questionnaire star software, use the data analysis software SPSS24.0 to further describe and analyze the data for the questionnaire items Q2 to Q7, which are summarized in Table 10.

Table 10 Sample descriptive statistics results

Variables	Category	Frequency	Percentage (%)
gender	male	304	59.38
	Female	208	40.63
Place of work and life	Guangxi area	249	48.63
	Outside Guangxi	263	51.37
age	Under 18	20	3.91
	18-25 years old	160	31.25
	26~35 years old	285	55.66
	Over 35 years old	47	9.18
Marriage status	married	153	29.88
	single	222	43.36
	in love	137	26.76
Monthly income	2000 yuan and below	32	6.25
	2000~4000 yuan	68	13.28
	4000~6000 yuan	166	32.42
	6000 yuan or more	246	48.05
Education	Junior high school and below	27	5.27
	High school or technical secondary school	152	29.69
	Bachelor or college	299	58.4
	Master degree and above	34	6.64

First, there are a total of 512 valid survey samples, of which 304 are males, accounting for 59.38%, and the number of females is 208, accounting for 40.63%. The proportion of men is higher than that of women, but the difference is small. The sample is more gender-distributed. average.

Second, in terms of the distribution of working and living places, 51.37% of people work and live outside Guangxi District, and 48.63% of people work and live outside Guangxi District. The proportion of the two is basically balanced.

Third, from the perspective of age distribution, the 26-35 age group has the largest number of samples, reaching 55.66% of the overall proportion, followed by the 18-25 age group, accounting for 31.25%, and the third is 35 years old. For the above age groups, it can be seen from the age distribution of the sample that the users of online travel platforms are mainly young people. This part of the population is young and fashionable, is easy to accept new things, has a high interest in electronic products, and has a strong sense of travel. The requirements for tourism products and services are relatively high. At the same time, it is worth noting that the total proportion of the sample over 35 years old is 9.18%. The middle-aged and elderly groups have a weaker acceptance of mobile phone applications, but middle-aged people generally have greater work pressure and have a strong desire to relax. The elderly have ample time and low economic pressure, so they are important tourist source markets.

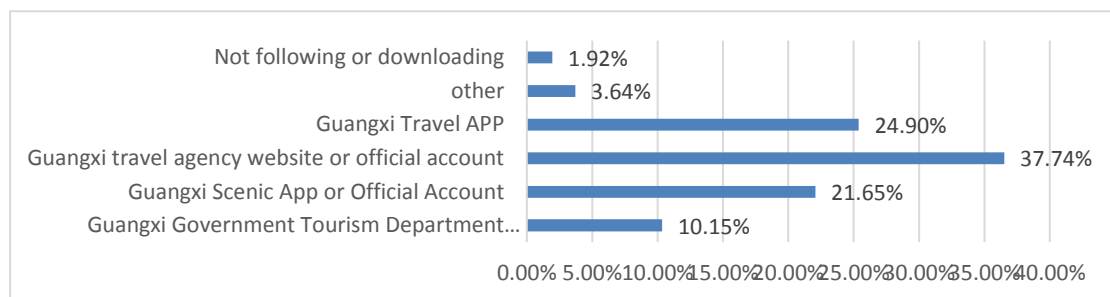
Fourth, from the perspective of marital status, single people account for the highest proportion, reaching 43.36%. This part of the population has no family life pressure, travels more freely, and has more flexibility in the choice of tourism activities. It is worth noting that the total proportion of married people is 29.88%, ranking second. Although the tourism activities of this part of the group are greatly restricted by family factors, their income is stable, tourism consumption ability is relatively strong, and the demand for family travel is relatively large, which is an important source market for the future development of online tourism platforms.

Fifth, it can be seen from the income distribution chart of the investigator that the proportions of users above 6000 yuan and 4000-6000 yuan are the highest, at 48.05% and 32.42% respectively. The proportion of less than 2,000 yuan is 6.25%. This part of the group is mainly school students and minors. With the improvement of the level of economic development, people's consumption level for tourism has gradually increased. At this stage, the users of my country's online tourism platform are mainly middle-income people.

Sixth, in terms of the education level of the survey respondents, the number of people with junior high school and below accounted for 5.27%; the number of

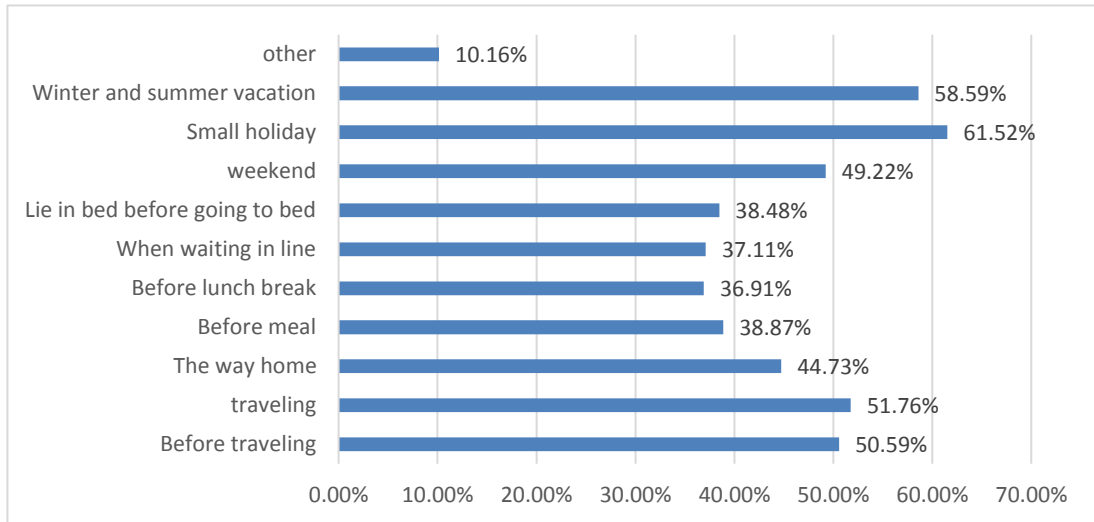
people with high school or technical secondary school accounted for 29.69%; the percentage of users with undergraduate or junior college education accounted for the highest percentage, reaching 58.40%. From the survey the ratio shows that users of online travel platforms are relatively educated, possess certain cultural knowledge, and have a basic understanding of travel services.

Statistical analysis of usage behavior



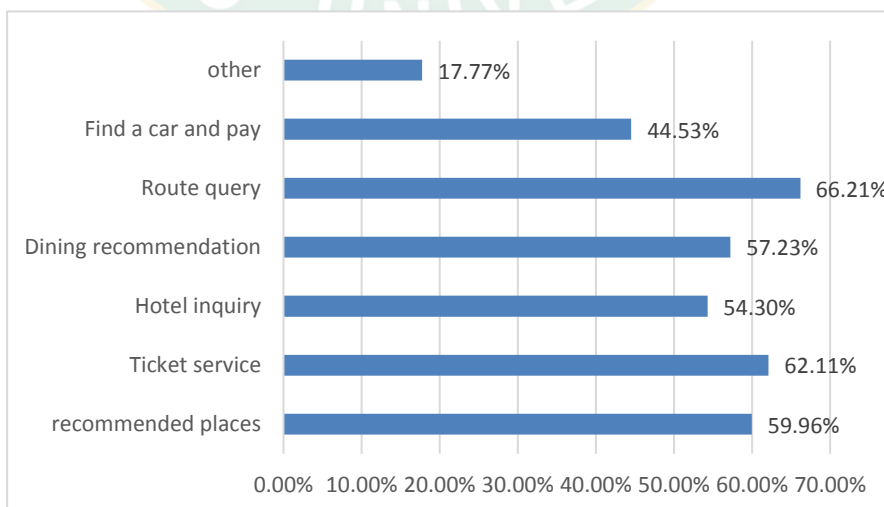
Figures 6 Types of users using travel platforms

As can be seen from the above figure6, 37.74% of people have followed the Guangxi travel agency website or official account (Guangxi International Travel Service Official Account, Liuzhou Dream International Travel Network, etc.); 24.90% have downloaded Guangxi Travel App (Guangxi-Tuniu, Mafengwo) Wait). These two accounted for the largest proportion, and the proportion of people who did not follow or download was relatively small, indicating that the current promotion effect of the Guangxi online travel platform is relatively good. The public account of Guangxi travel agency has achieved remarkable results in recent years. Compared with other online travel platforms, the public account of travel agency has rich content and many functions. It integrates the product subscription function of travel APP, the information sharing function of tourism official account, and the platform of the government tourism department. Promotional functions, and even other services such as catering, leisure and entertainment, and shopping on other life service e-commerce platforms. In addition, each travel agency regularly launches exclusive special products according to market needs in different periods to enhance audience stickiness and are deeply loved by users.



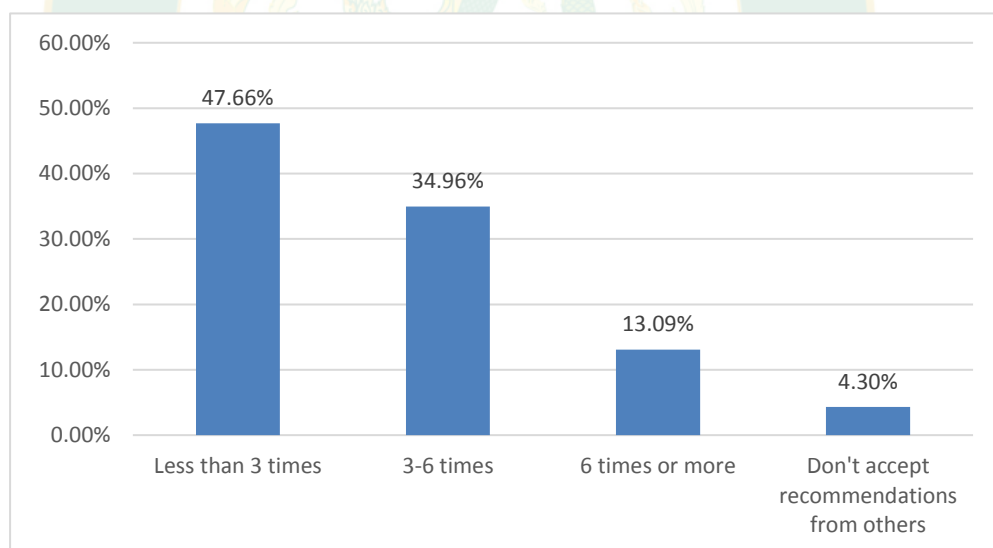
Figures 7 Scenarios of users using the Guangxi tourism platform

As can be seen from the above figure 7, 61.52% of users indicated that they would use the Guangxi tourism platform during short and long vacations, while 58.59% of the users who used the Guangxi tourism platform during the winter and summer vacations, and 51.76% of the users who used the Guangxi tourism platform during the trip. Both are also relatively high usage scenarios, which shows that users prefer to use the Guangxi tourism platform during small and long vacations, winter and summer vacations, so that they have a longer free time to use the Guangxi tourism platform. Therefore, the Guangxi tourism platform can focus on the publicity time when conducting publicity and promotion. Small long vacations and winter and summer vacations, so as to better attract users.



Figures 8 Common functions

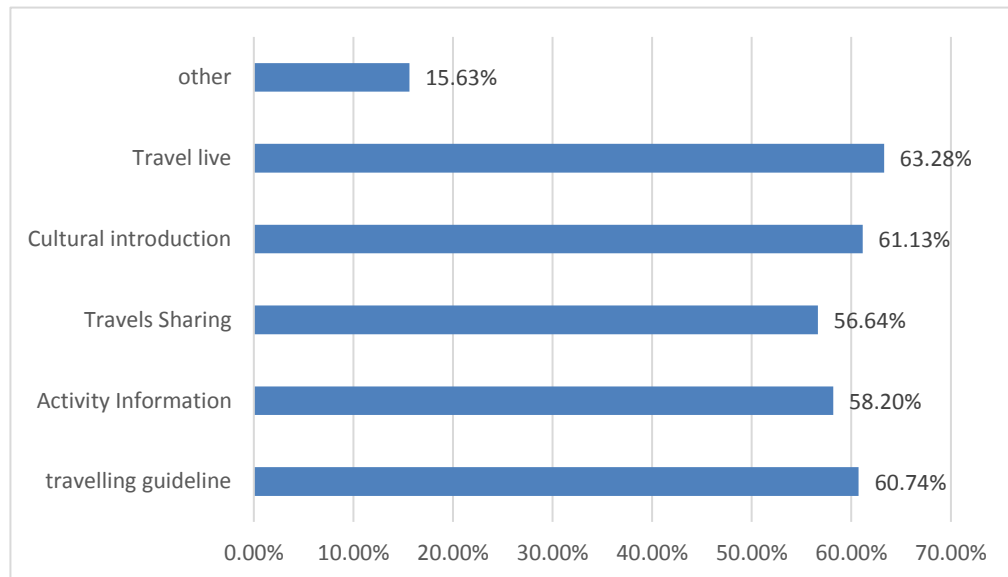
As can be seen from the above figure 8, 66.21% of users often use the route query function of the Guangxi tourism platform, which is consistent with the most basic functional requirements of the users for the Guangxi online tourism platform. The convenient factor of the Guangxi online tourism platform itself It is the information query function, which occupies an important position among many functions. Followed by ticket service and scenic spot recommendation functions, accounting for 62.11% and 59.96% respectively. These two functions meet the needs of users to see the attractions and ticket reservations they are interested in on the Guangxi online travel platform at any time, and provide a more convenient way for travel. These two functions still have great satisfaction for the user experience. Great attraction. Car search and payment and hotel query functions also accounted for 44.53% and 54.30%. People's requirements for tourism activities are not limited to the itinerary arranged by traditional tourism companies such as travel agencies. More tourists will choose to make their own travel itineraries and change the original plan according to the actual situation in the process. Therefore, the development of Guangxi's online travel platform just meets people's individual needs.



Figures 9 Will you follow or download after multiple recommendations

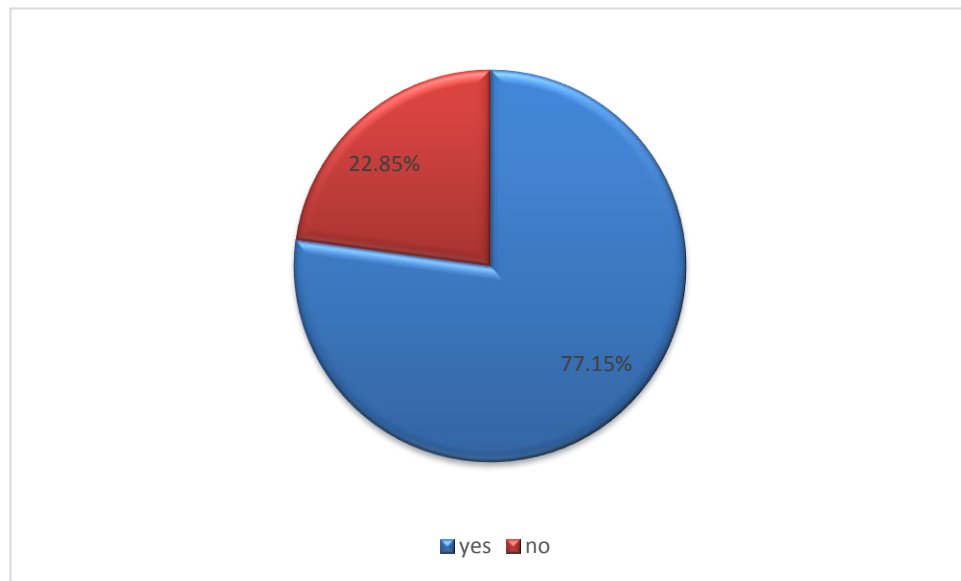
The figure above shows that in this survey, users will follow or download the new Guangxi tourism platform after being recommended several times by others. It can be seen from the figure that within 3 times of being recommended, 47.66% of users followed or downloaded the new Guangxi tourism platform; after being recommended 3-6 times, 34.96% of users followed or downloaded the new Guangxi

tourism platform; This shows that most users still have a certain herd mentality and are easy to accept recommendations from others. 13.09% of users need to be recommended more than 6 times before they will follow or download the new Guangxi tourism platform; but 4.30% of users will not accept recommendations from others, and will only decide whether to decide based on their own perception of the new Guangxi tourism platform Follow or download.



Figures 10 I like the content on the Guangxi tourism platform

As can be seen from the above figure 10, 63.28% of users like the live travel on the Guangxi tourism platform; 61.13% of users like the cultural introduction on the Guangxi tourism platform; 60.74% of the users like the travel guide on the Guangxi tourism platform; 58.20% Of users like the activity information on the Guangxi tourism platform; 56.64% like the sharing of travel notes on the Guangxi tourism platform. It can be found that the content that users like is different, so online travel platforms with complete functions and rich content that can provide "refined" services will be welcomed by more and more users. At present, users' pursuit of functional experience satisfaction is more obvious. In order to cater to market demand, the Guangxi online travel platform should identify the core functions and develop functional apps for market segments to meet the different needs of users.



Figures 11 Willing to recommend Guangxi tourism platform to others

From the above figure 11, it can be found that 77.15% of users are willing to recommend Guangxi tourism platform to others; 22.85% of users are unwilling to recommend Guangxi tourism platform to others. It can be found that most users will recommend the Guangxi tourism platform that they often use to others, and it is easier for them to accept recommendations from others. Therefore, the Guangxi tourism platform can make full use of the user's herd mentality in the future promotion and let users help The Guangxi tourism platform conducts publicity, such as calling users to carry out some social welfare activities through software, allowing existing users to spontaneously promote to relatives and friends around them, strengthen the appeal of the platform, and achieve publicity and promotion effects and reduce costs through viral marketing.

Reliability and validity analysis

Validity analysis

Validity, also known as validity, is mainly used to measure the degree of agreement between the actual measurement results of the questionnaire or scale and the expected measurement results. The higher the actual measurement validity, the more the observation results can present the research content True qualities. Validity can generally be divided into Criterion-related Validity, Content Validity and Construct Validity.

1. Analysis of standard validity and content validity

Standard validity refers to the correlation between the measurement results of a questionnaire (scale) and a specific standard scale; content validity reflects the suitability and representativeness of the items of the questionnaire (scale) to the measured content. The questionnaire items in this article are compiled with reference to the mature scale developed by Zhang Dingkun in the study of short video social media user promotion during the design process, and combined with the characteristics of the online travel platform. At the same time, the questionnaire After the first draft was formed, it was pre-investigated by the questionnaire and consulted with tutors and other Tourism Management Major teachers. Under the guidance and suggestions of expert teachers, it was revised and sorted repeatedly, and finally a formal questionnaire (scale) was formed. It can be considered that the questionnaire (scale) finally adopted in this article has good standard validity and content validity.

2. Structural validity analysis

Structural validity refers to the extent to which the actual measurement score can explain these abstract concepts and content characteristics when the questionnaire (scale) measures abstract concepts or content characteristics. This article will use SPSS 24.0 data analysis software to analyze the validity of the questionnaire content and data, that is, factor analysis.

First, through the obtained KMO and Bartlett sphericity test (see Table 11 below), it can be seen that $KMO=0.910 > 0.5$, and the KMO value is greater than 0.5 and closer to 1, indicating that the questionnaire (scale) is more suitable for extracting main factors for factor analysis; at the same time, Bartlett's sphericity test $\chi^2=4555.730$, associated with significance $P=0.000 < 0.05$, It shows that the correlation between variables is relatively high. Therefore, combining the above KMO value and Bartlett's sphericity test results, it shows that the variables of the questionnaire (scale) of this study have good factor analysis suitability.

Table 11 Overall validity statistics

KMO and Bartlett test		
	KMO	.910
	Approx. Chi-Square	4555.730
Bartlett test	df	435
	p-value	.000

Reliability analysis

Reliability, also known as reliability, is mainly used to measure the consistency or stability of the results of a questionnaire or scale. This article will use the Cronbach α value generally recognized by the academic circles to test and analyze the reliability.

1. Perceived usefulness

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 12 Perceived usefulness Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.717	.716	8

Table 13 Perceived usefulness Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
13. Using the Guangxi tourism platform allows me to obtain a lot of travel information	13.99	8.920	.396	.165	.691
14. The updated information on the Guangxi tourism platform is more timely and can meet my needs for information	14.14	9.018	.351	.150	.701

Table 13 (Continued)

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
15. Using the Guangxi tourism platform allows me to learn about many new tourist attractions	14.13	9.180	.382	.165	.694
16. Using the Guangxi tourism platform has enabled me to acquire a lot of new tourism cultural knowledge	14.11	8.561	.492	.256	.670
17. Using the Guangxi tourism platform allows me to learn a lot of information about offline tourism activities in Guangxi	14.11	9.315	.338	.134	.702
18. Use the Guangxi tourism platform to make my travel more convenient	14.02	8.544	.492	.266	.670
19. The relevant information on the Guangxi tourism platform will affect my travel decision	14.09	8.984	.395	.186	.691
20. I will continue to use the travel platform because it is very useful	14.09	8.820	.411	.201	.688

2. Perceived ease of use

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 14 Perceived ease of use Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.745	.744	6

Table 15 Perceived ease of use Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
21. The Guangxi tourism platform is easy to download and use	10.27	6.997	.434	.226	.723
22. The interface design of Guangxi tourism platform is humanized	10.23	6.636	.540	.295	.692
23. It is very convenient to buy products or conduct transactions on the Guangxi tourism platform	10.31	6.718	.530	.308	.695
24. The Guangxi tourism platform is very stable in use	10.22	6.632	.527	.287	.696

Table 15 (Continued)

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
25. It is very convenient to obtain tourism information on the Guangxi tourism platform	10.45	7.117	.450	.230	.718
26. I would choose to use Guangxi Tourism Platform because of its simplicity	10.40	7.242	.413	.188	.727

3. Perceived entertainment

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 16 Perceived ease of use Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.736	.736	4

Table 17 Perceived entertainment Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
27. The videos, tweets, pictures, etc. on the Guangxi tourism platform can make me feel happy	6.05	2.868	.513	.269	.685
28. Guangxi tourism platform is highly interactive	5.96	2.734	.557	.312	.659
29. Travel information sharing on the Guangxi platform makes me feel very interesting	6.06	2.920	.525	.277	.678
30. I will choose to use the Guangxi tourism platform because it makes me happy to use it	6.06	2.841	.514	.272	.684

4. Opinion leaders

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 18 Opinion leaders Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.780	.780	4

Table 19 Opinion leaders Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
31. I will follow the accounts of relevant celebrities, travel experts or Internet celebrities on the Guangxi tourism platform	5.96	2.446	.576	.341	.731
32. I often choose recommended travel platforms such as my favorite celebrities, travel experts or Internet celebrities.	5.94	2.470	.600	.373	.719
33. The opinions of celebrities, talents or Internet celebrities on travel platforms are valuable to me	5.92	2.560	.575	.339	.732
34. Travel experts or Internet celebrities often recommend travel platforms to me	5.95	2.444	.588	.362	.725

5. Herd mentality

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 20 Herd mentality Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.804	.804	4

Table 21 Herd mentality Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
35. I usually choose Guangxi tourism platform with good reputation	4.29	1.698	.667	.446	.715
36. Relatives and friends often recommend some Guangxi tourism platforms to me	4.29	1.729	.636	.406	.748
37. I will choose the Guangxi tourism platform recommended by my relatives and friends	4.29	1.740	.649	.423	.735
38. I usually choose Guangxi tourism platform with good reputation	4.29	1.698	.667	.446	.715

6. Promotion effect

According to the reliability test of Cronbach's alpha coefficient in the table below, the Cronbach's α of the scale is greater than 0.7, indicating good reliability.

Table 22 Promotion effect Reliability Statistics

Cronbach Alpha		
Cronbach Alpha	Cronbach α based on standardized terms	N of items
.767	.767	4

Table 23 Promotion effect Total statistics

	Standard average	Scaled variance	Item and total correlation	Squared multiple correlation	Cronbach Alpha
38. I will choose the Guangxi tourism platform with the most downloads or attention	5.86	2.370	.567	.328	.711
39. I will choose to use the Guangxi tourism platform most recommended by others	5.82	2.306	.576	.342	.706
40. I will recommend it to others after using the Guangxi tourism platform	5.88	2.443	.550	.311	.720
41. I will continue to use Guangxi tourism platform for a long time (more than one month)	5.81	2.328	.573	.339	.708

Cronbach's alpha is usually used to test the reliability of the questionnaire. When the Cronbach's alpha index of the scale is lower than 0.7, it indicates that the consistency of multiple indexes of the constructs measured by the scale is poor, and

the scale needs to be reorganized; when the Cronbach's alpha index of the scale is higher than 0.7, it means that the scale is higher than 0.7. The multiple indicators of the constructs measured by the scale have good consistency; when the Cronbach's alpha index of the scale is higher than 0.9, it indicates that the multiple indicators of the constructs measured by the scale have very good consistency and the measurement reliability is very high.

In summary, the Cronbach's Alpha coefficient values corresponding to the six dimensions of the scale are all greater than 0.7, it means that the items of the scale has a good internal consistency, so the results of this survey are extremely reliable. At the same time, the deleted Cronbach's Alpha value of most items is lower than the overall Cronbach's Alpha reliability coefficient. Therefore, all the questions are the measurement of the same concept, and there is no need to delete the items.

Analysis of Demographic Factors

In order to study whether demographic variables have a significant effect on the promotion of Guangxi online tourism platform users, this article will use the one-way analysis of variance to conduct further analysis. The basic idea of the analysis of variance is to analyze the contribution of variables from different sources to the overall variation, so as to achieve the purpose of determining the influence of these controllable factors (variables) from different sources on the research results. If the controllable variables at different levels make the overall observed variables show significant differences, then it means that the controllable variables at different levels have a significant influence on the observed variables. The one-way analysis of variance used in this article is a relatively simple analysis method in the analysis of variance, but it plays an important role in the study of the influence of demographic variables on the promotion effect of Guangxi online tourism platform users. The demographic variables involved include There are six factor variables such as gender, region, age, marriage and relationship, income, and educational background, and the user promotion effect will be used as an indicator variable.

Gender's analysis of the effect of user promotion on Guangxi's online travel platform

Table 24 Gender-Promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	.399	1	.399	1.633	.202
Error	124.480	510	.244		
Total	124.878	511			

Table 25 Gender-Promotion effect Mean comparison

Gender	Mean	Standard deviation
male	1.95	0.47
Female	2.01	0.53

From the gender-promotion effect variance analysis table, it can be seen that the F statistic is 1.633, and the significance is greater than the significance level $\alpha=0.05$, indicating that there is no significant difference in the promotion effects of users of different genders on the Guangxi tourism platform, that is, H1a: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different gender. It is not true. Regarding the reason why the hypothesis of gender is not valid, this article believes that although the personality and hobbies of men and women are quite different, the natural and humanistic tourism resources in Guangxi are rich, and there is no significant difference in preferences between men and women. In addition, the online travel platform has many types and functions. It has transaction functions such as route customization, room reservation, ticket reservation, car search and payment for men, and live broadcast and sharing functions for women. Both men and women can choose platform types and functions according to their preferences and needs., so the impact on different gender factors is relatively weak.

1. Area's analysis of the effect of Guangxi online tourism platform user promotion

Table 26 Area-Promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	8.315	1	8.315	36.382	.000
Error	116.563	510	.229		
Total	124.878	511			

Table 27 Area--Promotion effect Mean Comparison

Regio	Mean	Standard deviation
Guangxi area	1.84	0.44
Outside Guangxi	2.10	0.51

From the area-promotion effect variance analysis table, it can be seen that the F statistic is 36.382, and the significance is less than the significance level $\alpha=0.05$, indicating that there are significant differences in the user promotion effects of Guangxi tourism platform users in different regions, that is, hypothesis H1b: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different areas. This article believes that this is because compared to users outside Guangxi, users in the area are more accustomed to local attractions. In addition, there are more small and long holidays in Guangxi, which allows Guangxi tourists to have enough time and are more inclined to travel outside the area. For tourists in the region, the Guangxi online tourism platform has a higher average promotion effect for users outside Guangxi.

2. Age's Analysis of the promotion effect of Guangxi online travel platform users.

Table 28 Age -Promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	7.750	3	2.583	11.204	.000
Error	117.129	508	.231		
Total	124.878	511			

Table 29 Age -Promotion effect Mean Comparison

Age	Mean	Standard deviation
Under 18	2.29	0.60
18-25	2.04	0.49
26-35	1.88	0.44
35 or more	2.20	0.61

From the age-promotion effect variance analysis table, it can be seen that the F statistic is 11.204, and the significance is less than the significance level $\alpha=0.05$, indicating that there are significant differences in the promotion effects of users on the Guangxi tourism platform for users of different age groups, that is, assuming H1c: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different age. This article believes that this is due to different ages and different perceptions of the external society. Children and young people are mostly inexperienced, life pressure is low, self-control is not high, leisure time is sufficient, choice is all based on preferences; as age increases, pressure increases, personal time is less, and the choice of external things will be more cautious and will not accept the promotion of new products easily; and no matter how old you are, you will have a rich economy and a stable life, and there will be a higher demand for health and wellness. Therefore, you will be interested in health tourism and health tourism in Guangxi, and will be interested in Guangxi online the demand for travel platforms has become stronger.

3. Marital status's Analysis of the promotion of Guangxi online travel platform users

Table 30 Marital status-Promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	1.633	2	.816	3.371	.035
Error	123.246	509	.242		
Total	124.878	511			

Table 31 Marital status-Promotion effect Mean Comparison

Marriage status	Mean	Standard deviation
married	2.04	0.55
single	1.91	0.47
in love	2.00	0.47

From the Marital status-promotion effect variance analysis table, it can be seen that the F statistic is 3.371, and the significance is less than the significance level $\alpha=0.05$, indicating that there are significant differences in the promotion effects of users on the Guangxi tourism platform for users with different marital status, that is, hypothesis H1d: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different marital status, it's true. This article believes that this is because users of different marriage states have different travel concepts. Married users and romantic users are mostly couples or parent-child travels, which require high travel quality and have limited time. It is hoped that the use of online travel platforms can improve travel efficiency. Single users have more free time and pay more attention to travel exploration and experience. Therefore, the promotion effect of online travel platform will show differences for different pairs of users in marriage and love status.

4. Monthly income's Analysis of the promotion effect of Guangxi online tourism platform users

Table 32 Monthly income-Promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	9.463	3	3.154	13.884	.000
Error	115.415	508	.227		
Total	124.878	511			

Table 33 Monthly income-Promotion effect Mean Comparison

Income	Mean	Standard deviation
Below 2000	1.86	0.39
2000-4000	2.20	0.53
4000-6000	2.08	0.51
Above 6000	1.85	0.45

From the income situation-promotion effect variance analysis table, it can be seen that the F statistic is 13.884, and the significance is less than the significance level $\alpha=0.05$, indicating that there are significant differences in the promotion effects of users on the Guangxi tourism platform for users with different monthly income, that is, hypothesis H1e: There are significant differences in the promotion effect of user on the Guangxi tourism platform for different monthly income. This article believes that this is because the income situation determines the user's ability to control money. The higher the income, the stronger the ability to control money, the stronger the desire to travel and the higher the demand for travel platforms. However, as far as the products promoted by Guangxi's online travel platform are concerned, mid-end price products account for a relatively large proportion, so the average promotion effect of middle-income users is relatively large.

5. Education level's Analysis of the promotion effect of Guangxi online tourism platform users

Table 34 Education level-promotion effect ANOVA

	sum of square	df	Mean square	F-value	p-value
Model	2.303	3	.768	3.182	.024
Error	122.575	508	.241		
Total	124.878	511			

Table 35 Education level-Promotion effect Mean Comparison

Education	Mean	Standard deviation
Junior high school and below	2.04	0.57
High school	2.05	0.49
Undergraduate	1.92	0.48
master's degree	2.08	0.52

It can be seen from the educational level-promotion effect variance analysis table that the F statistic is 3.182, which is less than the significance level $\alpha=0.05$, indicating that users with different educational backgrounds have significant differences in the promotion effects of users on the Guangxi online travel platform, that is, assuming H1f: There are significant differences in the promotion effects of Guangxi tourism platform users for users with different educational level. This article believes that academic qualifications can reflect a person's rational thinking ability to a large extent. The higher the academic qualifications, the more rational thinking about external things, while users with lower academic qualifications will receive less education and lack rational thinking about the attraction and temptation of external things. Only relying on temporary feelings and hobbies to decide whether to accept product promotion, so there are differences in the promotion effects of online travel platforms for users with different educational backgrounds.

From the perspective of demographic variables and the promotion effect of Guangxi tourism platform users, except for users of different genders, there is no significant difference in the promotion effect of Guangxi tourism platform users; other demographic variables such as region, age, marital status, salary, and educational level

are all correct. The promotion effect of Guangxi tourism platform users has a significant impact.

Correlation analysis

Correlation analysis is a statistical analysis method to determine whether there is a correlation between variables, as well as the magnitude and direction of the correlation between variables. This article will use the Pearson analysis method in the correlation analysis to analyze the promotion effect and perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd psychology to obtain a correlation coefficient matrix, as shown in the following table:



Table 36 Simple correlation coefficient matrix

		Promotion effect	Perceived usefulness	Perceived ease of use	Perceived entertainment	Opinion leader	Herd mentality
Promotion effect	Pearson correlation	1	.391	.446	.426	.389	.398
	Sig.(2-tailed)		.000	.000	.000	.000	.000
	N of cases	512	512	512	512	512	512
Perceived usefulness	Pearson correlation	.391	1	.584	.465	.387	.477
	Sig (2-tailed)	.000		.000	.000	.000	.000
	N of cases	512	512	512	512	512	512
Perceived ease of use	Pearson correlation	.446	.584	1	.516	.474	.520
	Sig.(2-tailed)	.000	.000		.000	.000	.000
	N of cases	512	512	512	512	512	512
Perceived entertainment	Pearson correlation	.426	.465	.516	1	.423	.417
	Sig.(2-tailed)	.000	.000	.000		.000	.000
	N of cases	512	512	512	512	512	512
Opinion leader	Pearson correlation	.716	.951	.949	.957	1	.953
	Sig.(2-tailed)	.000	.000	.000	.000		.000
	N of cases	512	512	512	512	512	512
Herd mentality	Pearson correlation	.727	.948	.945	.948	.953	1
	Sig.(2-tailed)	.000	.000	.000	.000	.000	
	N of cases	512	512	512	512	512	512

From the correlation coefficient matrix table, we can see that the correlation coefficients of promotion effect and perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd mentality are 0.391, 0.446, 0.426, 0.389, 0.398, respectively, and the p value of their correlation coefficient test Both are approximately 0. Therefore, when the significance level $\alpha=0.01$, the null hypothesis of the correlation coefficient test should be rejected, and there is a significant linear relationship between the two populations. That is, perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality are all positively related to the promotion effect.

Multiple Regression Analysis

Use the SPSS software to take the promotion effect as the dependent variable, and take the five variables of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology as independent variables, and do its regression analysis to get the following two tables:

Table 37 Variance analysis table

	sum of square	df	Mean square	F	Sig.
Return	36.612	5	7.322	41.977	.000
Residual	88.266	506	.174		
Total	124.878	511			

Table 38 Regression coefficient table

	Unstandardized coefficient		Standardization factor	t	Sig.
	B	Standard deviation	Beta		
(constant)	.571	.102		5.586	.000
Perceived usefulness	.113	.057	.095	1.965	.050
Perceived ease of use	.157	.050	.163	3.136	.002

Table 38 (continued)

	Unstandardized coefficient		Standardization factor	t	Sig.
	B	Standard deviation	Beta		
Perceived entertainment	.172	.042	.187	4.049	.000
Opinion leader	.136	.045	.138	3.043	.002
Herd mentality	.099	.037	.126	2.668	.008

From the analysis of variance table, the F statistic of the regression equation is 41.977, and the significance is close to 0, which is less than the significance level $\alpha=0.05$, indicating that the regression equation is overall significant, with perceived usefulness, perceived ease of use, perceived entertainment, and opinions. The five independent variables of leader and herd psychology have a significant impact on the promotion effect of dependent variables.

From the regression coefficient table, the overall significance is significant. The significance of the five independent variables: perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology are all less than or equal to the significance level $\alpha=0.05$, indicating the perceived usefulness, The five independent variables of perceived ease of use, perceived entertainment, opinion leaders, and herd psychology all have a significant impact on the promotion effect of the dependent variable. And the regression coefficients are all greater than 0, and the order of the regression coefficients is as follows: perceived entertainment>perceived ease of use>opinion leader>perceived usefulness>herd mentality. It shows that the influence of perceived entertainment on promotion effect is greater than the influence of perceived ease of use on promotion effect than the influence of opinion leaders on promotion effect is greater than the influence of perceived usefulness on promotion effect is greater than the influence of herd mentality on promotion effect.

That is to assume H2a: Perceived usefulness has a direct positive effect on the promotion effect of Guangxi tourism platform users, H2b: Perceived ease of use has a direct positive effect on the promotion effect of Guangxi tourism platform users, H2c: Perceived entertainment has a direct positive effect on Guangxi tourism platform users. The promotion effect of tourism platform users has a direct positive effect, H3a: opinion leaders have a direct positive effect on the promotion effect of Guangxi

tourism platform users, H3b: herd mentality has a direct positive effect on the promotion effect of Guangxi tourism platform users Both are established.



CHAPTER V

SUMMARATIONS AND RECOMENDATIONS

Summary

Summary of assumptions

In this research, 14 hypothetical research questions are put forward to verify the influencing factors of Guangxi online travel platform user promotion.

H1: Demographic variables have a significant effect on the promotion of Guangxi tourism platform users.

H1a: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different gender.

H1b: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different areas.

H1c: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different age.

H1d: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different marital status

H1e: There are significant differences in the promotion effect of user on the Guangxi tourism platform for different monthly income.

H1f: There are significant differences in the promotion effects of Guangxi tourism platform users for users with different educational level.

H2: User perceived value has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H2a: Perceived usefulness has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H2b: Perceived ease of use has a direct positive effect on the promotion of Guangxi tourism platform users.

H2c: Perceived entertainment has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H3: Social influence has a direct positive effect on the promotion effect of Guangxi tourism platform users.

H3a: Opinion leaders have a direct positive influence on the promotion effect of Guangxi tourism platform users.

H3b: The herd mentality has a direct positive effect on the promotion effect of Guangxi tourism platform users.

All these assumptions are almost accepted by the model test, except for H1a. In addition, the data shows that the perceived usefulness, perceived ease of use, perceived entertainment, social influence opinion leaders, and herd mentality in the perceived value all have a significant impact on user promotion. In addition, the different areas, age, and marital of the demographic variables Status, monthly income, and educational level have significant differences in user promotion effects.

About H1a: There are significant differences in the promotion effects of users on the Guangxi tourism platform for different gender. Did not show much difference in preferences between men and women. In addition, the online travel platform has many types and functions. It has transaction functions such as route customization, room reservation, ticket reservation, car search and payment for men, and live broadcast and sharing functions for women. Both men and women can choose according to their own the preferences and needs of the platform choose platform types and functions, so the impact on different gender factors is relatively weak.

Summary of platform development trends

This article is mainly based on the Guangxi online travel platform as the research object. After combing and studying relevant domestic and foreign documents, and combining the characteristics of the online travel platform, a model of influencing factors for user promotion of the Guangxi online travel platform is constructed. The rigorous steps are designed to design a questionnaire closely related to the research, and through the questionnaire, 512 valid questionnaire samples are finally collected as the first-hand data of this article. After obtaining the effective samples, this article uses SPSS24.0 data analysis software to analyze the samples. Descriptive statistical analysis, factor analysis, one-way analysis of variance, correlation analysis and regression analysis are carried out on the data. A total of 14 research hypotheses proposed by the research model in this paper have been empirically analyzed and verified.

1. Trend One: The main force of Guangxi's online travel platform will be young intellectuals.

In terms of the basic information of the sample, the male-to-female ratio of the sample obtained in this questionnaire basically meets a reasonable 1:1 ratio; the user population using the Guangxi online travel platform is mainly concentrated in the age range of 26 to 35, indicating that the Guangxi line is used the users on the travel

platform are mainly young users. These users are more receptive to new things and can more sensitively grasp the trends and developments. Therefore, it is necessary to keep pace with the times and increase the speed of content updates when producing content. In addition, there are fewer young and middle-aged users, which to a certain extent also shows that the current online tourism platform in Guangxi is not attractive to the young and middle-aged people in terms of content and promotion. The development and promotion of this part of the audience in terms of academic qualifications, through the collected questionnaire data, it can be found that the vast majority of users who use the online travel platform in Guangxi have a higher academic level. These people have strong learning ability and are very knowledgeable in content production. The quality requirements are high, and the transmission of excellent tourism cultural content is especially favored. Therefore, the platform should not blindly seek new and fast content when producing content, but should focus on the production of high-quality content; in terms of usage behavior, most users are in small and long vacations, winter and summer vacations. , Use the Guangxi online travel platform on weekends, and most of the usage scenarios are during the journey, before travel, and return, that is, the entire travel process, which means that Guangxi government tourism departments and tourism agencies should use holidays and golden week travel Strengthen the promotion of online travel platform users during the peak season; the vast majority of users said that they would choose to use or follow a certain Guangxi online travel platform under the recommendation of others. Therefore, various platforms and tourism departments should use holidays to make a good line Online and offline event planning, through online forwarding, offline ticketing and other forms, do a good job in the triple promotion of tourist attractions, tourism culture, and online travel platform; you can also see from the online travel platform usage of the surveyed users The current "Guangxi Travel Agency website or official account" is the most popular online travel platform among users. Nearly 40% of users have used this type of travel platform; in terms of content preferences, travel live broadcasts, cultural introductions, and travel guides the proportions of tourism activity information and travel notes sharing are balanced, indicating that diversified content production is more in line with user preferences. Among them, the users who like travel live broadcast and cultural introduction are the most, more than 60%. In addition, the main user groups of Guangxi online travel platform the ages are mainly concentrated in the youth population, and most of them have a college degree or above. It can be concluded that the production of live content and cultural content

that are more in line with the preferences of young people and knowledgeable people will have more market potential in the future.

2. Trend Two: A convenient and practical entertainment online travel platform can meet market demand

The influencing factors of the user promotion effect of Guangxi online tourism platform are the three secondary dimensions of perceived value, namely perceived usefulness, perceived ease of use, and perceived entertainment. According to the table 37, the standardized regression coefficients are 0.095, 0.163, and 0.187, respectively. And they are all in a remarkable state. It can be seen from the data that the key factor affecting the promotion of Guangxi online travel platform users on the core path is perceived entertainment, followed by perceived ease of use, and finally perceived usefulness. This is in line with people's demand for online entertainment in the current Internet era, which shows that Guangxi tourism platform should pay attention to interesting, interactive, and experiential mining in content production.

Perceived entertainment has a direct positive effect on the promotion effect of Guangxi online travel platform users. The online travel platform was originally positioned as a travel online trading platform. Now its functions have gradually expanded to social, entertainment, etc., the most popular on the platform. The user's preference is to relax and entertain and experience the travel live broadcast. The purpose of the user when watching the travel live broadcast is to pass the time in the fragmented time period, seek pleasure and relaxation, and hope to pass the real scene of others. Travel experience satisfies one's travel desires, and the third is to get real travel strategies and suggestions from it. Therefore, when users choose an online travel platform, they tend to pay attention to its entertainment. The better the entertainment performance of the online travel platform, the more users will favor it and the better the promotion effect.

Perceived ease of use also has a direct positive effect on the promotion of Guangxi online travel platform users. With the rapid development of Internet technology and the rapid development of mobile communication equipment, various online travel platforms are emerging in an endless stream, with different functions and operations. There are differences. With the increase in content and functions of online travel platforms, the operations of online travel platforms have become relatively complicated and cumbersome. This also makes it more difficult for some users to use online travel platforms, such as middle-aged and elderly users. Due to their age, their learning and cognitive abilities have declined, and complex software operations will make them "daunt" some online travel platforms with high quality content but

complex operations. Therefore, the online travel platform is in the process of designing. Need to consider the ease of use of the software or platform itself. The easier the operation and the lower the threshold for use, the better the user promotion effect.

Perceived usefulness has a direct positive effect on the promotion effect of online travel platform users. First, users can realize various travel transactions through online travel platforms and improve travel efficiency; second, users can read or browse online travel platforms. Travel information, passenger experience sharing, etc., to understand and learn more new knowledge, allowing users to appreciate the beautiful landscapes of various places in a short period of time, allowing people to increase their own knowledge without leaving home; third, users will the platform pushes content as a basis to help you make travel decisions. Therefore, users have a strong perception of the usefulness of travel platforms, and online travel platforms that make users feel useful can attract and retain users, and achieve good user promotion effects.

Recommend

Recommendations for user promotion on online travel platforms

Based on the above conclusions of the research on the influencing factors of Guangxi online travel platform user promotion, this section will propose some promotion suggestions to the user promotion of Guangxi online travel platform from the dimensions of perceived value and social influence.

1. Focus on user perceived value

Through empirical research, this paper finds that the perceived value of users, that is, perceived usefulness, perceived ease of use, and perceived entertainment, has a direct positive effect on the user promotion effect of Guangxi online travel platforms. Therefore, Guangxi online travel platforms will be in the future. When conducting product design and brand promotion, it is necessary to start from the user's perspective, consider the user's perception of the online travel platform, and learn from the user's perception feedback to improve oneself.

In terms of entertainment, on the one hand, the Guangxi online travel platform needs to add more high-quality entertainment short video content to improve users' perception of entertainment on the online travel platform, such as strong support for easy and humorous high-quality short video content Creation; on the other hand, it is necessary to enhance the interaction between the platform and users, such as regularly publishing hot topic activities to increase users' entertainment participation and interaction. In addition, the platform needs to encourage users to watch live travel or

videos while allowing users to practice by themselves, combine the materials on their journeys, and become content creators, providing online travel platforms with a steady stream of innovative and diversified content. To ensure the long-term stable output of high-quality content.

In terms of ease of use, online travel platform developers need to reflect the ease of use of the tools when developing the platform. For example, after a new user just downloads or uses the online travel platform, the platform needs to provide the user with the first login Provide a novice user guide, so that users can fully understand all the operations and functions of the platform at the beginning of use, and reduce the difficulties in the later use process. With the development of China's silver and hair economy, the elderly tourism market has shown great vitality. The platform must even pay attention to the digital divide among the elderly, set up a column for the elderly, and be designed to be more in line with the usage habits of the elderly and tap the elderly market. Online travel platforms also need to continue to optimize their own content recommendation algorithms. After users have used them for a period of time, they calculate and estimate users' personal content preferences based on the algorithms, and recommend personalized content to users during subsequent use.

In terms of usefulness, we need to focus on transaction usefulness and content usefulness. In terms of its functional positioning, the online travel platform must focus on highlighting its travel product transaction attributes so that users can perceive the usefulness of the transaction, because the online travel platform is originally a platform for online transactions, and users hope to complete it through the platform Online transactions of tickets, hotels, routes, travel products, etc., to improve travel efficiency and enhance travel experience. Therefore, online travel platforms need to strengthen transaction functions, provide users with a stable online transaction environment, and enhance user stickiness. With the expansion of user demand on travel platforms and higher demands on online travel platforms, online travel platforms have also become platforms for the promotion and dissemination of travel information, knowledge and culture. Users hope to acquire new tourism cultural knowledge and learn about new scenic spots and tourism information through the platform in order to broaden their horizons. Therefore, on the basis of ensuring the authenticity and timeliness of the content, online travel platforms need to further explore and present diverse travel cultures to ensure the usefulness of platform content production.

2. Extensive use of social influence

The conclusion of this paper is that the opinion leaders and herd mentality in the social influence dimension will have a direct positive effect on the user promotion effect of Guangxi online travel platform. Therefore, if the Guangxi online travel platform makes full use of social influencing factors, it will make user promotion of the platform twice the result with half the effort.

In terms of opinion leaders, Guangxi's online travel platform needs to strengthen its publicity to attract leading users with strong network appeal and influence, such as popular traffic stars and "weibo big V". The platform can use these opinion leaders to cooperate with them. The influence and appeal of opinion leaders conduct brand and content promotion for Guangxi online travel platform online.

In terms of herd mentality, users will be easily influenced by their relatives and friends when they contact and choose Guangxi online travel platform. They value which online travel platform is most popular with people around them. Therefore, Guangxi online travel platform can first pass the micro Bo, Zhihu, WeChat and other high-use information sharing and social platforms are used for brand promotion, to increase visibility among some people who are keen to follow and frequently use Guangxi online travel platforms, and then use such people to communicate to people around them. The spread of information, from point to face, can also greatly enhance brand awareness through popular program sponsorship, celebrity idol endorsements, etc.

More users are interested in downloading, paying attention to or using it, creating an effect of "everyone around them is using it", thus triggering people's herd mentality, imitating others and trying to download and use the Guangxi online travel platform.

Recommendations for promotion to the tourism department of Guangxi government

1. Make full use of the holidays to strengthen user promotion

The survey shows that users use the online travel platform most frequently during small and long vacations or winter and summer vacations. When they are on a journey or have travel plans, they will choose to use the online travel platform. Therefore, the tourism sector should take full advantage of the strong user demand for online platforms during the holidays. Increase the efforts to update the platform content and launch special tours (such as the folk song performance, folklore activity experience, etc.) of the Guangxi Zhuang Famous Song Festival on March 3rd.

In addition, this research shows that herd mentality has a direct positive impact on the user promotion of Guangxi's online travel platform. Therefore, it is recommended that tourism departments make appropriate profits during the holidays and carry out a series

of preferential and unique offline activities, and cooperate with online Combining promotion, creating a viral marketing effect among users in the form of "reposting free tickets" and "rewarding the circle". During the holidays, tourist attractions can create "photogenic" Internet celebrity attractions to promote tourists' desire to circle the circle. Make full use of the herd mentality to achieve the dual promotion of platform users and tourist attractions.

2. Rich platform functions, with special emphasis on the creation of entertainment functions

The survey shows that the content that online travel users like is relatively even, and it can be found that the content that users like is different. The top three are "tourism live broadcast", "tourism culture", and "tourism strategy". Therefore, the tourism department can provide more creative, refined, and personalized services when improving platform functions, such as tourism, cultural and creative shopping, tourism talent show, and private itinerary customization.

In addition, the survey shows that perceived entertainment is a key factor affecting the promotion of users on Guangxi's online travel platform. Tourism departments should also focus on creating the entertainment functions of online travel platforms, such as cultivating professional online travel experience officers to provide fun for the platform Strong and high-quality audio and video products to enhance user viscosity.

3. Launch the senior version of the online travel platform

According to research, the perceived ease of use has a positive effect on the promotion effect. Users feel that the simpler the platform to use, the better the promotion effect. Due to the effect of the "digital divide", the elderly have become the objects that online travel platforms often ignore. However, Guangxi is known for its landscape tours and health-preserving tours, which means that the user promotion of Guangxi online travel platforms cannot ignore the power of the silver economy. Therefore, it is recommended that tourism departments launch the elderly version when improving the online travel platform, or switch the elderly version directly on the page display, and the elderly version should be more convenient in function settings, and the interface design and content push should be more in line with the reading habits of the elderly, Such as the interface font is larger, the color is brighter, the content is pushed to the elderly group, health care tour, etc.

4. Invite local traffic celebrities to enter the platform

Research shows that opinion leaders have a direct positive influence on the user promotion of Guangxi online travel platforms, which means that platform users will be influenced by the opinions of their favorite celebrities, idols, and Internet celebrities,

combined with the characteristics of online travel platforms, It is suggested that the tourism department can invite Guangxi natives and positive celebrities as endorsements, or as permanent tourism sports officials to enter the Guangxi online tourism platform, especially during the holidays to make full travel experience video push.

Research prospects

1. Improve the research model

The following questions are answered from this research: "What are the influencing factors of user promotion on Guangxi online tourism platform? We can know that not only the perception of entertainment, the perception of ease of use, the perception of usefulness, opinion leaders, and herd psychology will affect the promotion effect It has a significant impact. The promotion effect will also be affected by the user's educational background, daily life habits and personality, and even related to the usage scenario. Therefore, if the model wants to more clearly discuss the influencing factors of online travel platform user promotion, then It should go deep into personal characteristics and specific usage scenarios, and add intermediary variables such as "viral marketing", which can help modify the model to be clearer and more in line with the truth.

2. Optimize sample selection

In the future, when conducting sample collection and selection, it is necessary to expand the scope of sample collection to ensure the effectiveness of the sample. It is also possible to increase the off-line face-to-face interview link to ensure the authenticity of the information filled by the respondent, thereby enhancing the representativeness of the sample; at the same time; Since most of the data in this study are perceptual measurement data obtained through questionnaires, and lack of actual actual data, future research needs to combine the actual back-end data of various Guangxi online travel platforms, so as to have more practical significance.

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APPENDIX

Questionnaire
Investigation on the Influencing Factors of User Promotion on
Online Travel Platforms

Hello!

I am a practical team member of Meizhou University. I am doing research on the factors affecting user promotion of Guangxi online tourism platform. I would like to ask you a few questions to understand the basic situation of user promotion of Guangxi tourism platform. Your answer does not matter whether it is right or wrong. As long as it can truly reflect your thoughts, the purpose of this survey will be achieved. I hope you can actively participate in it. Your answer will be completely confidential. Please rest assured. The investigation will delay you about 10 minutes, please forgive me, thank you for your assistance and support!

Screening items

1. Which of the following Guangxi tourism platforms have you logged in, followed or downloaded?

Guangxi Government Tourism Department Platform (Guangxi Culture and Tourism Department Video Number, Guangxi Tourism Government Affairs Network, etc.)

Guangxi Scenic Area App or Official Account (Qingxiu Mountain Official Account, Fangte Travel App, etc.)

Guangxi Travel Agency website or official account (Guangxi International Travel Service Official Account, Liuzhou Dream International Travel Network, etc.)

Guangxi Travel APP (Guangxi-tuniu, hornet's nest, etc.)

Other

Not followed or downloaded

Part 1: Demographic variables

2. Gender Male Female

3. Area Guangxi area Outside Guangxi

4. Age Under 18 18-25 years old

26~35 years old Over 35 years old

5. Marriage status married single in love

6. Income 2000 yuan and below 2000 ~ 4000 yuan
 4000 ~ 6000 yuan 6000 yuan or more
7. Degree Junior high school and below
 High school or technical secondary school
 Bachelor or college
 Master degree and above

Part 2: Use Behavior

8. When would you usually use the Guangxi tourism platform (multiple choices available)

- Before traveling traveling
 The way home Before meal
 Before lunch break When waiting in line
 Lie in bed before going to bed weekend
 Small holiday Winter and summer vacation
 other

9. You often use the functions of the Guangxi tourism platform (multiple choices available)

- recommended places Ticket service Hotel inquiry
 Dining recommendation Route query
 Find a car and pay other

10. After being recommended several times by others, I will follow or download the new Guangxi tourism platform

- Less than 3 times 3-6 times 6 times or more
 Don't accept recommendations from others

11. What do you like on the Guangxi tourism platform (multiple choices available)

- travelling guideline Activity Information
 Travels Sharing Cultural introduction
 Travel live other

12. Are you willing to recommend the Guangxi tourism platform you often use to others

- Yes no

Part 3: Perceived Value

Note: Please tick the level that best suits your idea according to your actual situation						
no	Item	strongly disagree	disagree	general	agree	disagree
Perceived usefulness measurement						
13	Using the Guangxi tourism platform allows me to obtain a lot of travel information					
14	The updated information of the Guangxi tourism platform is more timely and can meet my needs for information					
15	Using the Guangxi tourism platform allows me to learn about many new tourist attractions					
16	Using the Guangxi tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge					
17	Using the Guangxi tourism platform allows me to learn a lot of information about offline tourism activities in Guangxi					
18	Using the platform makes it convenient for me to travel					
19	The relevant information on the Guangxi tourism platform will affect my travel decision					
20	I will continue to pay attention and use it because the Guangxi tourism platform is very useful					
Perceived ease of use measurement						
21	The Guangxi tourism platform is easy to download and use					

22	The interface design of the platform is humane					
23	It is very convenient to buy products or conduct transactions on the platform					
24	The platform is very stable to use					
25	It is very convenient to obtain tourist information on the Guangxi tourist platform					
26	I would choose to use Guangxi Tourism Platform because of its simplicity					
Perceived entertainment measurement						
27	The videos, tweets, images, etc. on the Guangxi tourism platform can make me feel happy					
28	The platform is highly interactive					
29	The tourist information on the platform makes me feel very interesting					
30	I will choose to use the platform because it makes me have fun using it					

Part 4: Social Impact

Note: Please tick the level that best suits your idea according to your actual situation						
no	Item	strongly disagree	disagree	general	agree	disagree
Measurement of opinion leader variables						
31	I will follow the accounts of relevant celebrities, travel experts or Internet celebrities on the Guangxi tourism platform					
32	I often choose the travel platform recommended by my favorite celebrities, travel experts or Internet celebrities.					
33	The opinions of celebrities, talents or Internet celebrities on travel platforms are valuable to me					
34	Travel experts or Internet celebrities often recommend travel platforms to me					
Measurement of herd mental variables						
35	I usually choose Guangxi tourism platform with good reputation					
36	Relatives and friends often recommend some Guangxi tourism platforms to me					
37	I will choose the Guangxi travel platform recommended by my friends and relatives					

Part 5: Promotion Effect

Note: Please tick the level that best suits your idea according to your actual situation						
no	Item	strongly disagree	disagree	general	agree	disagree
38	I will choose the Guangxi tourism platform with the most downloads or attention					
39	I will choose to use the Guangxi tourism platform recommended by others the most					
40	I will recommend it to others after using the Guangxi tourism platform					
41	I will continue to use Guangxi tourism platform for a long time (more than one month)					

We would like to express our sincere thanks for your assistance! In order to ensure the completeness and accuracy of the information, please take another minute to look through the questionnaire you have filled in to see if there are any mistakes or omissions. Thank you!

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