

THE INFLUENCE OF ONLINE COMMENT ON TOURISM
DECISION-MAKING BEHAVIOR OF COLLEGE STUDENTS
FROM GUANGXI UNIVERSITY FOR NATIONALITIES, CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT
(INTERNATIONAL PROGRAM)
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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LIN LI

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	อิทธิพลของการบอกต่อทางอินเทอร์เน็ตที่มีต่อพฤติกรรมการตัดสินใจด้านการท่องเที่ยวของนักศึกษาจากหนานหนิง วิทยาลัยการศึกษามหาวิทยาลัยชนชาติกว่างซี
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บทคัดย่อ

การพัฒนาเทคโนโลยีสารสนเทศและการสื่อสารทางอินเทอร์เน็ตได้ส่งเสริมการเปลี่ยนแปลงที่สำคัญในวิถีชีวิต การทำงาน และปฏิสัมพันธ์ทางสังคมของผู้ใช้อินเทอร์เน็ต ตอนนี้ผู้ใช้อินเทอร์เน็ตทุกคนสามารถรับข้อมูลได้ทันทีและแบ่งปันได้ตลอดเวลา ในปี 2018 ผู้ใช้การช้อปปิ้งออนไลน์ของจีนมีจำนวนถึง 461 ล้านคน ในขณะที่ผู้ใช้การช้อปปิ้งบนมือถือมีจำนวนถึง 305 ล้านคน ด้วยการปรับปรุงบริการอินเทอร์เน็ตให้ดีขึ้นอย่างมาก ผู้คนต่างพึ่งพาอินเทอร์เน็ตมากขึ้นในการติดต่อทางสังคม ทำงาน ช้อปปีง ท่องเที่ยว และอื่นๆ กลายเป็นนิสัยของคนที่เรียกดูความคิดเห็นออนไลน์ของผลิตภัณฑ์เมื่อซื้อสินค้าและเลือกจุดหมายปลายทางของการท่องเที่ยวเช่นดู "ผู้ชายแสดง" สำหรับ "ความคิดเห็น" ออนไลน์โดยเฉพาะ "ความคิดเห็นเชิงลบ" เป็นต้น จำเป็นอย่างยิ่งที่จะต้องศึกษาทั่วโลกที่มีอิทธิพลของความคิดเห็นออนไลน์เกี่ยวกับพฤติกรรมการตัดสินใจของผู้บริโภค

จากเหตุผลก่อนหน้านี้นี้ การศึกษานี้เลือกนักศึกษาจากมหาวิทยาลัยกว่างซีเป็นวัตถุประสงค์ ซึ่งมีนักศึกษาวิทยาลัย 432 คนทำแบบสำรวจ และพวกเขาทั้งหมดเดินทางไปประเทศไทยเพื่อท่องเที่ยวผ่านการค้นหาออนไลน์สำหรับข้อมูลเกี่ยวกับสถานที่ท่องเที่ยวหรือชื่อเสียงของผลิตภัณฑ์ . บทความนี้ใช้แบบสอบถามออนไลน์และแบบสอบถามออฟไลน์ในการดำเนินการวิจัยร่วมกัน ใช้วิธี SPSS17.0 ในการวิเคราะห์ข้อมูลที่ได้จากการสำรวจ ผลการวิจัยระบุว่าจำนวน ความโดดเด่น การรับรู้ถึงประโยชน์ และการเข้าถึงความคิดเห็นออนไลน์ที่รับรู้ได้ มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อการตัดสินใจเดินทางของนักศึกษา ยิ่งผู้รับความคิดเห็นออนไลน์มีความเป็นมืออาชีพและความสัมพันธ์กับผู้สนับสนุนยิ่งแข็งแกร่ง อิทธิพลจะส่งผลต่อการตัดสินใจของนักศึกษามหาวิทยาลัยที่จะเดินทางมาประเทศไทยมากขึ้นเท่านั้น นอกจากนี้ การมีส่วนร่วมด้านการท่องเที่ยวและการมีส่วนร่วมทางออนไลน์ของผู้ได้รับความเห็นได้แก่ นักศึกษามหาวิทยาลัยกว่างซี มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อการตัดสินใจด้านการท่องเที่ยวของพวกเขาในประเทศไทย ในขณะที่แนวโน้มความเชื่อถือ

ส่วนบุคคลของนักศึกษาวิทยาลัยไม่ได้ มีผลชัดเจนต่อการตัดสินใจด้านการท่องเที่ยว จากผลการวิจัยข้างต้น บทความนี้ได้ให้คำแนะนำที่สอดคล้องกันสำหรับผู้ประกอบการท่องเที่ยวออนไลน์และผู้ประกอบการท่องเที่ยวแบบดั้งเดิมในการตัดสินใจที่เกี่ยวข้อง

ปัจจุบันมีงานวิจัยมากมายเกี่ยวกับแรงจูงใจในการตัดสินใจด้านการท่องเที่ยว แต่มีงานวิจัยเกี่ยวกับนักศึกษาและพฤติกรรมการเดินทางในประเทศไทยน้อยมาก ดังนั้น ในด้านหนึ่งงานวิจัยนี้สามารถให้การอ้างอิงบางส่วนสำหรับการศึกษาการจัดการการท่องเที่ยว พฤติกรรมการท่องเที่ยว และสาขาอื่น ๆ ที่เกี่ยวข้อง นอกจากนี้ยังสามารถช่วยให้ตัวแทนท่องเที่ยวและภาคการท่องเที่ยวเข้าใจสิ่งที่นักท่องเที่ยวต้องการจริงๆ ได้ดีขึ้น

คำสำคัญ : การวิจารณ์ออนไลน์, การท่องเที่ยว, พฤติกรรมการตัดสินใจ



Title	THE INFLUENCE OF ONLINE COMMENT ON TOURISM DECISION-MAKING BEHAVIOR OF COLLEGE STUDENTS FROM GUANGXI UNIVERSITY FOR NATIONALITIES, CHINA
Author	Mrs. Lin Li
Degree	Master of Arts in Tourism Management (International Program)
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ABSTRACT

The development of Internet information and communication technology has promoted significant changes in the way of life, work and social interaction of Internet users. Now every Internet user can get information instantly and share it anytime. In 2018, China's online shopping users reached 461 million, while mobile shopping users reached 305 million. With the great improvement of the Internet service, people increasingly rely on the Internet for social contact, work, shopping, travel and so on. It has become a habit for people to browse the online comments of the products when purchasing the goods and choosing the destination of tourism, such as watching "seller show" for online "comments", especially "negative comments", etc. Therefore, it is very necessary to study the influencing mechanism of online comments on consumers' purchasing decision-making behaviors.

Based on the previous reasons, this study selected the students from Guangxi University for Nationalities as the research objects, which were 432 college students for the survey, and they all went to Thailand for travel through the online search for information on tourism destination or product reputation. This paper uses the online questionnaire and offline questionnaire two ways to carry out the joint researches, SPSS17.0 method was used to analyze the data obtained from the survey. The research findings indicate that the number, distinctiveness, perceived usefulness and perceived accessibility of online comments have a significant positive impact on

college students' travel decision-making. The more professional the recipient of online comments is and the stronger the relationship with the promoter is, the greater the influence will be on the decision-making of university students to travel to Thailand. In addition, the tourism involvement and online involvement of the comment recipients, namely, the college students in Guangxi University for Nationalities, also have a significant positive impact on their tourism decision-making in Thailand, while the individual trust tendency of college students does not have a clear effect on their tourism decision-making. In view of the above research findings, the paper finally provides corresponding suggestions for online tourism operators and traditional tourism enterprises to make relevant decisions.

At present, there are many researches on tourism decision-making motivation, but there are very few research literatures on college students and their travel behaviors in Thailand. Therefore, on the one hand, this paper research can provide some references for the study of tourism management, tourism behavior and other related fields. It can also help travel agencies and tourism sectors better understand what tourists really want.

Keywords : Online Comment, Tourism, Decision-Making Behavior

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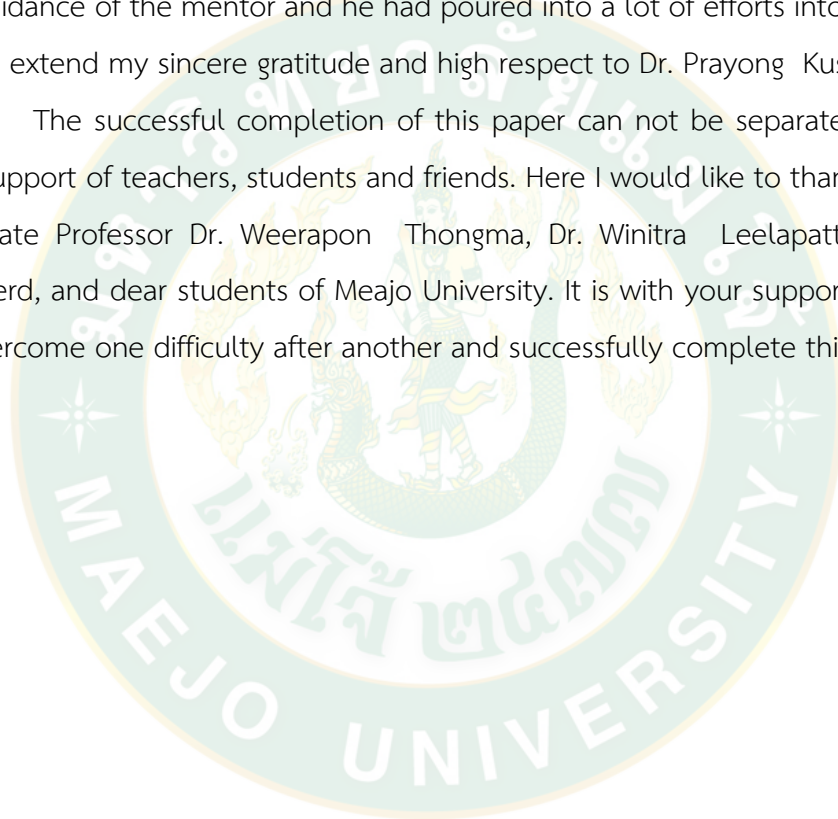


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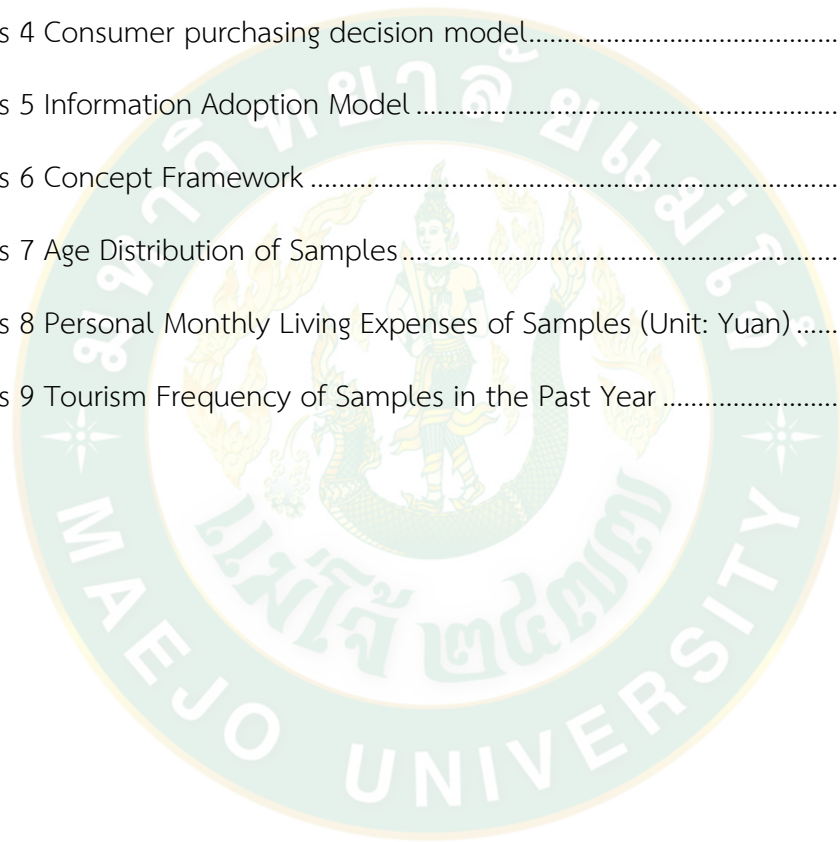
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CHAPTER I INTRODUCTION

Background

The development of Internet information and communication technology has promoted the profound changes of network users' life style, work style and social way. Now every network user can obtain information in an instant and share information all the time. In 2018, the number of online shopping users in China reached 461 million, and the number of mobile shopping users reached 305 million. With the improvement of the breadth and depth of Internet use, people increasingly rely on the Internet for social intercourse, work, shopping and tourism. When people choose product consumption and tourism destination, they will first browse the product's online word-of-mouth, such as "seller's show" and "bad comments" and "comments". This has become a habit. Therefore, it is necessary to study the influence mechanism of online word-of-mouth on consumers' purchase decision-making behavior.

Based on this, this study takes the college students of Guangxi University for Nationalities as the research object, searches for the word-of-mouth information about tourism destination or tourism products through the Internet in the process of making tourism decision-making in Thailand, adopts the combination of online questionnaire survey and offline questionnaire survey, and uses SPSS17.0 to analyze the survey data. The results show that: the number, distinctiveness, perceived usefulness and perceived ease of use of internet word-of-mouth have a significant positive impact on College Students' tourism decision-making; the greater the degree of professionalism of the receivers and the relationship between them and the communicators, the greater the impact on the tourism decisions of college students going to Thailand; in addition, the number, clarity, perceived usefulness and perceived ease of use of online word-of-mouth receivers, namely, the college students of Guangxi University for nationalities, have a significant positive impact on College Students' tourism decision-making. The degree of tourism involvement and network involvement also has a significant positive impact on their tourism decision-making in Thailand, while the individual trust tendency of college students has no obvious effect on their tourism decision-making. In view of the above research conclusions, this paper provides corresponding suggestions for online travel operators and traditional tourism enterprises to make relevant decisions.

Research Problem

Information Spread under the Popularity of the Internet

The popularity of the Internet and mobile Internet, while promoting the continuous growth of China's Internet users, has changed people's daily communication methods and information behavior. In 2020, China's internet users reached one billion, of which some netizens held a positive attitude to the sharing behavior on the Internet; Some netizens said they like to comment on the Internet. This Internet-based approach to information sharing and communication has become the most common form of daily communication and is characterized by young people. Moreover, with the development of more and more new We Media information transmission channels such as instant messaging (IM), WeChat, micro blog, social networking sites and virtual communities, the information behavior of Chinese netizens is more personalized, diversified and interactive.

Compared with advertisement, magazines and traditional word of mouth, internet word of mouth, as an informal information communication channel, has broken through the limitation of time and space in terms of communication mode and content, which makes its influence more extensive and can meet the different information needs of individuals. Based on the development of virtual social network, the amplification of netizens' word of mouth is increasing, and the netizen's concern and rapid response to the event bring opportunities to enterprise product and brand marketing, especially to service-oriented enterprise marketing, but also great challenges. At the same time, as an important source for Chinese netizens to obtain online information, internet word of mouth not only has an influence on consumers' purchasing decisions, but also provides feedback on a large number of products or enterprise information, as well as new market demand and dynamics, offering opportunities to enterprises and organizations to obtain market information at low cost or even at zero cost. The development of internet word of mouth marketing, combined with new media marketing and mobile internet marketing, promotes the integrated application of various marketing tools in the network environment. Therefore, how to use the low-cost network reputation, wide spread and high reliability to promote products and service marketing has become the major problems that enterprises and organizations needs to solve in the Internet era to maintain the core competitiveness.

The Rapid Development of Tourism Market for College Students

With the continuous expansion of higher education in China, the group of college students is gradually developing into a large group of tourism consumers, and the business opportunities contained in the tourism market have attracted more and more attention from the tourism industry.

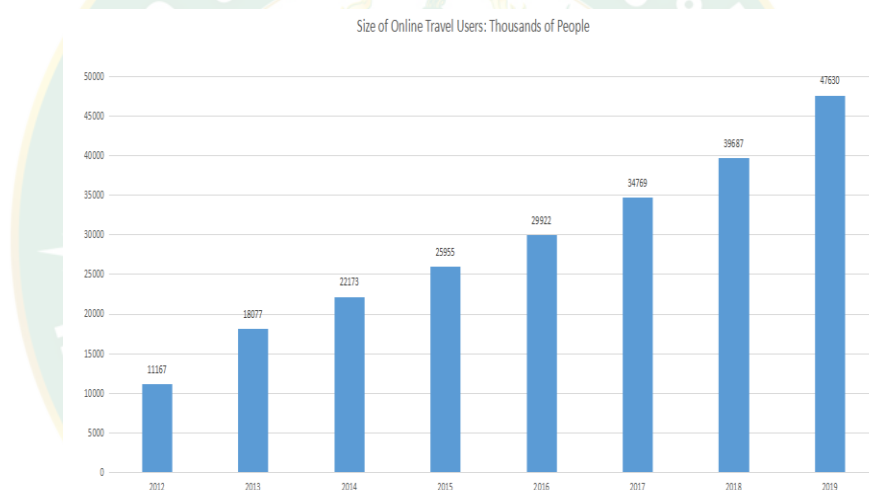
According to data provided by the National Bureau of Statistics, there were 26 million college students (including graduate students, undergraduate students and professional training students) in China in 2018. Compared with the characteristics of other tourist groups, the characteristics of college students themselves also determine the particularity of their tourism needs. Their demand for personalization is increasing and their distinctive characteristics of tourism routes or models are obviously popular. Their requirements are relatively high in terms of cost-effectiveness, fashion, convenient transportation and other aspects. With the popularity of mobile Internet, network has become the first choice and mainstream way to obtain information for contemporary college students. It has become the main trend in college campus to obtain tourist information through the network and book or purchase tourism products online.

The Rise of Tourism in Thailand

According to Thailand Blue Book: Thailand Research Report (2018), Thailand's tourism industry has innate advantages for development including the superior geographical position, the pleasant natural environment, the colorful cultural landscape, and the delicious flavor food. Coupled with the positive factors of the government's attention, the people's hospitality, and the matching tourism facilities, Thailand has become the preferred tourist destination for foreign tourists. The report cites statistics from Thailand's National Tourism Administration, saying the total number of foreign tourists visiting Thailand in 2017 exceeded 35 million, an increase of 8.77% over 2016. Customers were from China, Japan, Korea, Singapore, Europe and the United States. China was the main source of visitors, occupying the highest proportion with more than 9.8 million visitors. And a considerable proportion of Chinese tourists are college students, because international relations between Thailand and China's are friendly, and there are many Chinese in Thailand. They share similar national identity and cultural background, and the consumption level in Thailand is not high, so that students can obtain a better tourist experience with their own spending power.

The Rising Online Tourism Market

Entering the 21st century, with the rapid development of network and information technology, and internal demand from the tourism industry, tourism online sales model has emerged. After more than ten years of development, China's online tourism market has developed rapidly, showing a trend with a variety of network business models developing in parallel. By 2017, the number of Internet users who book air tickets, hotels, train tickets or holiday products online had reached 348 million, an increase of 48.47 million from the end of 2016 and an increase of 16.2%. Data show that in 2012-2017, users grew rapidly in China's online tourism market, with a six-year compound annual growth rate of 25.5%. Looking at the trend chart of users booking China's online tourism, we can see that in the tourism industry, online tourism has always maintained a steady development.



Figures 1 2012-2017 China's Online Tourism User Scale Trend

Source: Analysis of the current situation of China's online tourism industry and the development prospects of the industry

In 2018, the transaction of China's online tourism market reached 828.6 billion yuan, a year-on-year increase of 35%, and the growth rate slowed down compared with the previous year. The growth in the size of the online travel booking market is mainly due to three factors, namely, the strong support of relevant government departments, the higher investment enthusiasm of social capital for tourism and the active internal investment and acquisition of the industry to promote the improvement of the overall environment and service quality of the tourism industry, the

improvement of tourism products, enhancement of corporate promotion and promotion efforts, the promotion and application of mobile APP to stimulate consumer demand for tourism and promote a large number of offline tourism booking users to move online. With the continuous increase of China's residents' consumption, the demand for tourism is also increasing. As a major trend in the development of tourism, online tourism will further expand its market size in the future. China's online tourism industry market exceeded 800 billion yuan in 2018, with a compound annual growth rate of 37.45% in 2012-2018. The online tourism industry is expected to continue to grow at a high rate over the next six years, with the market expecting to exceed 1.55 trillion yuan.

Objectives of the Study

The study of tourism internet word of mouth is a kind of examination of tourism phenomenon from the angle of management and marketing, discussing the feasibility and effective means of using tourism internet word of mouth as a marketing tool, which enriches the theory of tourism marketing combination in the network environment. At the same time, through the study of online comment information use and sharing behavior in tourism, this paper not only enriched the research content of network information behavior, but also enriched the research content of cross-cutting theory of internet word of mouth in the field of tourism. Moreover, this paper not only discussed the influence of internet word of mouth on tourists' willingness to buy tourism products, but also discussed the influence of college student tourists' intention to respread word of mouth of online tourism, thus promoting the influence of tourism internet word of mouth from individual behavior to group behavior, and realizing the value addition of online comment.

The study on the influence of tourism online comment on the behavior of college student tourists has some enlightenment to change the marketing consciousness of tourist destinations and traditional tourism enterprises and promote their use of tourism word of mouth for precise network marketing.

It is beneficial for tourism information service providers to take internet word of mouth as an opportunity to promote the realization of good tourism word of mouth communication and service through word-of-mouth detection and management. At present, there are many researches on tourism decision-making motivation, but there are very few research literatures on college students and their travel behaviors in Thailand. Therefore, on the one hand, this paper research can provide some references

for the study of tourism management, tourism behavior and other related fields. It can also help travel agencies and tourism sectors better understand what tourists really want. In particular, the natural landscapes and local customs of Guangxi are very similar to those of Thailand, so it is of great value to study the motives of Chinese young people to travel to Thailand in terms of human geography and economics.

The purpose of this study aims to explore the online information flow's influence on unique tourism-related crowd flow, namely under the background of the Internet, the communication process of tourist public comment causes what kind of travelers' willingness to consumption behavior, and it focuses on the college student type of tourists, to analyze what specific influence factors of online travel comment lead to the occurrence of the corresponding categories of behavior intentions, and find out what information of tourist online public comments can maximally influence the behavior's decision-making of college student type of tourists, so as to provide some references for online tourism platform and conventional tourism agencies..

Expected the Results

This study took about 500 students from Grade 2016-2020 of Guangxi University for Nationalities as the research objects. taking the college students searching for word of mouth information about tourist destinations or tourism products in the process of making decisions to travel in Thailand through the network as the premise, using both ways of online questionnaire and offline questionnaire to conduct the survey, and SPSS17.0 to analyze the data obtained from the survey. The results indicate that the quantity, distinctiveness, perceived usefulness and perceived easy-to-use of internet word of mouth have certain influence on college students' tourism decision-making which would be proved by analysis.

Scope of the Study

Because this study aims to understand the impact of online comments on the decision-making behaviors of Guangxi University for Nationalities students in traveling to Thailand, the following conditions should be met on the basis of the selection of research objects as Guangxi University for Nationalities students: First, someone currently is studying in Guangxi University for Nationalities. Second, someone browsed tourism online comments, and purchased air tickets, hotels, tickets for scenic spots, group travel packages and travel agency services on the Internet. The students of

Guangxi University for Nationalities who meet the above three conditions are the main objects of this research activity. In addition, the time of the research was controlled from September of 2020 to December of 2020, and the student behaviors of Guangxi University for Nationalities who were traveling to Thailand during holidays and tourist peak seasons have been studied.

Limitations of the Study

1. Fewer word of mouth sites. In addition to a few mainstream tourism websites, Qunar, Ctrip, Cool News and other mainstream tourism products booking sites were not selected.

2. Due to the limited research ability, only college students from Nanning were selected as the object of analysis, but more samples should be selected to represent college students. It can improve the validity of sample data and make the conclusions of the study more practical.

Operation Definition of the Terms

Internet word of mouth

Internet word of mouth (IWOM) is also known as social media in the West. In 2004, CIC initially defined and interpreted the concept of Internet word of mouth (IWOM) and its digital applications are reshaping the relationship between brands and consumers. Text and various multimedia information about companies, products or services is shared by companies or consumers (collectively referred to as netizens) through BBS, blog and video sharing and other network channels. The corresponding communication effectiveness of these discussions will affect the credibility of the brands, products, and services, which is Internet reputation, and thus in some ways their business will be influenced.

Online tourism decision-making

Online tourism decision-making refers to the consumer purchasing behavior of online tourism services. Its essence is the purchase decision-making and purchasing action process of tourism consumers for online tourism products and services. According to the theory of consumer psychology, a comprehensive model of consumer purchasing behavior is designed. The traditional marketing theory EKB model points out that the consumer purchasing decision is composed of a series of related activities,

and the process of consumer decision-making is divided into five stages: problem cognition, information searching, evaluation of alternatives, purchasing decision-making and post-purchase evaluation.

Internet word of mouth spreading

Internet word of mouth spreading refers to the informal interpersonal communication of a product, brand, organization, and service between a non-commercial communicator and recipient on an Internet platform. Most research literatures believe that internet word of mouth spreading is one of the most powerful controlling forces in the Internet market.

Psychologists point out that the influence of family and friends, the direct using experience of consumers, the mass media and corporate marketing activities together constitute the four major factors affecting consumer attitudes.

Internet word of mouth perception

Internet word of mouth perception includes the usefulness and easy-to-use of internet word of mouth perception, which refers to that the user think that it can save them efforts when using a particular service on the Internet.

The usefulness of internet word of mouth perception refers to that the user think that it can improve work performance, living standard and psychological satisfaction when using a specific service on the Internet.

Conclusion: The more the user applies perception, the more active his attitude will be, and the greater his perceived usefulness will be.

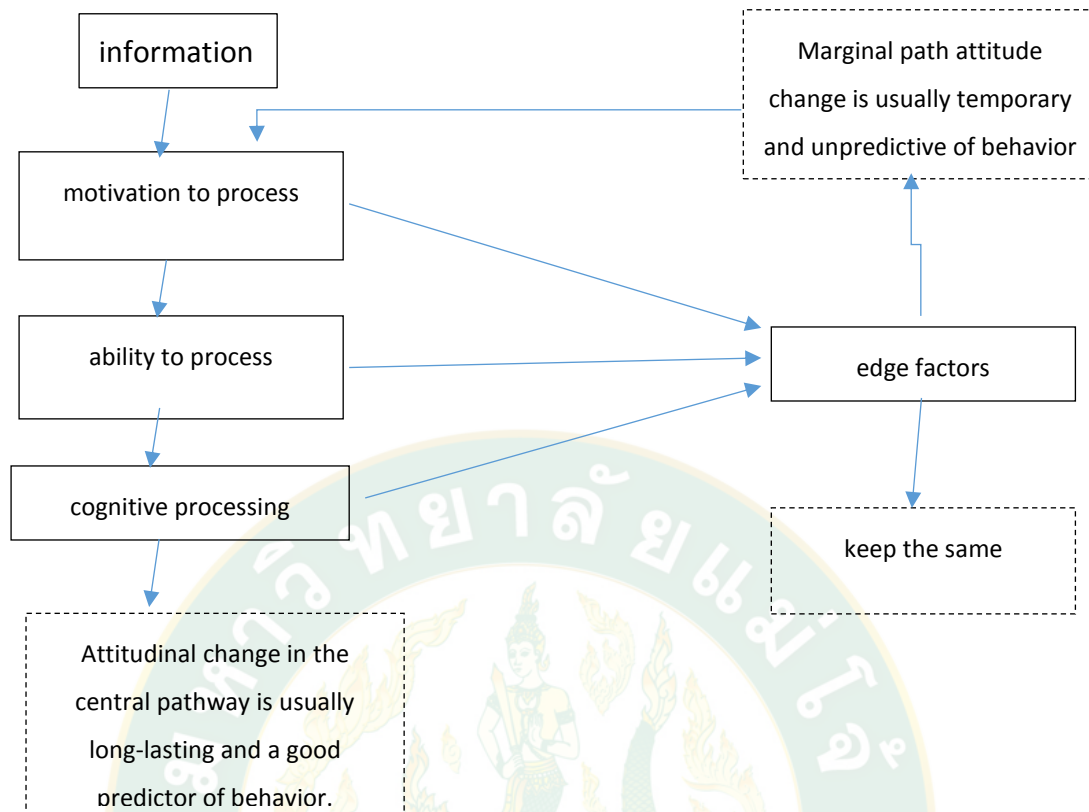
CHAPTER II

REVIEW OF RELATED LITERATURE

Theory

Persuasion effect theory

Persuasion effect refers to a phenomenon in which the individual's attitude changes and influences the decision-making behavior when faced with persuasive information. Generally speaking, the factors affecting the persuasion effect include the credibility of the information source, the presentation of the information, the social network and so on. In the study of the credibility factors of information sources, persuasion effect theory emphasizes that the credibility of information sources can achieve better persuasion effect only when they are professional, reliable and attractive at the same time. In terms of information presentation, the theory points out that the different persuasion effects on individuals come from the same objective information presented on two different sides, positive or negative. The social network in which individuals live is an important factor affecting their attitude and persuasion effect (mendenz, 2004). The fine possibility model is an important theoretical model to explain the persuasion effect theory. In this model, the central route and the marginal route affect the change of attitude. The two different routes mainly lie in the individual's cognition of information and the degree of processing. According to the individual's information needs, the information passing through the central route will be carefully reviewed and cognitively processed by the individual; On the other hand, the information is processed quickly. The basic principles of ELM model are that the possibility of fine processing the communication of information through cognition determines different methods of persuasion. When the possibility of fine processing is high, the persuasion effect of the central route is particularly effective. When the possibility is low, the persuasion effect of marginal route is effective. The theoretical model is shown in Figure 2.



Figures 2 Fine Possibility Model

Consumers can consciously and seriously consider the information provided by the advertisement when forming their attitude towards the brand in the advertisement. They carefully mull, analyze and summarize the information of the promoted product or target, and finally lead to the change or formation of their attitude. That is how consumers treat advertising with high engagement. This persuasive process is known as the core path to attitude change.

In contrast to the core path, there is the peripheral approach of attitude change. In the peripheral approach, the formation and change of attitude are not actively considering the characteristics of the brand and its advantages and disadvantages, and the persuasive influence is generated by associating the brand with positive or negative aspects of the advertisement or the technical suggestion.

Which path to choose? Two important factors in the ELM model are the motivation and capability of the audience to analyze information. It is assumed that consumers will begin the process of processing and digestion once they receive advertising information. Consumers will choose two persuasive paths based on the relevance of personal situation and information:

When motivation and capability are high, consumers tend to follow the core path. The core path involves elements that appeal to rational cognition -- a series of serious attempts by consumers to evaluate new information in a logical way. Customers with a higher level of knowledge tend to choose rationally.

When one of them is low, it tends to follow the peripheral approach. Peripheral approach encompasses the emotional element by associating a product with an attitude towards the other thing. For example, the motive of new generation to buy a drink advertised by their youth idols has nothing to do with the characteristics of the drink and everything to do with the love of pop stars. This is because when people do not know much about the characteristics of the beverage itself, they can only determine the credibility of the information by the external factors of the information (such as product packaging, advertising image appeal or the way the information is expressed).

Consumer behavior theory

Based on the relevant domestic and foreign literatures of online consumer decision-making theory, it can be found that the relevant researches on the online consumer behavior by scholars in recent years are fundamentally based on the traditional theoretical model of consumer behavior, including three classic theoretical models: Theory of Planned Behavior (TPB), Theory of Rational Behavior (TRA) and Technology Acceptance Model (TAM). Among them, Theory of Planned Behavior and Technology Acceptance Model are derived from Theory of Rational Behavior. Theory of Rational Behavior and Theory of Planned Behavior are universal models to explain individual behavior, while Technology Acceptance Model is derived from Theory of Planned Behavior with the development of information technology.

Theory of Rational Behavior (TRA)

Fishbein and Ajzen put forward the Theory of Rational Behavior in 1975, it mainly studies how attitudes affect individual behaviors. They believed that consumers' attitudes would affect consumers' behavioral intentions and then form purchasing behaviors under the stimulation of other factors. Any external factor must have an impact on consumer behavior through customer attitude.

Theory of Planned Behavior (TPB)

TPB was proposed by Ajzen and it is an extension of TRA because it adds "self-behavior control" to the Theory of Rational Behavior. It consists of attitude, perceptual behavioral control, subjective norms, behavioral intention and behavior. Attitude refers to consumers' negative and positive feelings towards a certain behavior; Perceptual

behavior control is the reflection of consumers' past experience. Behavioral intention reflects consumers' willingness to accept certain behaviors. Behavior is an action taken by a consumer.

Technology Acceptance Model (TAM).

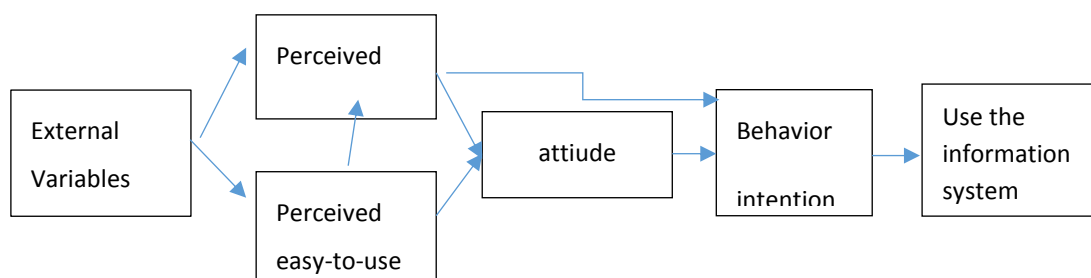
Davis proposed the TAM model in 1986, initially to explain the determinants of the widespread acceptance of computers.

The determinants of technology acceptance model are: 1) usefulness of perception; 2) accessibility of perception.

Theoretical Framework

Technology acceptance model

Davis (1989) proposed a technology acceptance model based on rational behavior theory and planned behavior theory. The research shows that the two aspects of an individual's attitude towards the system and the perception of usefulness have a common influence on the behavior intention, and the behavior intention directly affects the behavior of the individual using the information system. The main components of attitude are reflected by cognition and belief, that is, the individual's perception of the use of the system, and the two angles of perceived usefulness and perceived easy-to-use are proposed in the model, while the perceived usefulness also has a direct impact on the intention of use. External variables affect the attitude from the perspective of perceived usefulness and easy-to-use perception, thus affecting the willingness to act and affect the consumer's acceptance of information systems. At the same time, external variables will also influence perceived usefulness by perceiving the easy-to-use, so as to realize the acceptance of the willingness of attitude behavior and the information system. The technology acceptance model mainly provides the idea of how to influence from external variables to internal information, attitude and intention. See figure3:

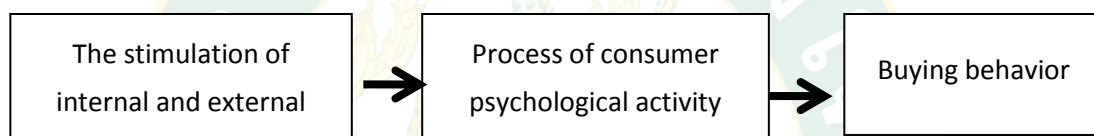


Figures 3 Technology Acceptance Model

Consumer purchasing decision model

Consumer purchasing decision refers to the whole process of consumers' opinions on purchasing relevant products, experience of purchased products and feedbacks after purchase under the stimulation of internal and external factors. Scholars have studied the purchasing decision-making process of consumers from the following aspects:

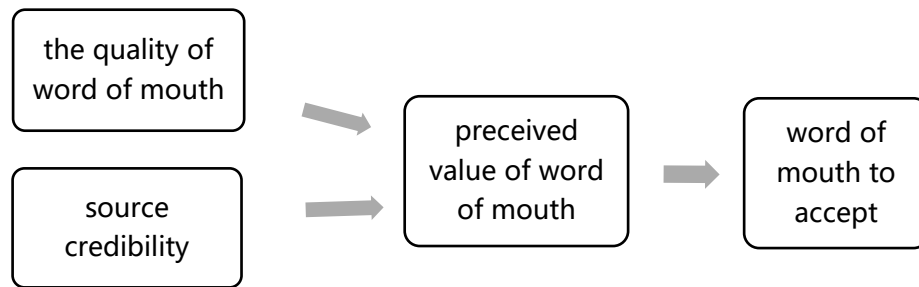
The general model of human behavior is "stimulus - individual physiology - psychology - response". This model shows that under the stimulation of various internal and external factors, users will also be influenced by educational background, occupation, etc., and he or she eventually forms purchase intention. As shown in the Figure 4:



Figures 4 Consumer purchasing decision model

The Theoretical Model of This Paper

Sussman (2003) integrated fine processing model and technology acceptance model, and put forward information adoption model. He thinks that the most critical factor for the final adoption of word of mouth information is consumers' perception of the value of word of mouth information. In the specific process of variable measurement, it uses the index of perceived usefulness. For the determination of the basic framework of word of mouth information adoption, it selects two aspects of the quality of word of mouth and source credibility as the pre variables of perceived value of word of mouth. In this paper, indicators such as comprehensiveness, consistency and accuracy are used to measure the quality of word of mouth. The source credibility is reflected by the indicators of insight, professionalism, reliability and trustworthiness. The two scholars proposed the model mainly for online users' adoption of e-mails containing recommendations or suggestions from colleagues, and did not add the role of communication channels. As shown in Figure 5:



Figures 5 Information Adoption Model

Related Study

Research on online comment

Definition: online comment, also known as social media in the West, was first defined and interpreted by CIC in 2004. Online comments and their evolving digital use are reshaping the relationship between brands and consumers.

The maintenance of online comments is mainly through some online marketing, E-column content update, E-mail, events on line and so on.

1. Analysis of the characteristics of Internet word of mouth

There are obvious differences between internet word of mouth and traditional media (advertisements, magazines, etc.), which are characterized by anonymous communication, wide range of influence, long period of time and asynchronous communication. Through the collection and analysis of previous academic achievements, the characteristics of internet word of mouth can be summarized as follows.

1.1 Communication anonymity. Judging from the results of internet word of mouth, this feature has both advantages and disadvantages. First, the emergence of internet word of mouth gives netizens the right to discuss and comment on their own. They can spread their real evaluation of products or services in the network environment, which is the embodiment of the high trust attribute of word of mouth. At the same time, the formation of internet word of mouth is based on the consumption experience and consumption cognition of customers at all levels, which alleviates the influence of information asymmetry in the supply and demand market, improves the information acquisition advantages of consumers, and strengthens the credibility and transparency of information interaction. Second, the existence of anonymity does not rule out that publishers distort the real information for some

reason, thus inducing others to form false recognition. And this feature also makes it more difficult to determine whether the internet word of mouth is non-commercial or not. The main reason is that the types of communication subjects of internet word of mouth are complex, such as consumers, opinion leaders and businessmen. Compared with the traditional word of mouth, the non-commercial nature of internet word of mouth is fuzzier.

1.2 Nonlinear Interaction. At present, various instant messaging software (WeChat, QQ, etc.) and online community forum (microblog, blog, etc., tourism APP and the broadcasting platform like Douyin.com, Huoshan.com et al. have realized synchronous and asynchronous ways of spreading internet word of mouth. From the perspective of the time of receiving and sending internet word of mouth information, the publisher uploads the word of mouth information through the network channel at a certain time, and then the receiver can select time to query according to their own needs, which is asynchronous transmission. In addition, the interaction of internet word of mouth information also shows the characteristics of diversity such as one-on-more, one-on-one, more-on-one etc. Many we media like WeChat, QQ, Douyin.com and Huoshan.com and so on can meet the requirements of the above-mentioned forms of communication, improve the efficiency of word of mouth communication, expand the scope of word of mouth communication, so as to further improve the value of word of mouth in the we media market.

1.3 Fast transmission efficiency. It saves the time and energy of spreading information on the Internet. Since human beings entered the information society, consumers have been able to meet their own need for commodity information acquisition through mobile terminals and the Internet. At the same time, they can share the product experience after purchase in the form of pictures, and sounds in the network. Then, with the help of many user resources in the network, their continuous communication will further expand the space scope of word of mouth communication, and strengthen the communication time efficiency.

1.4 Storage and measurability. In the information society, the rapid development of information and technology provides a solid foundation for the preservation of internet word of mouth information. From the perspective of measurement, there are essential differences between internet word of mouth and traditional word of mouth. The presentation form of internet word of mouth information is mainly text, graphics, audio and video. These text elements can be permanently preserved and accurately measured through existing technologies and

specific carriers, which lays a foundation for the further research work of internet word of mouth.

1.5 Mobility. In the era of Internet, mobile terminal equipment is widely used, coupled with a high network coverage, which provides advantages for the application of internet word of mouth and content integration. For example, the mobile characteristics of tourism internet word of mouth mainly focus on two aspects, including their own tourism expectations and the actual sense of tourism experience. In the process of tourism, tourists share, spread, and comment on Internet word of mouth through the application of mobile terminal and Internet. The review mode covers the whole process of tourism activities, and also reflects the whole process of tourists' psychological changes.

2. Research on the communication of mobile internet word of mouth

Based on the 5W model (proposed by Raswell), the author analyzed the mobile Internet as the research content. First, the accuracy performance of mobile Internet review subjects is more prominent. The proportion of users using instant messaging (QQ, WeChat, etc.) software is much higher than that of word-of-mouth websites and microblog users. Second, from the perspective of content, mobile internet word of mouth communication presents two characteristics, among which one is spontaneousness and the other is diversification. With the comprehensive popularization of mobile terminal equipment and the continuous innovation and promotion of related software, the information communication of mobile users is endowed with offline reception, permanent storage, voice, video and other functions, providing basic technical support for the efficient communication of word of mouth content. Thirdly, from the perspective of media, the rise of smart phones and major multimedia network platforms in recent years has further increased the communication efficiency and space of mobile internet word of mouth represented by QQ voice, GPS, QR code, etc. Fourthly, from the perspective of the audience, according to the different virtual social relations, it can be divided into a variety of communication circles, including familiar people, middle-distance people, and strangers. On the basis of audience stratification, participants who use new media to carry out word of mouth communication are more accurate in word of mouth content distribution. Lastly, from the perspective of communication effect, mobile receivers' word of mouth information reception is in a passive position in the past, and the receiving channel is relatively single. However, in the new we media era, the receivers information receiving selectivity is more, and it turns into an active position, which is

conducive to their traditional life which has brought great influence on the mode of life and work.

3. Research on the relationship between Internet word of mouth and consumer behavior

First, the author analyzed the motivation of consumers' internet word of mouth. The motivation mentioned in this paper is mainly relative to the sender and receiver of internet word of mouth information. Among them, the representatives researching on the motivation of word of mouth publishers are as follows. Domestic scholars Huang Minxue (2010) put forward that when analyzing the motivation of internet word of mouth publishers, they can borrow the traditional analysis ideas and means of word of mouth motivation. They divide the motivation types of internet word of mouth publishers into four types, including self, others, information and product involvement. The representatives researching on the motivational behavior of information receivers are as follows. Foreign scholars Walsh (2003) summarized the motivation of such groups, such as pay motivation, new product and experience motivation, risk reducing motivation. Domestic scholar Yan Jun (2009) adopted the empirical analysis method to analyze the internal relationship between the internet word of mouth communication behavior and communication motivation from multiple dimensions (information distributors, businessmen, and community) and summarized seven typical motivations, such as service upgrading, reward pursuing, emotion sharing and image reinforcement.

Second, research on the internet word of mouth and persuasion effect of consumer behavior. Taking persuasion effect as the starting point of analysis, it can be found that there are obvious differences between internet word of mouth and product performance, brand recognition. Through the in-depth analysis of the persuasion effect of consumer behavior, it aims to analyze the specific impact of internet word of mouth. Through the collection of academic research results, we can conclude two views as follows. 1. In the network environment, users' feelings of services and products are released anonymously in the form of pictures and texts, audio and video, showing the characteristics of authenticity and objectivity. From the perspective of the receivers of word of mouth information, they will search the established word of mouth information through Internet engine tools according to their own needs. All activities are spontaneous and voluntary, so it can be determined that the persuasion effect of internet word of mouth is strong; 2. There are some objective problems such as wrong comments in the process of internet word of mouth information interaction, which can significantly inhibit the persuasion effect of word of mouth. Some scholars took

satisfaction and special events as the starting point, analyzing the key factors that affect consumers' internet word of mouth communication behavior. For example, foreign scholar Anderson (1998) pointed out that consumers' willingness to spread word of mouth has a direct relationship with the level of (not) satisfaction. The higher the degree of satisfaction is, the stronger the willingness will be. In addition, when there is a novelty event, or something that may also cause consumers to be surprised by the products or service, the word of mouth spreading is more stimulating.

Third, research on the influence of internet word of mouth. There are great differences between internet word of mouth marketing and traditional marketing, network marketing at present, and the formation and development of its activities must meet the following conditions, that is, consumers got the actual consumption experience, or consumers evaluated a certain product or service. Internet reputation also reflects the market demand to a large extent. Enterprises can meet the demand of market information acquisition at the minimum cost. In addition, with the continuous innovation of internet word of mouth marketing, a variety of marketing models have been derived. According to the different types of interpersonal communication, there are two modes of internet word of mouth marketing communication. One is radiative communication and the other is interactive communication. The differences between the above two models are mainly manifested in two aspects: one is the level of homogenization among consumers; the other is the level of homogenization between consumers and marketers. The direction of information interaction between them is two-way interaction or one-way intersection. The development of internet word of mouth marketing activities relies on various modern network information interaction channels (network, search engine, instant messaging software, etc.) to realize online interaction of various products, services and other word of mouth information that market consumers are interested in, so as to guide the audience's evaluation and perception, and bring different impacts on the repeated communication of internet word of mouth behavior and consumer purchasing behavior. Enterprises formulate the marketing strategy of internet word of mouth, so as to guide consumers' evaluation behavior and consumption concept. At the same time, enterprises should also do a comprehensive monitoring and analysis of the content of internet word of mouth information, and complete the construction of relevant risk early-warning system. When there is word of mouth risk, it is necessary to identify and deal with it as soon as possible, so as to minimize the loss. After human beings entered the information society, all kinds of new technologies have been developed. The emergence of new ideas has a great impact on people's traditional

life and mode of work, and also provides a new way for the transformation and upgrading of all walks of life. The big data mining technology can be applied to the analysis level of internet word of mouth, so as to provide a solid technical guarantee for the prevention and control of word of mouth risk.

Research on tourism online comment

Concept Definition: An online comment is the positive or negative opinion about a product or company posted by potential, actual or former consumers that can be used by a large number of people and organizations via the Internet. Tourism destinations are considered to be one of the areas most affected by comments due to their characteristics of offsite consumption and synchronous production and consumption. The collection of tourist destination evaluations and influences on the Internet is called the Tourism Online Comment.

1. Research on the necessity

The current academic circles focus on the analysis of the causes and importance of tourists' internet word of mouth dependence, mainly from the attributes of tourism products. The scholar Haywood (1989) pointed out that tourists have greater perceived risk in purchasing services or products, and they have less evaluation on product experience characteristics, which is also the key to highlight the credibility of tourism internet word of mouth. There are two types of tourism products. One is hedonic products while the other is experiential products. No matter which type it is, the perceived risk exists. Therefore, in the stage of purchasing and experiencing tourism products, whether the tourists' word of mouth information is objective and true or not, it has a high reference value for potential tourists, and also has certain guidance and stimulation for their consumption behavior.

Laurie (2001) conducted in-depth communication with backpackers by means of interview, and concluded that 86% of the respondents will be "often" or "occasionally" influenced by the word of mouth information. At the present stage, the communication channels of word of mouth information for domestic tourism industry are gradually enriched, such as tourism community, professional website, instant messaging software, etc., which greatly improves the influence and status of tourism word of mouth factors in the industry.

When purchasing tourism products or making tourism strategies, consumers will first collect the corresponding information through various channels, such as the content of tourism route evaluation, tourist destination, etc. Tourism products present high-risk experience and intangible attributes, which cannot be objectively evaluated

before consumption. Therefore, tourists pay more attention to the content of group assessment, which is also an objective manifestation of the importance of interpersonal circle. In addition, tourism products also show the characteristics of seasonality and non-storage, which increases the difficulty of product sales to varying degrees, and on the other hand, it also enhances the key position of interpersonal influence in the industry. The threshold standard of tourism industry is low and labor-intensive, which also increases the degree of industry competition. The application of internet word of mouth can effectively strengthen the competitive position and competitive advantage of tourism enterprises in the industry. Managers of major tourism enterprises should have a clear and objective understanding of the importance and influence of word of mouth marketing, change the traditional marketing ideas and modes, actively explore and innovate, and improve marketing efficiency and effectiveness.

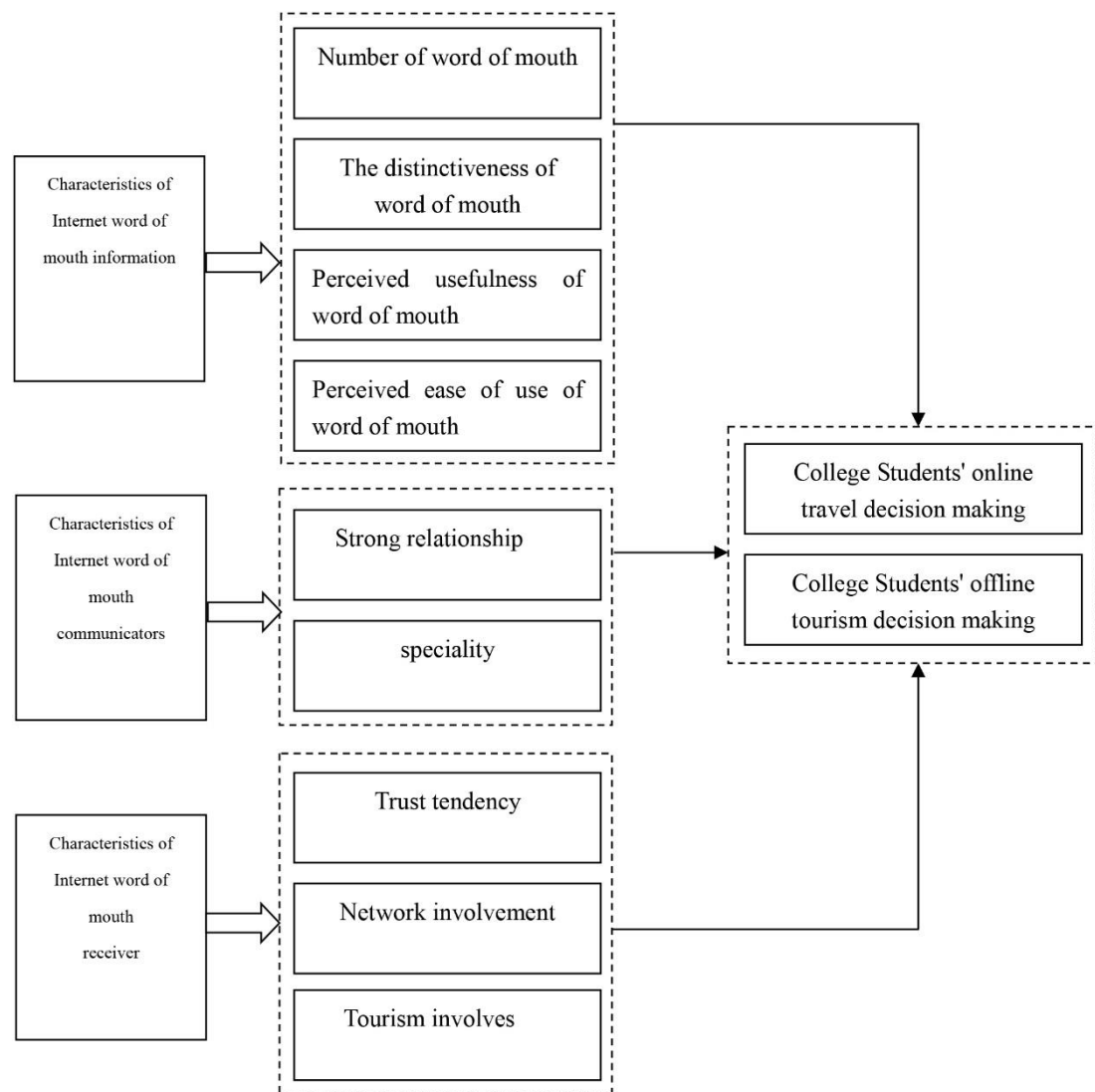
2. Analysis on the persuasive effect of tourism internet word of mouth

Through the summary of previous research results, it is found that the emergence of internet word of mouth has a lot of impact on the development of tourism industry, such as reducing risks in the purchase of products, strengthening image influence, and leading consumer purchasing behavior and choice. Firstly, domestic scholar Xu Jufeng (2006) took the purchase intention as the starting point and considered the inherent characteristics of tourism products intangible, offsite experience. In order to reduce the risk in purchasing products, tourists will first collect the product experience evaluation information from relatives and friends as the key to make product purchasing decision. Secondly, Wu Xuefei (2010) took the cognition of tourism destination image as the starting point of analysis, and analyzed the relationship between the internet word of mouth information, tourists' destination image cognition and choice. Thirdly, Cheng Xia (2010) took the information characteristics and information source channels as the analysis perspective, and analyzed empirically the relationship between the internet word of mouth, the choice of tourist destination and scenic spot. Some scholars also consider that because of the anonymity and the interference of false information, internet word of mouth is weak in persuasion, and its positive effect cannot be fully exerted. In addition, tourism word of mouth has two-way attributes, and the specific impact on persuasion effect is also poor. In general, positive word of mouth information can make consumers buy repeatedly, enhance the willingness of respreading and strengthen the loyalty and market influence of products. So, the overall effect is also positive. And the negative

word of mouth information communication also shows negative effects, such as reducing consumers' perception and evaluation, sense of experience and expectation.

Conceptual Framework

The previous part has made a comprehensive exposition of the relevant literatures involved in online comments. Based on the research findings of Hua Jidong and other scholars, the author has completed the construction of the theoretical model of this study, as shown in the figure below. The following model takes university tourists as the research objects, thoroughly explores the internal relationship between online comments and factors influencing the decision-making behavior of traveling to Thailand, and establishes the relevant influencing mechanism. In the research process, the author summarizes the factors affecting tourism decision-making behavior into three levels. The first is the characteristics of online comment recipients, and the variables include online involvement, tourism involvement and trust tendency. The second is promotor characteristics, variables are professionalism and relationship strength; Finally, there are four variables for the information characteristics of comments, namely, the distinctiveness of comments, perceived usefulness, perceived accessibility and quantity. In the aspect of tourism decision-making behavior, as shown in the online and offline forms.



Figures 6 Concept Framework

Research Hypothesis

theoretical basis and hypothesis

Characteristics of internet word of mouth information

1. Number of word of mouth

After consumers obtain the corresponding review information of products or services through the network, they will take this information as a reference for their own perception evaluation, and will not give direct recognition. Moreover, the number of reviews on a product is positively correlated with the probability of people being informed of the product (Godes, 2004). Foreign scholar Liu used the method of

empirical analysis to analyze whether there is a positive correlation between the possibility of consumers' contact and the number of word of mouth, that is, the increasing number of word of mouth has a positive impact on stimulating consumers' purchasing desire and increasing the probability of purchasing behavior and sales volume. Zheng Xiaoping deeply analyzed the internal relationship between the number of online reviews and consumer purchasing decision-making behavior, and the conclusion was positive correlation. Wang Xiuli et al. took students' course selection and higher education as research perspectives, and explored the specific performance and factors between them and internet word of mouth. The key factors include two kinds: one is the number of online reviews; the other is the level of evaluation. Based on Liu's point of view, the author defined the number of word of mouth as the total number of college students' comments on specific tourism products, services and destinations in the network. The assumption is as follows :

H1a: The number of internet word of mouth has a significant positive impact on college students' online tourism decision-making;

H1b: The number of internet word of mouth has a significant positive impact on college students' offline tourism decision-making.

2. Distinctiveness of word of mouth

By collecting and consulting the existing literature on the characteristics of word of mouth information, we can see that there are more researches on the distinctive characteristics of word of mouth. Hanna et al. (2001) pointed out that the vividness of word of mouth information is much stronger than that of media. Herr, Kardes et al. (1991) consider that the existence of the distinctive characteristics of word of mouth is more convenient for individuals to memorize and retrieve word of mouth information, which is a key factor affecting consumer behavior. Kisielius et al. (1986) points out that from the perspective of information receiver, the receiving efficiency and effectiveness of abstract information are much weaker than that of clear and specific information. The main reason lies in the strong attraction of such information, which can promote the receiver to further digest, associate and retrieve the information. In the case of high information clarity, the receiver will have a specific impression (positive or negative) on the spontaneity of the information, which is also the effect of accessibility bias hypothesis. This hypothesis points out that the more vivid information, is often stored in the content with more relevance to its concept in the individual's mind, which has an important impact on strengthening the ability of memory retrieval, and it is also the key basis for consumers to judge the word of mouth of products and services. Based on the above description, the author defined

the distinctiveness of word of mouth as follows. Word of mouth information itself presents two kinds of inherent specificity, one being visualization, while the other being vividness, that is, whether it shows a clear attitude and improves the digestion and understanding ability of the word of mouth receiver. The assumption is as follows :

H2a: The distinctiveness of internet word of mouth has a significant positive impact on college students' online travel decision-making.

H2b: The distinctiveness of internet word of mouth has a significant positive impact on college students' offline tourism decision-making.

3. Word of mouth perceived easy-to-use and usefulness

Foreign scholars' researches on perceived easy-to-use and usefulness mainly focus on the theoretical knowledge of technology acceptance model to make an empirical analysis on e-commerce website through the setting of independent variables, intermediate variables. For example, based on the model construction, foreign scholar David completed the setting of intermediate variables, including perceived easy-to-use, perceived usefulness and gender. Through the analysis of information richness and freedom, this paper explored the changes of Internet users' perception of Internet mailbox and the differences in their application. In addition, Gefen D. and other scholars confirmed that the technology acceptance model has a good explanatory effect through model and empirical analysis. When defining the usefulness and easy-to-use of internet word of mouth, the author referred to the research results of Bi Jidong (2009) that the usefulness of internet word of mouth refers to the degree to which individuals understand tourism products and services after receiving word of mouth information; Internet word of mouth (IWOM) is easy to use, that is to say, the ability to obtain word of mouth information is strong, and it can be put into action to get more related information. The assumptions are as follows :

H3a : The stronger the perceived usefulness of internet word of mouth is, the greater the impact on college students' online tourism decision-making.

H3b : The stronger the perceived usefulness of internet word of mouth is, the greater the impact on college students' offline tourism decision-making.

H4a : The stronger the perceived easy-to-use of internet word of mouth is, the greater the impact on college students' online tourism decision-making.

H4b : The stronger the perceived easy-to-use of internet word of mouth is, the greater the impact on college students' offline tourism decision-making.

Communicators' characteristics

1. Relationship strength

Bristor proposed that the form of internet word of mouth is based on the information interaction between groups and individuals. And it can also be understood as a direct embodiment of the strength of a relationship, that is, the internal and external relations between individuals, and the relationship has an impact between consumer behavior, preference, and demand and other aspects. Brown and others pointed out that the frequency of word of mouth communication activities within consumer groups is high. Walker and others used the method of empirical analysis to explore the degree and direction of the influence of relationship strength on consumer decision-making behavior, and the conclusion shows that it has significant influence. Duhan and others explored the relationship between the strength of the relationship between the sender and receiver of word of mouth and the persuasion effect of word of mouth, and concluded that there is an obvious positive correlation. Based on the summary of the above contents, the author defined the connotation of relationship strength as the internal relation degree between the information sender and receiver in the environment of internet word of mouth information interaction. According to the above statement, the hypothesis is proposed as follows.

H5a: The stronger the relationship between the receiver and the sender is, the greater the impact on college students' online tourism decision-making will be.

H5b: The stronger the relationship between the receiver and the sender is, the greater the impact on college students' offline tourism decision-making will be.

2. Professionalism

In the theory of communication process, it is pointed out that the key factor affecting the behavior and psychology of the information receiver is the characteristics of the information publisher, which is also an objective reflection of the professional level of the publisher. In other words, it can be understood as the perception ability of the information receiver. According to the analysis of Jiang Feng, a domestic scholar, the formation of professionalism is based on specific professional knowledge, which directly affects the efficiency of word of mouth information communication. Foreign scholars Bristor believes that the professional knowledge of the publisher of word of mouth information has a significant impact on the decision-making process of a product or service. Based on the characteristics of information publishers, Zhang Jingjing explored the influence of information receivers' decision-making. In addition, there are more scholars proving the characteristics of communicators and the persuasive power of word of mouth have a significant impact through empirical study. The author

referred to the research results of Bristor to define the connotation of professionalism, that is, the knowledge, skill, experience and other abstract factors of the publisher of word of mouth information in a specific field can guide word of mouth recipients to have a correct understanding of the information, and act on their own tourism decision-making.

H6a: The stronger the professionalism of internet word of mouth communicators is, the greater the impact on college students' online tourism decision-making will be.

H6b: The stronger the professionalism of internet word of mouth communicators is, the greater the impact on college students' offline tourism decision-making will be.

Receiver characteristics

1. Trust tendency

Based on the analysis of trust tendency in the network environment, the academic circles at home and abroad mainly adopted the method of model construction. Among them, the trust model has the highest degree of recognition and application (proposed by foreign scholars Mckinsht et al). This model explains in detail the connotation of trust tendency (individual's trust degree to others), trust belief (consumer's attitude, perception, evaluation performance) and trust intention (related behaviors made by consumers on the basis of certain trust in businesses). According to the results of the survey, there is a close relationship between trust tendency and belief, while the trust willingness is influenced by the two factors. Gefen. D took consumers of online bookstores as the research object, conducted an empirical study on the trust problem of their e-commerce economic activities, and summarized the key factors that affect consumers' online shopping trust: one is individual trust tendency and the other is consumers' understanding level of online platform. Based on the virtual community environment, he completed the analysis model of consumer decision-making. He set the trust tendency as an individual characteristic variable. Through further empirical study, it was found that this variable has a positive impact on trust. The author defined the connotation of trust tendency as: Generally speaking, an individual's willingness to rely on others is an embodiment of strength, in which the form of willingness can be summarized as the ability of others, the familiarity of others.

H7a: The more obvious the trust tendency of internet word of mouth recipients is, the greater the impact on college students' online tourism decision-making will be.

H7b: The more obvious the trust tendency of internet word of mouth recipients is, the greater the impact on college students' offline tourism decision-making will be.

2. Tourism involvement

Applying involvement theory to tourism industry can be traced back to as early as the late 1980s. Representatives are as follows: Foreign scholars Havitz and other scholars defined tourism involvement, that is, promoting the individual interest and motivation in the purchase of tourism products through tourism elements (tourist destination, tourism products, tourist service) In previous studies, we can see that tourist involvement has a strong impact on the elements of tourists themselves, which is a key antecedent variable, which involves psychological commitment, information preference and regional attachment. Foreign scholar Frias took tourism involvement as the starting point of analysis, and explored the moderating effect of this variable and consumers who have not yet experienced tourism products in the destination image. According to the empirical conclusion, with the continuous improvement of tourism involvement, the degree of information involvement also increases. Compared with the total overload of network information, the negative effect is more prominent. One of the key factors affecting tourists' product identification, choice and cognitive evaluation is the degree of tourism involvement. In addition, in the environment of word of mouth information communication based on the Internet, the greater the degree of tourism involvement is, the more time and energy tourists spend in collecting and analyzing tourism information. At the same time, due to different information involvement, there are differences in the impact of word of mouth information on tourists' decision-making behavior. The relevant assumptions are as follows:

H8a: The higher the degree of tourism involvement of internet word of mouth recipients is, the greater the impact on online tourism decision-making of college students will be.

H8b: The higher the degree of tourism involvement of internet word of mouth recipients is, the greater the impact on the offline tourism decision-making of college students will be.

3. Network involvement

Since entering the Internet era, the network has become a key channel for people to meet their own information acquisition and interaction needs. Foreign scholar Swanson points out that when consumers show positive attitude towards products and service, the promotion effect of information involvement will be enhanced, which will further strengthen consumers' willingness to purchase products or services. Network involvement is to explore the decision-making behavior of online consumers based on the Internet era, combined with the relevant knowledge of traditional involvement theory. Network involvement is the level of consumers' understanding of the network and the comprehensive embodiment of the enthusiasm of network information collection. The level of network involvement directly affect the ability of consumers to use the network and the ability to analyze and judge the quality of information, and ultimately affect the decision-making system of consumption. This study took college student tourist groups as the research object, whose network ability is strong, and they have more opportunities to receive word of mouth information and a strong ability of information analysis and differentiation. Therefore, when purchasing tourism products, they tend to "book online". Specifically, internet involvement has a great impact on the motivation and behavior of college students to purchase tourism products. Therefore, the hypothesis is put forward :

H9a: The higher the degree of internet involvement is, the greater the impact on college students' online tourism decision-making will be.

H9b: The higher the degree of network involvement is, the greater the impact on college students' offline tourism decision-making will be.

Analysis on the influence of tourism decision-making

At the present stage, the domestic academic community has not yet carried out research on internet word of mouth communication and tourism decision-making. In the past, the research on tourism decision-making mainly focused on the influence of internet word of mouth on online or offline behavior. The scope of research is relatively large, and there is no specific industry. Modern college students enjoy a high rate of mobile phones and computer application, and have a certain ability to use the network and a strong ability to accept new things, which has gradually evolved into a key driving force for the development of e-commerce industry. Therefore, this paper classified the impact of decision-making behavior by online and offline activity behavior.

CHAPTER III RESEARCH METHODOLOGY

Locale of the Study

The questionnaire will be released from Nanning, Guangxi, and the offline questionnaire will send out simultaneously with the online questionnaire. The offline questionnaire will be distributed in Nanning, Guangxi, while the online questionnaire will be distributed in Liuzhou. The questionnaire is randomly distribute to netizens in the whole country through online e-mail and questionnaire website.

Population and Sampling Procedures

Because this study aims to understand the impact of online comments on the decision-making behaviors of Guangxi University for Nationalities students in traveling to Thailand, the following conditions should be met on the basis of the selection of research objects as Guangxi University for Nationalities students: First, someone currently is studying in Guangxi University for Nationalities. Second, someone browsed tourism online comments, and purchased air tickets, hotels, tickets for scenic spots, group travel packages and travel agency services on the Internet. The students of Guangxi University for Nationalities who meet the above three conditions are the main objects of this research activity. In addition, the time of the research was controlled from September of 2020 to December of 2020, and the student behaviors of Guangxi University for Nationalities who were traveling to Thailand during holidays and tourist peak seasons have been studied.

This study conducted a questionnaire survey from September of 2020 to November of 2020, which lasted for nearly three months. This questionnaire is to stratified sampling of college students of Guangxi University for Nationalities, first of all the students of Guangxi University for Nationalities to filter and to select someone only had browsed online travel information and the willingness to or have been to Thailand tourism, and then adopted the method of random sample of students from freshman and sophomore, junior, senior years according to their grade. A total of 600 questionnaires were completed by 150 people, and 432 valid questionnaires were received with a recovery rate of 72%.

Expert Interview

According to the theoretical model proposed in the second chapter, the characteristics of online comment information, the characteristics of online comment communicators and online comment receivers jointly affect college students' tourism decision-making behavior, including online and offline tourism decision-making. On the basis of this framework, this study formed the first draft of the survey questionnaire, and then conducted several discussions with tutors and a number of graduate students majoring in tourism management for the improvement of the original questionnaire and the formation of the final questionnaire. Through this expert interview, the original research model is improved as follows. First, when measuring the variables, the setting of specific measurement items should be improved in combination with the specific situation of tourism. Second, in order to improve the effectiveness of the questionnaire, the network questionnaire survey and paper questionnaire survey should be combined to carry out the survey.

Small-scale Interview

In order to improve the validity of the questionnaire, this small-scale interview focused on the overall structure, question setting and language expressions of the initial questionnaire on the basis of improving the model and measurement table through expert interviews. The subjects of the small-scale interview are 30 randomly selected college students, mainly from Guangxi University for Nationalities, including 10 junior college students, 10 undergraduate students and 10 graduate students (Five of them are graduate students majoring in tourism management) covering many disciplines. The small-scale interview focuses on whether the questionnaire structure is standardized, whether the problem setting is reasonable, whether the language expression is clear and so on. The way of interview is mainly through face-to-face and Tencent QQ. The validity analysis of 30 questionnaires collected from small-scale interviews was conducted. The Cronbach coefficient of 11 variables in the scale is more than 0.7 which shows that the questionnaire has high consistency and meets the basic requirements of issuing the questionnaire. At the same time, through this small-scale interview, we can think that the overall design of the initial questionnaire is reasonable, and the existing problems mainly lie in the expression of the items which need to be improved. For example, some words are too professional and obscure. On the basis of adopting the opinions of the interviewees, the accuracy of the expression and wording of the questions in the initial questionnaire was modified and improved, and finally a formal questionnaire was formed.

Questionnaire Design

According to the theoretical model put forward in second chapter, online information characteristic, online comment promoters and receiver's characteristics of online comment jointly influence the tourism decision-making behavior of college students, including online and offline travel decisions. On the basis of this framework, this study forms the first draft of the questionnaire, then after multiple discussions with mentors and graduate student of tourism management many times, the initial questionnaire was improved and the final questionnaire was formed according to their opinions and suggestions. Through this expert interview, the following improvements were made to the original research model: First, when measuring variables, the setting of specific measurement items should be improved according to the specific situation of tourism. Second, in order to improve the effectiveness of the questionnaire, the online questionnaire survey and paper questionnaire survey are combined to carry out the survey.

This questionnaire design refers to the questionnaire design method of the scholar Xiao Wanfu in his research, and the questionnaire design is divided into four parts. Meanwhile, based on the measurement questions in section 5 of chapter 2, the evaluation items and scoring basis are designed.

The final formal questionnaire includes four parts. The first part is the explanation of the questionnaire. By explaining the nature and purpose of the survey, as well as the confidentiality agreement, it aims to dispel the doubts of the research objects and enhance their willingness to cooperate. The second part is the basic personal data of the survey object, namely college students, including gender, age, education background, monthly expenses and tourism frequency in one year, which is used for sample description and statistical analysis. The third part is to investigate some performances of college students in the use of Internet before traveling, including the way to obtain tourism information, whether to refer to internet word of mouth before traveling, and the use of online tourism booking platform. The last part, as the main part of the questionnaire, studies the measurement items corresponding to 11 variables of the model. The 33 items are measured by Likert scale method, and the numbers from 1 to 7 are used to indicate total disagreement, disagreement, partial disagreement, general (neutral or uncertain), partial agreement, agreement and total agreement (see Appendix for details).

Survey methods

On the basis of determining the research object, this study used online questionnaire survey (i.e. online questionnaire survey) and offline questionnaire survey (i.e. paper questionnaire survey) to carry out the research, which is also the usual method used by scholars in network marketing research. This survey is mainly divided into offline on-site questionnaire distribution and online questionnaire filling. In offline survey, the author went to post bar and forum, alumni group, class groups of Guangxi University for Nationalities etc.

variable of Measurement

On the basis of the above literature review, considering the purpose and context of this study, the operational definition of each variable is finally formed. In the specific measurement of variables, it is mainly based on the measurement items widely used in the academic circles and combined with the specific situation of this study. The 11 variables involved in this study are: the quantity, clarity, perceived usefulness and easy-to-use of internet word of mouth information, the professionalism and relationship strength of internet word of mouth communicators, the individual trust tendency, tourism involvement and network involvement of Internet users, and online and offline tourism decision-making of college students.

Table 1 Variables Measurement Scale

Variable name	number	Questions
Number of word of mouth	A1	There are a lot of messages supporting the word of mouth
	A2	The word of mouth has been copied to many web pages
	A3	The publisher of word of mouth also released many similar word of mouth information
	A4	Lots of similar word of mouth is also able to be found in the network
The distinctiveness of word of mouth	B1	The attitude (for or against) of the word of mouth is clear
	B2	The word of mouth is very vivid with pictures and texts
	B3	This word of mouth can attract me
	B4	The meaning of the word of mouth is very clear and easy to understand
Perceived usefulness of word of mouth	C1	The word of mouth is what I need
	C2	The word of mouth to enhance my understanding of tourist destination or tourism products
Perceived easy-to-use of word of mouth	D1	The word of mouth is practical
	D2	The word of mouth will be easily used in practice
	D3	It is not difficult to interact with the publisher
Professionalism	E1	The publisher has rich tourism knowledge or experience
	E2	The publisher is a professional in tourism related fields
	E3	Other people highly appraised the word of mouth
Relationship strength	F1	I have something in common with the publisher
	F2	I will leave a message / reply online, or communicate with the publisher directly online
	F3	If I have the opportunity, I would like to join hands with the publisher
Trust tendency	G1	I trust people generally
	G2	I usually trust the product information provided by others
	G3	I'm usually willing to rely on information provided by others for decision-making

Table 1 (Continued)

Variable name	number	Questions
Tourism involvement	H1	Traveling is fun for me. It's a kind of enjoyment
	H2	It is very troublesome to choose a tourist destination or tourist products
	H3	If the choice of tourist destination or tourism products is not suitable, I will be very distressed
Network involvement	I1	I'm interested in the Internet itself
	I2	The Internet is very important to me
	I3	I spent a lot of time and energy on the Internet
Online tourism decision making	K1	I will continue to check other information to verify the word of mouth
	K2	I will contact word of mouth publishers online for more comments or information
	K3	I will choose to book online or purchase the tourism products recommended by this word of mouth
Offline tourism decision making	L1	I will discuss the word of mouth with my family and friends for advice
	L2	The word of mouth had a great influence on my original view or attitude
	L3	This word of mouth has helped me to make practical decisions

The final formal questionnaire includes four parts. The first part is the explanation of the questionnaire. By explaining the nature and purpose of the survey, as well as the confidentiality agreement, it aims to dispel the doubts of the research objects and enhance their willingness to cooperate. The second part is the basic personal data of the survey object, namely college students, including gender, age, education background, monthly expenses and tourism frequency in one year, which is used for sample description and statistical analysis. The third part is to investigate some performances of college students in the use of Internet before traveling, including the way to obtain tourism information, whether to refer to internet word of mouth before traveling, and the use of online tourism booking platform. The last part is the main part of the questionnaire, namely, the measurement items corresponding to 11 variables of the research model. The 33 items are measured by Likert scale

method, and the numbers from 1 to 7 are used to indicate total disagreement, disagreement, partial disagreement, general (neutral or uncertain), partial agreement, agreement and total agreement (see the table below).



Table 2 Strategy Scale

	Strongly disagree	Somewhat disagree	Disagree	Neutral	Agree	Somewhat agree	Strongly agree
The publisher of word of mouth also released many similar word of mouth information	1	2	3	4	5	6	7
The word of mouth has been copied to many other web pages	1	2	3	4	5	6	7
Similar word of mouth can also be searched on the Internet	1	2	3	4	5	6	7
The attitude (for or against) of the word of mouth is clear	1	2	3	4	5	6	7
The word of mouth is very vivid with pictures and texts	1	2	3	4	5	6	7
This word of mouth can attract me	1	2	3	4	5	6	7
The word of mouth information is exactly what I am looking for	1	2	3	4	5	6	7
The word of mouth can enhance my understanding of tourist destinations or tourism products	1	2	3	4	5	6	7
If I haven't seen the word of mouth, I will lose important information	1	2	3	4	5	6	7
The meaning of the word of mouth is very clear and easy to understand	1	2	3	4	5	6	7

Table 2 (Continued)

	Strongly disagree	Somewhat disagree	Disagree	Neutral	Agree	Somewhat agree	Strongly agree
The word of mouth is very practical and easy to use in practice	1	2	3	4	5	6	7
Contacting the publisher of the word of mouth for more information is not difficult	1	2	3	4	5	6	7
The publisher has rich tourism knowledge or experience	1	2	3	4	5	6	7
The publisher is a professional in tourism related fields	1	2	3	4	5	6	7
Other people highly appraised the word of mouth	1	2	3	4	5	6	7
I am familiar with or similar to the publisher of the word of mouth	1	2	3	4	5	6	7
I will leave a message / reply online, or communicate with the publisher directly online	1	2	3	4	5	6	7
If I have the opportunity, I would like to join hands with the publisher	1	2	3	4	5	6	7
I trust people generally	1	2	3	4	5	6	7
I usually trust product information provided by others	1	2	3	4	5	6	7
I often like to rely on other people's information as a reference for purchasing decisions	1	2	3	4	5	6	7

Research Instruments

In order to test the validity of the questionnaire, it is necessary to carry out pretest before actual use. In this study, undeclared pretests were used, and the respondents were not told that this was a pretest. This survey is like being real. This type of pretest allows the selection of analyses to be examined and the standardization of investigations (Converse and Presser, 1986). According to Narins, P (1999) points out that it is difficult to tell how many participants are involved in each pretest. A rule of thumb is a 25 to 75 sample for large-scale research. In *Let Health Communication Plan Play: A Guide to Planners*, there is a chapter on planning and pretest. It says that in the pretest, the sample size should be large enough. A reasonable and sufficient sample size is a typical target audience of 50 participants. Based on the references in this study, a pretest process for 50 participants will be obtained.

In this study, confirmatory factor analysis will be used to test the reliability and validity. In confirmatory factor analysis, Cronbach's alpha is used to measure the reliability of two or more structural indicators. In addition, in confirmatory factor analysis, in order to test the validity of the measurement model, the number of indicators is helpful for us. For example, in confirmatory factor analysis, the latent variable of factor loading should be greater than 0.7.

The main research equipment used in this paper is Sharp P1025 color printer, which prints 500 sheets of spare A paper. For computing and writing, it is a Lenovo laptop with 4G memory, 500G hard disk, 4.6HGZ main frequency, Intel Core 6 processor, and IBM SPSS 12.0, IBM AMOS and OFFICE series software.

Pretesting of the Instrument

The main research equipment used in this paper is Sharp P1025 color printer, which prints 500 sheets of spare A paper. For computing and writing, it is a Lenovo laptop with 4G memory, 500G hard disk, 4.6HGZ main frequency, Intel Core 6 processor, and IBM SPSS 12.0, IBM AMOS and OFFICE series software. Prior to the data processing in this article, the same amount of data has been processed, and the results show that these devices and software work properly.

Data Gathering

Data collection is a term, which is used to describe the process of preparing and collecting data. For example, it can be used as part of a process improvement or similar project. The purpose of data collection is to obtain information, record the information, make decisions on important issues, and pass information on to others (Weller & Romney, 1988). First of all, collect data to provide information on specific topics. The data collection plan in the study will include the following activities :

Pre-collection activity: to obtain the target data for pretest, and determine the analysis method. The data were collected by sampling method. It involves some form of analysis and paper work. According to the sampling method and data collection plan, questionnaire survey will be used in this study.

The main research equipment used in this paper is Sharp P1025 color printer, which prints 500 sheets of spare A paper. For computing and writing, it is a Lenovo laptop with 4G memory, 500G hard disk, 4.6HGZ main frequency, Intel Core 6 processor, and IBM SPSS 12.0, IBM AMOS and OFFICE series software. Prior to the data processing in this article, the same amount of data has been processed, and the results show that these devices and software work properly.

This data collection mainly adopt the way of online questionnaire distributed, questionnaire through Question Star for editing, and each big BBS in guangxi university for nationalities, WeChat group, QQ group, web pages, such as distributed, in order to ensure the authenticity, the author told the students of Guangxi university for nationalities, give them cash for the full effective questionnaire , each questionnaire got Chinese 5 yuan, after completing data collection for distribution.

Analysis of Data Research

Frequency Analysis

In order to study the influence of internet word of mouth on the tourism decision-making behavior of college students from Nanning, this paper chose to obtain data by questionnaire survey, and described the frequency in the options of the questionnaire by frequency analysis, and analyzed which option is more frequently selected by the interviewees.

Principal Component Analysis

Principal Component Analysis (PCA) is a statistical method. Through orthogonal transformation, a group of variables which may have correlation can be transformed into a group of linearly unrelated variables. The transformed variables are called principal components.

In this paper, in order to comprehensively analyze the impact of all the indicators on tourism decision-making behavior, all variables are obtained, but not every variable can reflect the main information of the research topic in a better degree. Therefore, it is necessary to extract the main components, delete the non-main indicators, and simplify the research process.

The principal component analysis was firstly introduced by Karl Pearson in 1901 for non-random variables. H. Hotelling (1903) extended this method to the case of random vectors. The size of information is usually measured in terms of sum of squares of deviation or variance.

Correlation Analysis

Correlation analysis is a statistical analysis method to study the correlation between two or more random variables in the same position. It describes the closeness of the relationship between objective things and expresses it with appropriate statistical indicators.

Descriptive Analysis

Descriptive analysis is used to quantitatively describe the main characteristics of data sets. The purpose of the analysis is to provide an overview of respondents and insight into their behavior patterns (Mann, 1995).

Reliability and Validity Analysis

Reliability analysis: Reliability indicators are mostly expressed by correlation coefficient, which can be roughly divided into three categories: Stability coefficient (cross-time consistency), equivalence coefficient (cross-form consistency) and intrinsic consistency coefficient (cross-project consistency).

Validity analysis: Validity analysis refers to the degree to which the measured results reflect the content to be investigated. The more consistent the measurement results is with the content to be investigated, the higher the validity will be; On the contrary, the lower the validity.

Relativity: The validity of any test is for a certain goal, or any test is valid only when it is used for the purpose and occasion in consistence with the test goal. Therefore, the purpose and function of validity test must be considered when the validity of test is evaluated.

In this paper, first we performed the basic characteristic analysis after data collected, and then do the data analysis of the reliability analysis and data validity, and eventually with factor analysis method, analyzing the characteristic of the online word of mouth of each factor that affect college students go to Thailand tourism decision-making behavior, The influence of various factors on college students' decision-making behavior of tourism in Thailand , the influence of word of mouth communicator characteristic of each factor on college students go to Thailand tourism decision-making behavior, the influence of word of mouth receiver characteristics of each factor's impact on college students in Thailand tourism decision-making behavior.

Methodology

This paper studies the influence of online comments of Guangxi University for Nationalities students who are willing to go to Thailand for travelling. Through the theoretical analysis to construct the conceptual model so as to determine the main issues, and design the patterns of questionnaire, survey, data recovery. It obtained related data of college students of Guangxi University for Nationalities' online comments on its influence on the willingness to travel in Thailand. The basic characteristics of the collected data were analyzed, and then the reliability and validity of the data were analyzed. Finally, factor analysis and regression analysis were used to analyze the influencing factors of online comment information characteristics on university students' decision-making behavior of traveling to Thailand, the influencing factors of comment promotor characteristics on university students' decision-making behavior of traveling to Thailand, and the influencing factors of comment receiver characteristics on university students' decision-making behavior of traveling to Thailand. Then, according to the findings of the analysis, it is determined whether the number of online comments, the distinctiveness of comments, the perceived usefulness of comments, the perceived accessibility of comments, online travel decisions, offline travel decisions and other factors have a significant impact on the decision-making behavior of college students to travel to Thailand.

CHAPTER IV RESULTS

Basic Situation of Samples

This study carried out a questionnaire survey, which lasted nearly three months. A total of 432 questionnaires were collected, including 200 paper questionnaires, with 174 valid ones and a recovery rate of 87%. A total of 318 questionnaires were collected, including 258 valid ones, with a recovery rate of 81.1%.

Basic Characteristics Analysis of Data

Demographic Characteristics of Samples

Gender

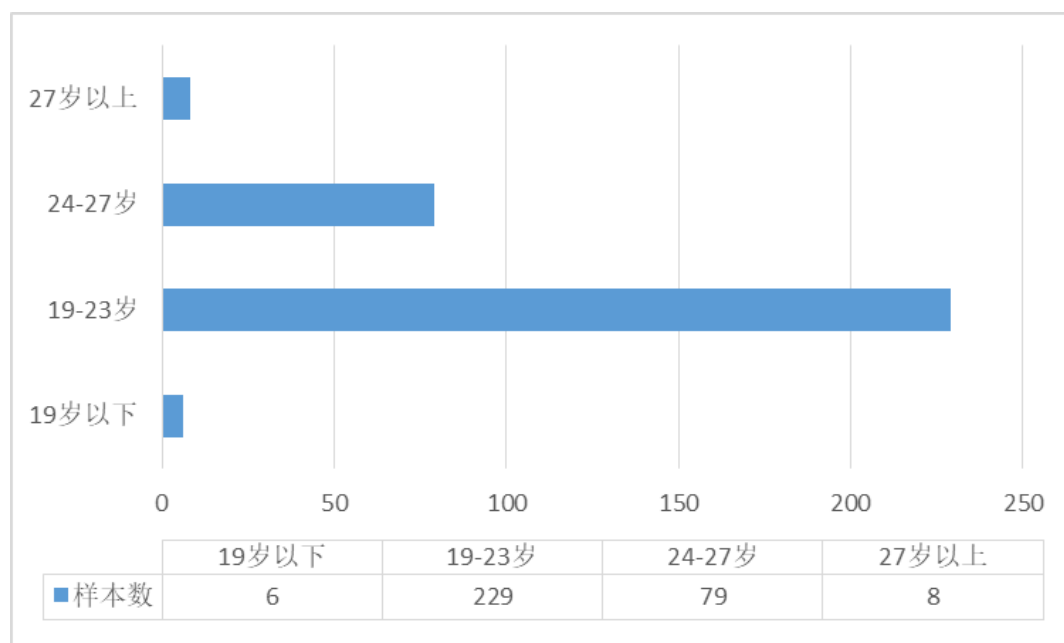
According to the National Statistical Yearbook 2019 issued by the National Bureau of Statistics, female college students are slightly more than male college students in general, and the proportion of female college students is 50.66%, higher than 1.3 percentage points. In contrast, the proportion of female students in this study is 49.3%, while male accounted for 50.7%, which has a small deviation from the data shown in the National Statistical Yearbook, and can be considered to be within a reasonable proportion. See table 3 for details.

Table 3 Gender Distribution of Samples

Gender	This Study		National College Students
	Number of Samples	Percentage (%)	Percentage (%)
Male	219	50.7	49.34
Female	213	49.3	50.66
Total	432	100.0	100.0

Age

The age distribution of the research samples mainly concentrated in the age range from 19 to 23 years old (78.47%, which is related to the fact that the survey samples are mainly composed of college students and undergraduates; following are sample groups aged 24-27, over 27 and under 19, accounting for 18.29%, 1.85% and 1.39%, as shown in Figure 7.



Figures 7 Age Distribution of Samples

Education Background

In the research, the undergraduates accounted for half of the total samples, accounting for 58.56%, which is related to the fact that the collection of sample data mainly comes from the undergraduate colleges. In addition, the proportion of the samples of junior college students, masters and doctors is as follows: 30.56%, 9.03% and 1.85%. Compared with the distribution of education background of college students in China, except for the proportion of junior college students in the sample is significantly different from that of the whole country, the proportion distribution of other types of education background is relatively consistent, as shown in Table 4.

Table 4 Education Background Distribution of Samples

	This Study		National College Students
	Number of Samples	Percentage (%)	Percentage (%)
Doctor	8	1.85	1.09
Master	39	9.03	5.36
Undergraduate	253	58.56	53.05
Junior College Students	132	30.56	45.50
Total	432	100.0	100.0

Discipline Distribution of Samples

In the process of collecting research samples, various colleges and universities were selected for investigation according to the discipline status of college students' majors in China. The final situation and the comparison results with the national situation are shown in table 5. The results show that the discipline classification of college students in the sample is more consistent with that of the whole country, to a certain extent, it ensures the representativeness of the sample.

Table 5 Discipline Distribution of Samples

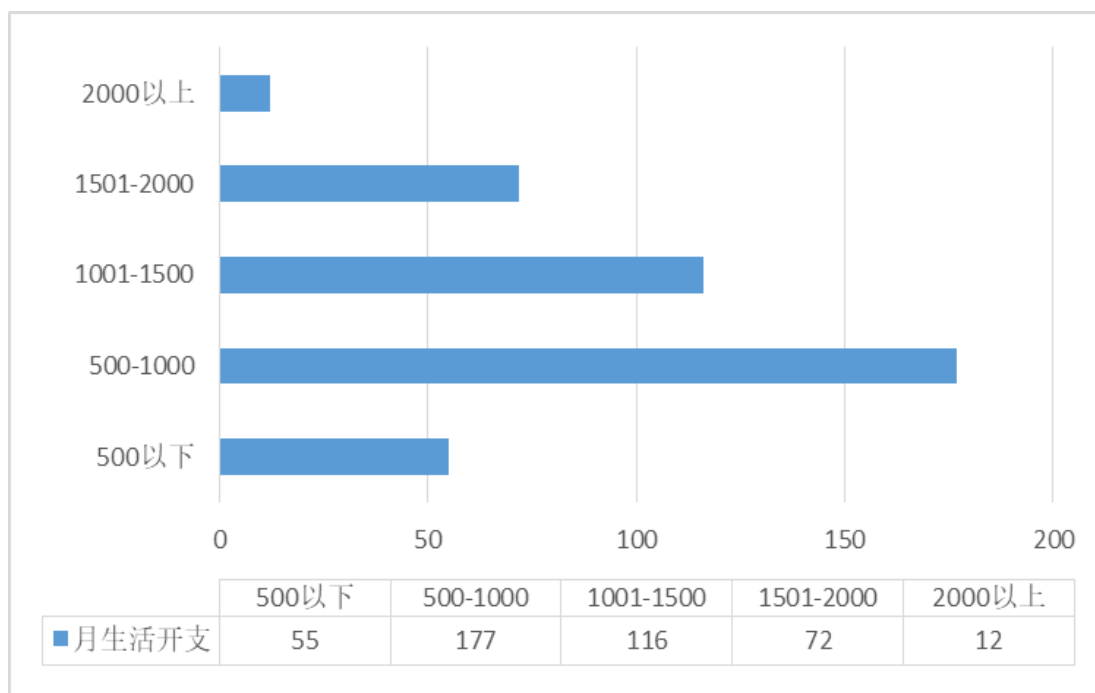
	This Study		National College Students
	Number of Samples	Percentage (%)	Percentage (%)
Philosophy	2	0.46	0.10
Economics	15	3.47	4.95
Law	11	2.55	3.30
Education	26	6.02	4.55
Literature / Art	58	13.43	14.72
History	6	1.39	0.35
Science	70	16.2	6.02
Engineering	124	28.7	35.72
Agriculture	13	3.01	1.86

Table 5 (Continued)

	This Study		National College Students
	Number of Samples	Percentage (%)	Percentage (%)
Medical Science	45	10.42	7.79
Management	62	14.35	19.70
total	432	100.0	100.0

Monthly Living Expenses of Samples

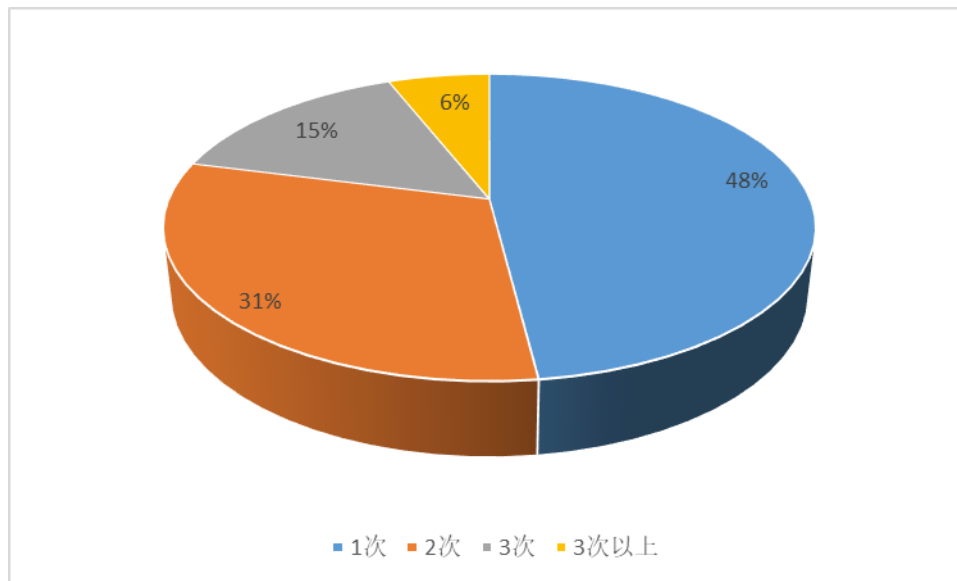
The level of monthly income is an important factor influencing tourists' decision making behavior. Therefore, in order to better grasp the consumption level of college students, this study investigated their living expenses level to grasp their consumption situation. The survey results show that the average monthly expenses of less than 500 yuan only accounts for 12.73%, while the monthly expenses of most students ranged from 500 yuan to 1500 yuan, of which 501 yuan to 1000 yuan and 1001 yuan to 1500 yuan accounted for 40.97% and 26.85%. 16.67% of the students spent 1501-2000 yuan per month and 2.78% more than 2000 yuan per month. It can be seen from the above that the average monthly expenses of college students were relatively high. The reasons for this phenomenon include the following aspects: First of all, in the process of eliminating invalid questionnaires, considering that the recall method itself has a defect due to fuzzy memory, if the number of trips within a year was 0, it would not be included in the scope of the survey. The tourism behavior is directly related to the financial status of college students. This screening process itself led to the exclusion of some college students whose financial status was not good; Secondly, the questionnaire survey was conducted online and offline at the same time. The online respondents were mostly college students with personal computers, most of whom are college students with relatively good financial conditions. Thirdly, masters and doctors accounted for a certain proportion in the samples. As a part of the group with more opportunities for higher education, quite a few of them had relatively good family financial conditions or other sources of income, which also led to the higher monthly consumption level of sample students to a certain extent, as shown in Figure 8.



Figures 8 Personal Monthly Living Expenses of Samples (Unit: Yuan)

Tourism Frequency

By investigating the tourism frequency of samples, the author can understand their tourism situation and exclude the samples without tourism experience within one year. The survey results show that, on the basis of excluding 28 students with no trips in a year, nearly half of the college students travelled once a year and about one-third of the college students travelled twice a year. 15% of college students travelled three times and 6% more than three times in a year. Generally speaking, the tourism frequency of college students is relatively high, which is related to the higher level of monthly living expenses of samples and the rich activities of college students as a young group. See Figure 9 for details.



Figures 9 Tourism Frequency of Samples in the Past Year

Network Using Behavior Characteristics of Samples before Travelling Channels to Gain Tourism Information

It can be seen from table 8 that the main channels to obtain tourism information were recommendation from relatives and friends, Internet and travel agencies. This is different from the previous research results on the channels to obtain tourism information. There are two main reasons for this phenomenon: First, the samples are young people in general, who are more active in gaining tourism information, and are more inclined to choose their own tourism routes and products. At the same time, they enjoy higher ability of using and mastering network information search; Second, it is the impact of research methods. The questionnaire was released through the virtual community and other network platforms related to tourism. In fact, to a certain extent, it determines that some respondents were accessing to tourism information through the network. It should be emphasized that this study is just for tourists who have the experience of seeking word of mouth information through the Internet before traveling, so the survey results are consistent with the research purpose.

Table 6 Main Channels to Gain Tourism Information

Information Channels	Number of Samples	Percentage	Information Channels	Number of Samples	Percentage
Travel Agency	285	66.0%	Network	372	86.1%
Newspapers and Magazines	72	16.7%	Friend Recommend	391	90.5%
Television Broadcasting	126	29.2%	Other	48	11.1%

Internet Word of Mouth Access before Travelling

Through the survey of this question, the author can judge whether the samples had internet word of mouth access experience, so as to screen invalid questionnaires; the author can also grasp the different levels of current samples' internet word of mouth access, as well as the different preferences for channels to gain tourism information of people with different degrees of internet word of mouth access, so as to better provide reference for the follow-up recommendations. As shown in the survey data in table 5, affected by other characteristics of samples, most of the respondents often search for word of mouth information through the Internet before traveling. Moreover, it is found that no matter how the samples' degree of Internet word of mouth access is before traveling, recommendations from relatives and friends and travel agencies are still the main channels for them to obtain information, which is consistent with the situation of the respondents' main channels to obtain tourism information, as shown in table 7.

Table 7 Internet Word of Mouth Access before Travelling

		Travel Agency		Newspaper Magazine		Television		Internet		Relatives and Friends Recommendation		Others	Total
		Agency	Magazine	Radio	Broadcasting	Internet	Recommendation						
Internet	Number of Samples	139	26	56	232	207	36	232					232
	Percentage	59.9%	11.2%	24.1%	100.0%	89.2%	15.5%						
Word of Mouth	Number of Samples	110	22	34	128	142	12	128		12	12	7.6%	158
	Percentage	69.6%	13.9%	21.5%	81.0%	89.9%	7.6%						
Access	Number of Samples	36	24	36	12	42	0	12		42	0	0.0%	42
	Percentage	85.7%	57.1%	85.7%	28.6%	100.0%	0.0%						
Total		200	36	285	72	126	372	72		126	372		432

Condition of Using Online Tourism Booking Platform

Whether a tourist has ever used the online tourism booking platform is directly related to his online tourism decision making after accessing to the Internet word of mouth information. If online tourism booking platform has been used, it enjoys a correspondingly higher probability of online booking or purchasing of tourism products, otherwise it will be the opposite. According to table 10, 222 of the respondents have ever used the online tourism booking platform, and the main channels to obtain information for these groups are the Internet, recommendations from friends and relatives and travel agencies. In contrast, less than or nearly half of the respondents have not used the online tourism booking platform, and their main channels to obtain information are recommendations from friends and relatives, travel agencies and Internet.

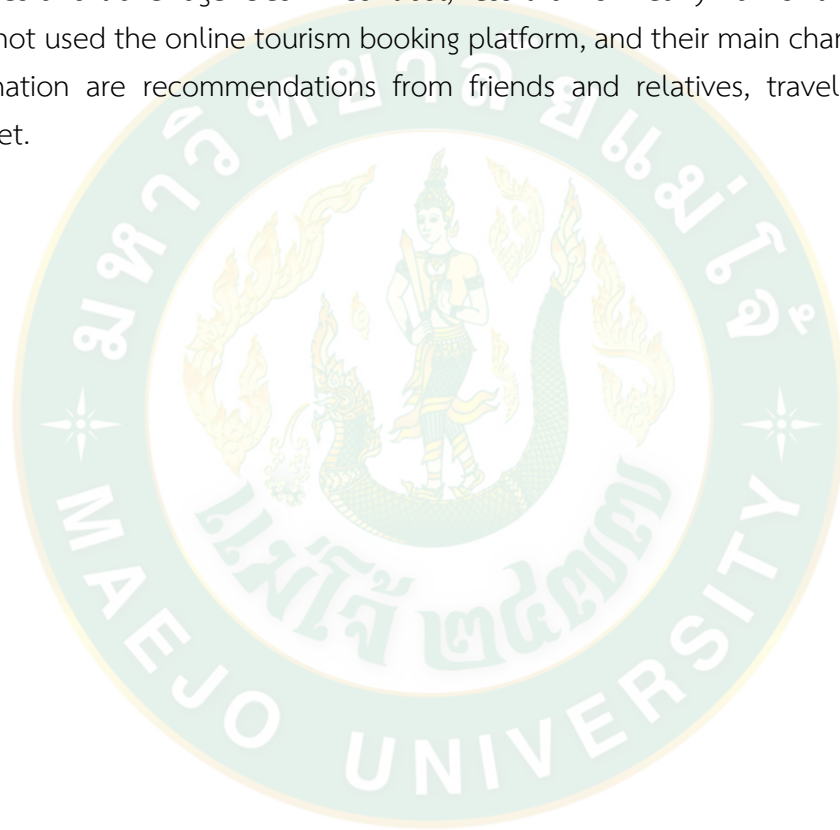


Table 8 Condition of Using Online Tourism Booking Platform

Condition of Using Online Tourism Booking Platform		Travel Agency		Newspapers Magazines		Television Broadcasting		Internet		Friend Recommendation		Others	Total
		Number of Samples	Percentage	Number of Samples	Percentage	Number of Samples	Percentage	Number of Samples	Percentage	Number of Samples	Percentage		
Yes	Number of Samples	135	24	54	222	203	30	222	203	30	222		
	Percentage	60.8%	10.8%	24.3%	100.0%	91.4%	13.5%						
No	Number of Samples	150	48	72	150	188	18	150	188	18	210		
	Percentage	71.4%	22.9%	34.3%	71.4%	89.5%	8.6%						
Total		285	72	126	372	391	48	372	391	48	432		

Descriptive Statistical Analysis of Data

The sample data inevitably has some differences from the overall data, but through the descriptive statistical analysis of samples, the author can grasp the authenticity of the overall data. In this study, the calculation results of the sample mean value and variance can reflect the overall situation of samples. Generally speaking, the greater the variance and standard deviation, the greater the difference between the variables. The descriptive statistics of the samples in this study are shown in the Table 9.

Table 9 Sample Mean and Standard Deviation

Variable Code	Mean Value	Standard Deviation	Variable Code	Mean Value	Standard Deviation
A1	4.72	1.266	G1	5.24	1.113
A2	4.55	1.196	G2	5.23	1.192
A3	5.06	1.310	G3	5.24	1.122
B1	5.50	1.488	H1	6.03	1.137
B2	5.40	1.456	H2	5.74	1.196
B3	5.53	1.376	H3	5.79	1.196
C1	5.53	1.209	I1	5.97	0.956
C2	5.88	1.156	I2	5.91	0.981
C3	5.47	1.237	I3	5.83	1.060
D1	5.66	1.169	J1	4.79	1.259
D2	5.55	1.120	J2	4.00	1.363
D3	4.80	1.392	J3	4.36	1.613
E1	4.96	1.474	K1	5.84	1.036
E2	4.61	1.349	K2	5.27	1.135
E3	5.09	1.308	K3	5.28	1.044
F1	3.99	1.346			
F2	3.68	1.441			
F3	3.98	1.420			

Remark: A1-A3 represent the quantity measurement of word of mouth; B1-B3 represent the measurement of word of mouth distinctiveness; C1-C3 represent the measurement of perceived usefulness of word of mouth;

D1-D3 represent the measurement of perceived ease of use of word of mouth; E1-E3 represent the measurement of professionalism; F1-F3 represent the measurement of relationship strength; G1-G3 represent the measurement of trust tendency; H1-H3 represent the measurement of tourism involvement; I1-I3 represent the measurement of Internet involvement; J1-J3 represent the measurement of online tourism decision making; K1-K3 represent the measurement of offline tourism decision making; The followings are similar.

It can be seen from table 11 that the average values of samples are generally greater than 4, and the average values of F1, F2, F3 and J2 are relatively low, which are less than or equal to 4. These 4 items are correspondent to the following questions. (1) I have similarities with the word of mouth publisher; (2) I will leave a message / reply online, or communicate with the publisher directly online; (3) If I have the opportunity, I am willing to travel with the word of mouth publisher; (4) I will contact word of mouth publishers online for more comments or information. It is not difficult to find that these four items are all about the attitude of the recipients of word of mouth towards publishers. Because Internet word of mouth is virtual, which mostly spreads among unfamiliar individuals, and considering the differences in personal network using ability and trust tendency, the recipients of word of mouth will show caution and obvious differences in their treatment of strange individuals on the Internet. This directly leads to an obviously different sample mean value from other questions and relatively large standard deviation. In addition, it is worth noting that the sample mean values of H1-H3 and I1-I3 are higher than other measurement items. These two groups of questions are about the Internet involvement and tourism involvement of word of mouth recipients, which indicates a high degree of network involvement and tourism involvement among college students. It is proved that they are consistent with the above sample characteristics and are suitable for sample research.

Reliability Analysis of Data

The reliability of the questionnaire data is an indicator of the stability and consistency of the questionnaire results, Cronbach coefficient is the most commonly used method to calculate the reliability coefficient of Likert scale. This study analyzed the reliability of the data through the use of SPSS 17.0, and the results are shown in Table 10.

Table 10 Result of Sample Structure Validity Analysis

Variables	Measurement Items	Cronbach α Coefficient
Number of Word of Mouth	4	0.845
Word of Mouth Distinctiveness	4	0.924
Perceived Usefulness of Word of Mouth	2	0.911
Perceived Ease of Use of Word of Mouth	3	0.862
Professionalism	3	0.900
Relationship Strength	3	0.907
Trust Tendency	3	0.922
Tourism Involvement	3	0.881
Internet Involvement	3	0.876
Online Tourism Decision Making	2	0.843
Offline Tourism Decision Making	2	0.857

The views of scholars have not been unified about what level of α coefficient is acceptable. Among them, Wu Minglong believes that if the reliability coefficient of a good attitude or psychological perception scale is above 0.8, it can be considered as a questionnaire or scale with good reliability coefficient. According to the analysis results in table 10, among the 11 variables, the reliability coefficients of the six variables, namely, the number of word of mouth, perceived ease of use of word of mouth, tourism involvement, Internet involvement, online tourism decision making and offline tourism decision making, are between 0.8 to 0.9. The reliability coefficients of the five variables of word of mouth distinctiveness, perceived usefulness of word of mouth, professionalism, relationship strength and trust tendency are greater than or equal to 0.9, reflecting the high structure validity of the questionnaire, which is suitable for further statistics and analysis.

Validity Analysis of Data

The validity of the questionnaire includes content validity and structure validity. In this study, the question setting of the questionnaire is mainly based on the theory of previous studies, combined with the research results of tourism, which was modified after expert interviews and small-scale interviews. Finally, the questionnaire was

formed, which can effectively ensure the content validity of the questionnaire. As for the structure validity of the questionnaire, factor analysis is mainly used to test the structure validity. This study will test the construct validity of the questionnaire by SPSS 17.0, namely KMO and Bartlett sphere test.

KMO and Bartlett's Sphere Test

Judging whether the sample size and variables are suitable for factor analysis is the premise and basis of factor analysis. There is no statistical conclusion on how to determine the sample size, but in general, the ratio of the number of variables to the sample size is required to be at least 1:5. If the ratio of the two is more than 1:10, the effect of factor analysis will be better, and the total sample size should be as large as possible, not less than 100. A total of 432 questionnaires were collected and 33 variables were measured. The ratio between the number of variables measured and the sample size was approximately 1: 13, which meets the basic requirements of factor analysis. On this basis, KMO statistics and Bartlett sphere test were used to test the 11 variables in the questionnaire to determine whether they are suitable for factor analysis. The analysis results are shown in table 11.

Table 11 Result of KMO and Bartlett Sphere Test

KMO Statistics	0.848
Bartlett	Approximate Chi Square
	20008.47
	df
	528
	Sig
	0.000

KMO statistics is mainly to examine whether the partial correlation coefficient between the original variables is very small. If KMO is greater than 0.7, factor analysis can be carried out safely. Bartlett sphere test is mainly to test whether the relationship number matrix of the original variables is the identity matrix. Zero hypothesis H₀ refers to the correlation coefficient matrix of the original variables, and the matrix is the identity matrix. Suppose that the corresponding probability value p is greater than the given significance level $\alpha = 0.05$, that is, the H₀ hypothesis is true, and there is no significant difference between the correlation coefficient matrix and the identity matrix. Factor analysis is invalid in this case, otherwise, factor analysis can be carried out. According to the data in table 13, this paper tested 11 variables about the information characteristics, communicator characteristics and receiver characteristics of Internet

word of mouth, and concluded that the KMO statistics is 0.848, and the Bartlett sphere test results reject the null hypothesis. Through the two test results, it can be judged that all variables are suitable for the next factor analysis.

Factor Analysis

In this study, through exploratory factor analysis of the data from the questionnaire survey, by using the principal component analysis method, a total of 11 factors with characteristic roots greater than 1 were extracted, and the cumulative explained variance was 87.238%. Then, through the orthogonal rotation of variance maximization, factor analysis was carried out for the 11 variables, and the load of the 11 factors is shown in table 12.

Factor load mainly reflects the linear relationship between variables and factors. If the load value of a variable on a certain factor is greater than 0.4, or the load value of a variable on a certain factor is more than twice that on other factors, then we can reasonably classify the variable into this factor. The data in table 5-8 show that the maximum load of the measurement items belonging to the same variable is accumulated, that is, the load values of all other 9 variables on a certain factor are greater than 0.5. For example, the maximum load of B1 to B3 measurement items on the corresponding variable factors is greater than 0.8 compared to other factors. Except the two variables of online tourism decision making and offline tourism decision making (J1-J3 and K1-K3), there is no cross-factor phenomenon between the other variables. Therefore, it can be judged that the scale currently used has a certain discriminant validity. As for the two variables of online tourism decision making and offline tourism decision making, although the factor load value is not low, there is a cross-factor phenomenon between them, that is, the discriminant validity of the two variables is not obvious, which can be explained that the two variables themselves belong to the factors of tourism decision making behavior, and their essential characteristics are relatively similar. In addition, it is the first time to distinguish the online and offline measurement of tourism decision making, and the setting method of measurement items is still not mature, so the discriminant validity of the two factors is not very obvious.

Table 12 Result of Sample Statistics Exploratory Factor Analysis

Variable Code	1	2	3	4	5	6	7	8	9	10	11
A1	0.093	0.304	0.079	0.086	0.06	0.197	0.092	0.732	0.333	0.103	-0.154
A2	0.145	0.18	0.106	-0.081	0.16	0.182	0.084	0.828	0.204	0.055	-0.037
A3	0.16	0.191	0.158	0.011	0.227	0.151	0.034	0.826	0.092	0.128	0.207
B1	0.873	0.16	0.163	0.062	0.109	0.159	0.058	0.079	0.242	0.139	0.085
B2	0.837	0.178	0.153	0.034	0.126	0.237	0.146	0.158	0.223	0.181	-0.031
B3	0.852	0.145	0.214	0.063	0.101	0.206	0.12	0.159	0.224	0.019	-0.002
C1	0.103	0.93	0.047	0.154	0.076	0.109	0.08	0.135	0.116	0.064	-0.017
C2	0.165	0.861	0.129	0.105	0.082	0.08	0.015	0.229	0.186	0.064	0.146
C3	0.171	0.904	0.052	0.033	0.119	0.071	0.159	0.187	0.172	0.047	-0.061
D1	0.233	0.054	0.242	0.138	0.134	0.115	0.057	0.106	0.22	0.827	0.152
D2	0.158	0.137	0.259	0.071	0.127	0.179	0.173	0.047	0.08	0.863	0.062
D3	0.109	-0.072	0.223	-0.057	0.138	0.365	0.233	0.128	0.054	0.744	-0.255
E1	0.215	0.209	0.187	0.005	0.145	0.092	0.091	0.221	0.848	0.125	-0.001
E2	0.273	0.09	0.176	0.005	0.169	0.264	0.087	0.136	0.814	0.108	-0.034
E3	0.317	0.261	0.205	0.014	0.092	0.04	0.096	0.299	0.768	0.136	0.109
F1	0.134	0.121	0.853	0.155	0.123	0.126	0.099	0.119	0.208	0.215	0.065
F2	0.191	0.067	0.831	0.093	0.138	0.275	0.204	0.12	0.162	0.166	-0.031
F3	0.211	0.075	0.832	0.077	0.048	0.201	0.144	0.113	0.143	0.279	0.011
G1	0.055	0.067	0.066	0.967	0.012	0.039	0.105	0.01	-0.022	0.012	-0.031
G2	0.02	0.075	0.075	0.956	0.005	0.042	0.086	0.029	0.027	0.066	0.088
G3	0.041	0.103	0.076	0.96	0.028	0.041	0.076	0.035	0.019	0.066	-0.031
H1	0.032	0.166	0.122	0.191	0.007	0.025	0.88	0.007	0.169	0.071	0.218
H2	0.111	0.07	0.205	0.079	0.069	0.139	0.889	0.12	0.056	0.101	-0.131
H3	0.128	0.033	0.058	0.058	0.071	0.145	0.913	0.066	0.004	0.157	-0.049
I1	0.144	0.175	0.121	0.037	0.827	0.066	0.019	0.167	0.133	0.032	-0.088
I2	0.056	0.072	0.074	0.026	0.923	0.143	0.024	0.036	0.118	0.176	0.079
I3	0.097	0.021	0.056	-0.073	0.92	0.14	0.103	0.176	0.053	0.088	0.036
J1	0.347	0.112	0.239	-0.023	0.147	0.702	0.07	0.175	0.192	0.197	0.316
J2	0.298	0.05	0.463	-0.044	0.088	0.656	0.174	0.155	0.119	0.232	-0.036
J3	0.142	0.095	0.228	-0.085	0.27	0.683	0.243	0.26	0.131	0.254	-0.067
K1	0.342	0.253	0.188	0.168	0.231	0.451	0.1	0.348	0.15	0.252	0.382
K2	0.383	0.284	0.173	0.037	0.23	0.515	0.092	0.331	0.194	0.216	-0.108
K3	0.403	0.261	0.253	0.006	0.186	0.533	0.184	0.319	0.152	0.236	-0.149

The extraction method was as follows: principal component analysis. Rotation method: It has Kaiser standardized orthogonal rotation method

Test of Hypothesis

By using SPSS17.0 statistical software to analyze the correlation and multiple linear regression of relevant variables, this paper aims to explore the influence of nine variables on college students' online and offline tourism decision making, including the characteristics of Internet word of mouth information, Internet word of mouth receivers and Internet word of mouth communicators, and to empirically test the hypotheses proposed in the second chapter. In addition, in order to better distinguish the difference between the online and offline influence on tourists' tourism decision making behavior when they are exposed to internet word of mouth, thus providing a reference for subsequent management suggestions, the influence of each variable on college students' tourism decision making behavior is divided into online tourism decision making and offline tourism decision making in the hypothesis test of the theoretical model.

Influence of All Factors of Internet Word of Mouth Characteristics on Tourism Decision Making of College Students

Correlation analysis

Before the formal multiple regression analysis, this study first got to know the correlation between various factors of Internet word of mouth information characteristics and college student tourists' decision-making behavior through the correlation analysis. Correlation is a description of the uncertain relationship between two or more variables. Assuming that there is a correlation between two variables, it means that the two variables are related. Correlation analysis is a method or process of statistical analysis of the correlation between two variables. In general, the number of relations between two variables is used to describe the correlation in the correlation analysis of variables. In other words, the correlation coefficient reflects the degree and direction of the correlation between variables. In this study, Pearson's correlation analysis was used to analyze the correlation between the variables in the theoretical model.

Table 13 Result of Correlation Analysis on Internet Word of Mouth Information Characteristics Factors and Tourism Decision-making Behavior of College Students

			Number of Word of Mouth	Word of Mouth Distinctiveness	Perceived Usefulness of Word of Mouth	Perceived Ease of Use of Word of Mouth	Online Tourism Decision Making	Offline Tourism Decision Making
Number of Word of Mouth	Pearson Correlation Significance (bilateral)		1					
Word of Mouth Distinctiveness	Pearson Correlation Significance (bilateral)		.449**	1				
Perceived Usefulness of Word of Mouth	Pearson Correlation Significance (bilateral)		.511**	.417**	1			
Perceived Ease of Use of Word of Mouth	Pearson Correlation Significance (bilateral)		.346***	.473**	.214**	1		
Online Tourism Decision Making	Pearson Correlation Significance (bilateral)		.554**	.627**	.335**	.643**	1	
Offline Tourism Decision Making	Pearson Correlation Significance (bilateral)		.674**	.713**	.530**	.604**	.812**	1
Remark			0.000	0.000	0.000	0.000	0.000	0.000

** indicates significant correlation at 0.01 level (bilateral); * means significant correlation at 0.05 level (bilateral))

The results of table 13 show that each factor of Internet word of mouth information has a significant positive correlation with online tourism decision making and offline tourism decision making at the level of 0.01 (bilateral), that is, the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use of word of mouth do have a significant positive impact on college students' online tourism decision making and offline tourism decision making. In addition, at the significance level of 0.01, there is also a significant correlation between the four variables of information characteristics of Internet word of mouth, namely, the number of word of mouth, the distinctiveness of word of mouth, the perceived usefulness and perceived ease of use of word of mouth.

Regression Analysis

The purpose of correlation analysis is to study whether there is correlation between two variables and the degree of correlation. However, the existence of correlation does not necessarily mean that there is causality between variables. Regression analysis further discusses the non-deterministic causality between variables. Therefore, regression analysis is used to verify the causal relationship between the factors in the theoretical model. According to the conclusion of the previous correlation analysis, the four factors of Internet word of mouth information characteristics, namely, the number of word of mouth, the distinctiveness of word of mouth, the perceived usefulness and perceived ease of use of word of mouth, have a significant positive impact on college students' online tourism decision making and offline tourism decision making. In this paper, regression analysis was done with the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use of word of mouth as independent variables, and online tourism decision making and offline tourism decision making as dependent variables, to test whether the hypothesis is tenable.

Table 14 Regression Overall Effect of Internet Word of Mouth Information Characteristics on Tourism Decision-making Behavior of College Students

Model	R	R ²	Adjusted R ²	F	Sig.F
1	0.779a	0.607	0.603	164.782	0.000
2	0.858a	0.737	0.734	298.85	0.000

Remark a. Predictive variables: the number of word of mouth, word of mouth distinctiveness, perceived usefulness of word of mouth, perceived ease of use of word of mouth.
 b. In model 1, the dependent variable is online tourism decision making;

It can be seen from table 14 that in model 1, after the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use of word of mouth all enter the regression equation, the multiple correlation coefficient (R) is 0.607, and the adjusted judgment coefficient (R²) is 0.603, indicating that the variable of word of mouth information characteristics can explain 60.3% of the variation of online tourism decision-making behavior. The F statistical value of the model is 164.782, and significance probability is 0.000, so the linear relationship of regression equation is significant by F test. Therefore, in general, the hypothesis of regression model is acceptable.

In model 2, after the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use of word of mouth all enter the regression equation, the multiple correlation coefficient (R) is 0.737, and the adjusted judgment coefficient (R²) is 0.734, which showed that the variable of word of mouth information characteristics could explain 73.4% of the variation of the influence of offline tourism decision-making behavior. The F statistical value of the model was 298.85, and the significance probability was 0.000, so the regression effect is significant, which is consistent with the result of model 1. Therefore, in general, the setting of regression model 2 is within the acceptable range.

Table 15 Regression Matrix of Internet Word of Mouth Information Characteristics Factors on Tourism Decision-making Behavior of College Students

Model	Predictive Variables	Nonstandard Coefficient		Standardization Coefficient		t Value	Sig.	Multicollinearity Diagnosis	
		B	Standard Error	Beta	Beta			Tolerance	VIF
1	Constant Term	-0.943	0.246			-3.831	0.000		
	Number of Word of Mouth	0.324	0.042	0.288	0.288	7.647	0.000	0.651	1.537
	Word of Mouth Distinctiveness	0.296	0.035	0.323	0.323	8.531	0.000	0.643	1.555
	Perceived Usefulness of Word of Mouth	0.234	0.029	0.342	0.342	8.859	0.001	0.623	1.443
	Perceived Ease of Use of Word of Mouth	0.450	0.040	0.398	0.398	11.361	0.000	0.652	1.330
2	Constant Term	0.671	0.154			4.360	0.000		
	Number of Word of Mouth	0.290	0.026	0.337	0.337	10.945	0.000	0.651	1.537
	Word of Mouth Distinctiveness	0.258	0.022	0.369	0.369	11.908	0.000	0.643	1.555
	Perceived Usefulness of Word of Mouth	0.123	0.025	0.144	0.144	4.829	0.000	0.693	1.443
	Perceived Ease of Use of Word of Mouth	0.244	0.025	0.282	0.282	9.861	0.000	0.652	1.330

Remark a. In model 1, the dependent variable is online tourism decision making; b. In model 2, the dependent variable is offline tourism decision making.

It can be seen from table 15 that in model 1, according to the Beta value of the standard regression coefficient, the regression effect of the number, distinctiveness, perceived usefulness and perceived ease of use of word of mouth on online tourism decision-making behavior is significant, and the significance probability is 0.000, 0.000, 0.000 and 0.001 respectively, which are all less than 0.01. The perceived usefulness and perceived ease of use of word of mouth have the greatest impact on and contribution to online tourism decision making, followed by the number and distinctiveness of word of mouth.

On the basis of the above analysis, tolerance method and variance inflation factor (VIF) method are used to test the multicollinearity in regression analysis. When the tolerance method is used, if the sample size is large, the closer the coefficient of determination is to 1, the greater the possibility of collinearity; If the tolerance is less than 0.1, it also indicates that there is a serious multicollinearity problem between independent variables. When the method of variance inflation factor (VIF) is used to test, if the VIF value is greater than or equal to 10, it indicates that there is a serious multicollinearity problem between variables.

It can be seen from table 15 that the tolerance of each variable in the regression equation model is between 0.6 and 0.7, which meets the requirements of being greater than 0.1 and not close to 1. In addition, the value of variance inflation factor (VIF) is less than 10, so it can be judged that the multicollinearity between the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use of word of mouth is not obvious.

In model 2, the regression effect of the number of word of mouth, word of mouth distinctiveness, perceived usefulness and perceived ease of use on offline tourism decision-making behavior is significant, and the significance probability is all 0.000, which is less than 0.01. There is a significant difference between the results of model 2 and model 1. The number of word of mouth and the distinctiveness of word of mouth have great influence on and contribution to offline tourism decision making, followed by the perceived usefulness and perceived ease of use of word of mouth. In addition, the tolerance and VIF value is the same as that of model 1, and there is no obvious multicollinearity problem.

In conclusion, the hypotheses H1a, H1b, H2b, H2b, H3a, H3b, H4a and H4b in Chapter 3 of this study are all valid.

Influence of All Factors of Word of Mouth Communicator Characteristics on Tourism Decision Making of College Students

Correlation Analysis

This paper used Pearson correlation analysis to explore the influence of relationship strength and professionalism of word-of-mouth communicators on college students' tourism decision-making behavior. The results show that relationship strength and professionalism have a significant positive correlation between online tourism decision making and offline tourism decision making at 0.01 level (bilateral). That is to say, relationship strength and professionalism do have a significant positive impact on college students' online and offline tourism decisions. In addition, at the significance level of 0.01, there is a significant correlation between relationship strength and professionalism (see table 16 for details).

Table 16 Result of Correlation Analysis on Word of Mouth Communicator Characteristics Factors and Tourism Decision-making Behavior of College Students

		Professionalism	Relationship strength	Online Tourism Decision Making	Offline Tourism Decision Making
Professionalism	Pearson Correlation	1			
	Significance (bilateral)				
Relationship Strength	Pearson Correlation	0.511**	1		
	Significance (bilateral)	0.000			
Online Travel Decision Making	Pearson Correlation	0.526**	0.664**	1	
	Significance (bilateral)	0.000	0.000		
Offline Tourism Decision Making	Pearson Correlation	0.609**	0.603**	0.812**	1
	Significance (bilateral)	0.000	0.000	0.000	

Remark * * indicates significant correlation at 0.01 level (bilateral); * indicates significant correlation at 0.05 level (bilateral)

Regression Analysis

The above analysis has confirmed that professionalism and relationship strength have a significant positive impact on college students' online tourism decision making and offline tourism decision making. In this paper, the regression analysis was done with professionalism and relationship strength as variables, and online tourism decision making and offline tourism decision making as dependent variables, to test the hypothesis.

Table 17 Regression Overall Effect of Word of Mouth Communicator Characteristics on Tourism Decision-making Behavior of College Students

Model	R	R ²	Adjusted R ²	F	Sig.F
1	0.699a	0.488	0.486	204.419	0.000
2	0.698a	0.487	0.484	203.499	0.000

Remark a. Predictive variables: relationship strength, professionalism
 b. The dependent variable of model 1 is online tourism decision making; The dependent variable of model 2 is offline tourism decision making.

It can be seen from table 17 that in model 1, after the relationship strength and professionalism enter the regression equation, the multiple correlation coefficient (R) is 0.699, and the adjusted judgment coefficient (R²) is 0.486, indicating that the characteristics of word-of-mouth communicators can explain 48.6% of the variation of online tourism decision-making behavior, and the F statistical value of the model is 204.419, and the significance probability is 0.000, which means that the regression effect is significant. In model 2, the multiple correlation coefficient (R) is 0.698 and the adjusted judgment coefficient (R²) is 0.484 after the relationship strength and professionalism are all included in the regression equation, which indicates that the variable of word-of-mouth information characteristics can explain 42.9% of the variation of the influence of offline tourism decision-making behavior, and the F statistical value of the model is 203.499, and the significance probability is 0.000, which means that the regression effect is significant. Therefore, in general, the settings of regression model 1 and model 2 are within the acceptable range.

Table 18 Regression Matrix of Word of Mouth Communicator Characteristics Factors on Tourism Decision-making Behavior of College Students

Model	Predictive Variables	Nonstandard Coefficient	Standard Coefficient	t Value	Sig.	Multicollinearity diagnosis		
		B	Standard Error			Beta	Tolerance	VIF
1	Constant Term	1.223	0.179	6.830	0.000			
	Professionalism	0.248	0.039	0.253	6.307	0.000	0.639	1.353
	Relationship Strength	0.511	0.038	0.534	13.296	0.000	0.639	1.353
2	Constant Term	2.846	0.137	20.774	0.000			
	Professionalism	0.305	0.030	0.407	10.127	0.000	0.719	1.353
	Relationship Strength	0.289	0.029	0.389	9.729	0.000	0.719	1.353

Remark a. The dependent variable of model 1 is offline tourism decision making; b. The dependent variable of model 2 is offline tourism decision making.

It can be seen from table 18 that in the model, the regression effect of relationship strength and professionalism on online tourism decision making is significant, and the significance probability is 0.000, that is, both are less than 0.01. And the influence and contribution of relationship strength on online tourism decision making is greater than that of professionalism. On the basis of the above analysis, tolerance method and variance inflation factor (VIF) method are used to test multicollinearity in regression analysis. It can be seen from table 13 that the tolerance of each variable in the regression equation model is 0.639, which meets the condition of being greater than 0.01 and not close to 1. In addition, the value of variance inflation factor (VIF) is less than 10, so the multicollinearity between relationship strength and professionalism is not obvious.

In model 2, the regression effect of relationship strength and professionalism on offline tourism decision making is significant, and the significance probability is 0.000. However, contrary to model 1, the influence and contribution of professionalism on offline tourism decision making is greater than relationship strength. The tolerance and

VIF are the same as those of model 1, and there is no obvious multicollinearity problem.

In conclusion, the hypotheses H5a, H5B, H6a and H6b in the third chapter are valid.

Influence of All Factors of Word of Mouth Recipient Characteristics on Tourism Decision Making of College Students

Correlation Analysis

Similar to the above situation, this paper used Pearson correlation analysis to explore the influence of the degree of trust tendency, tourism involvement and Internet involvement of college students' tourism decision-making behavior. Trust tendency, tourism involvement and Internet involvement also show a significant positive correlation at the level of 0.01 (bilateral), that is, trust tendency, tourism involvement and Internet involvement have a significant positive impact on college students' online and offline tourism decisions. In addition, there is a significant correlation among trust tendency, tourism involvement and Internet involvement (see table 19).

Table 19 Result of Correlation Analysis on Word of Mouth Recipient Characteristics Factors and Tourism Decision-making Behavior of College Students

Variables		Trust	Tourism	Internet	Online	Offline
		Tendency	Involvement	Involvement	Tourism	Tourism
					Decision	Decision
					Making	Making
Trust	Pearson					
	Correlation	1				
Tendency	Significance					
	(bilateral)					
Tourism	Pearson					
	Correlation	0.226**	1			
Involvement	Significance					
	(bilateral)	0.000				

Table 19 (Continued)

Variables		Trust Tendency	Tourism Involvement	Internet Involvement	Online Tourism Decision Making	Offline Tourism Decision Making
Internet involvement	Pearson Correlation	0.018	0.177**	1		
	Significance (bilateral)	0.704	0.000			
Online Tourism Decision Making	Pearson Correlation	0.01	0.401**	0.431**	1	
	Significance (bilateral)	0.837	0.000	0.000		
Offline Tourism Decision Making	Pearson Correlation	0.142**	0.380**	0.480**	0.812**	1
	Significance (bilateral)	0.000	0.000	0.000	0.000	

Remark * * means significant correlation at 0.01 level (bilateral); * indicates significant correlation at 0.05 level (bilateral))

Regression Analysis

The above analysis has confirmed that trust tendency, tourism involvement and Internet involvement have a significant positive impact on college students' online tourism decision making and offline tourism decision making. In order to test the hypothesis, this paper took trust tendency, tourism involvement and Internet involvement as independent variables, and college students' online tourism decision making and offline tourism decision making as dependent variables to do regression analysis.

Table 20 Regression Overall Effect of Word of Mouth Recipient Characteristics on Tourism Decision-making Behavior of College Students

Model	R	R ²	Adjusted R ²	F	Sig.F
1	0.548a	0.300	0.296	61.283	0.000
2	0.570a	0.325	0.320	68.584	0.000

Remark a. Predictive variables: relationship strength, professionalism.
 b. The dependent variable of model 1 is online tourism decision making; The dependent variable of model 2 is offline tourism decision making.

It can be seen from table 20 that in model 1, after trust tendency, tourism involvement and Internet involvement all enter the regression equation, the multiple correlation coefficient (R) is 0.300, and the adjusted judgment coefficient (R²) is 0.296, indicating that the characteristics of word-of-mouth receivers can only explain 29.6% of the variation of online tourism decision-making behavior. The explanation ability is insufficient. In model 2, there is a similar phenomenon. In the regression equation, the adjusted coefficient of determination (R²) is only 0.325, and the fitting degree of the regression model needs to be improved.

Table 21 Regression Matrix of Word of Mouth Recipient Characteristics Factors on Tourism Decision-making Behavior of College Students

Model	Predictive Variables	Nonstandard Coefficient		Standard Coefficient	t value	Sig.	Multicollinearity Diagnosis	
		B	Standard Error				Beta	Tolerance
1	Constant Term	-0.532	0.444		-1.202	0.03		
	Trust Tendency	-0.088	0.049	-0.075	-1.841	0.066	0.749	1.054
	Tourism Involvement	0.411	0.049	0.352	8.361	0	0.619	1.089
	Internet Involvement	0.511	0.056	0.372	9.023	0	0.668	1.032
2	Constant Term	0.974	0.335		2.918	0.004		
	Trust Tendency	0.062	0.036	0.068	1.681	0.093	0.749	1.054
	Tourism Involvement	0.259	0.038	0.302	6.969	0	0.619	1.089
	Internet Involvement	0.452	0.044	0.429	10.586	0	0.668	1.032

Remark a. The dependent variable of model 1 is offline tourism decision making; b. The dependent variable of model 2 is offline tourism decision making.

It can be seen from table 21 that in model 1 and model 2, the regression effect of tourism involvement and Internet involvement on online tourism decision making and offline tourism decision making is significant, and the significance probability is 0.000, which is less than 0.01. The multicollinearity diagnosis results of both show that there is no obvious multicollinearity problem. It is worth noting that the probability of trust tendency to t value of standard regression coefficient in model 1 and model 2 is 0.066 and 0.093 respectively. The results of multicollinearity diagnosis in the two models show that the multicollinearity problem is more obvious than other variables, more than 0.7. According to the above analysis, it can be judged that the hypothesis that trust tendency has a significant impact on college students' online and offline tourism decision-making behavior is not valid, which also effectively explains the situation that the overall effect of regression in table 20 is not very significant.

As for the regression effect test of tourism involvement and Internet involvement variables on tourism decision making, the results show that the t value of both standard regression coefficients are more than 0.3, and the significance probability is 0.000, which indicates that the regression effect is significant, and the corresponding multicollinearity problem is not obvious. It can be judged that tourism involvement and Internet involvement have a significant positive impact on college students' online and offline tourism decision making. In addition, compared with the former two, the standard regression coefficient is different. The influence of the two variables on the online tourism decision making and offline tourism decision making is similar. The influence and contribution of Internet involvement to offline tourism decision making are more obvious than tourism involvement.

In conclusion, the hypothesis H8a, H8b, H9a and H9b in the third chapter of this study are valid, but the test results of hypothesis h7a and h7b are not.

CHAPTER V

CONCLUSION AND SUGGESTIONS

According to the previous empirical research and analysis, the number of online comment, the distinctiveness of online comments, online comment on the perceived usefulness, online comment of perceived accessibility, the online promotor's professionalism, online comment receiver's involvement in tourism and online comment on the recipient's involvement have positive influences on the Thailand tourism decision-making of online and offline of the students in Guangxi University for Nationalities; However, the trust tendency of online comment recipients has no significant influence on the online and offline travel decision-making of students in Guangxi University for Nationalities.

The previous research conclusions can provide theoretical support and practical guidance for the decision-making of universities, governments and relevant sectors, as well as the business activities of online tourism operators and conventional tourism agencies to carry out tourism projects in Thailand.

The Internet provides college students with rich tourism information and more opportunity to choose their own tourist destinations or book tourism products through the Internet. As for how to attract more college students, an important tourist group, to book or purchase online tourism products in the process of accessing to internet word of mouth and other tourism information, online tourism operators need to consider the following aspects for improvement.

Suggestions for Online Platforms on Thailand Travel

Building Mechanism for User Involvement and Interactive Experience

The relationship strength between internet word of mouth communicators and receivers has a significant positive impact on college students' tourism decision making behavior, and the correlation coefficients are 0.53 and 0.40. Among the characteristics of word of mouth publishers, the relationship strength variable has the greatest impact on online tourism decision making. The data analysis results also show that tourists' enthusiasm for online communication with word of mouth publishers is not high in the process of decision making. Only some college students in the sample data clearly indicate that they will contact word of mouth publishers online. And it includes the situation that the word of mouth communicators and the publishers know each other. In addition to the Internet using ability of the word of mouth receivers, these situations

are directly related to the participation experience of tourists on the website and the interaction between users in the virtual community to a certain extent.

In this case, the tourism websites can improve its own construction from the following aspects:

First, improve the construction of tourism community. Communication platforms should be established to promote the positive interaction among college student netizens, and provide a online platform for college student tourists to exchange experience and evaluate tourism products and services, so that tourism websites or tourism suppliers can listen to college students and analyze their needs and preferences, so as to better improve tourism products and services, At present, Baidu Post Bar and Douban Post Bar are good communities.

Second, fully consider the needs for personalized experience of college students. Various forms of expression such as travel notes, photo sharing and tourist evaluation can be combined. New channels such as micro-blog or online video and small video can also be closely integrated with traditional channels, to create a smooth experience for tourists. It is suggested that they cooperate with the most popular we media and short video platforms such as the tiktok to establish the largest level of contact with the Internet users, promote the exchange and sharing of information between each other, and enhance their relationship strength. In addition to the above measures, they can also carry out a series of incentive measures and interactive activities, such as points for prizes and red packets, so as to attract more people to know and actively participate in these activities. They can also find some “active figures” in the forum to drive the vitality of the whole website, and enable college students to strengthen their emotional ties in the process of contact, communication and interaction, gradually forming a relatively strong relationship.

Providing Customized Products and Service

The results show that the perceived usefulness and ease of use of internet word-of-mouth, as well as the degree of college students’ Internet involvement and tourism involvement have a positive impact on their tourism decision making. Therefore, many online tourism operators need to face the problem of how to maximize the effectiveness of providing the information and services for college student tourists, promote college students to travel, improve their tourism involvement, and fully tap the huge potential of college students’ online tourism market. At present, most of the domestic tourism websites are basically the same. Most of them copy the existing model of foreign websites, instead of accurately

positioning themselves on the basis of studying the specific needs of domestic tourists. They cannot arouse the interest of tourists, and show the characteristics of lacking personalization and content, which eventually leads to few online transactions. For college students who like to pursue novelty, it is undoubtedly less attractive. Therefore, in this case, online tourism websites need to highlight their personal characteristics and provide all-round, multi-level personalized and characteristic services. For example, for the current simple online tourism product combination “air ticket + hotel”, they can try to provide one-stop services such as air ticket booking, train ticket booking, ticket booking for tourists attractions, car rental, visa service, insurance service, hotel booking, etc, so as to promote the complementary advantages of all kinds of tourism products, so that college students can not only understand the tourist destinations and product information through the website so as to arrange the travel itinerary, but also directly place orders online for all kinds of products needed in the whole process of tourism, so as to stimulate college students’ awareness of self-help tourism. At the same time, they should lower the requirements for network technology, and provide more convenient, simple and attractive website operation pages and functions, so as to improve college students’ enthusiasm and interest in using tourism websites, and maximize the promotion of college students’ online tourism booking or purchasing behavior.

Developing Game-oriented Products

The stronger the word-of-mouth distinctiveness is, the more vulnerable college students’ tourism decision-making behavior is to be affected by internet word-of-mouth, which is verified by the hypothesis in the previous chapter. With the gradual improvement of the current tourism websites, it is worth considering how to adjust the overall layout structure and color matching to improve the visual impact of e-commerce platforms, or add distinctive elements to attract college students. For example, the buyer evaluation index system of Taobao, a well-known shopping website, can be fully used for reference. That is, after completing the transaction, the buyer evaluates the transaction from the following aspects: commodity description index, seller attitude index, delivery speed index and logistics speed index. Online tourism websites can set “authenticity” index, “cost performance” index and “easy to use” index in the result pages of ticket search, accommodation search and scenic spot ticket search to score netizens. The final score of the product is the weighted average of these index scores, so as to improve the interactivity and credibility of the website pages. At the same time, they can also help college students choose tourism products

and destinations by adding some game products, such as tests, constellations, gossip or games, which are favored by young groups, so as to improve the interest and attraction of the websites.

The Enlightenment to the Agencies Developing Thailand Tourism

The empirical results indicate that the sample of some respondents choose Internet as its main tourist information acquirement, Internet not only become the main tourist information acquirement source for students in Guangxi University for Nationalities who go to Thailand, at the same time the Internet brings about great tourism consumption habits change among college students, through the online travel booking or purchase products, more than half of the college students in the study sample had used online booking platforms. As a traditional tourism agency with veteran operational experience and more extensive marketing channels, how to make better use of the opportunities brought by the Internet and realize the transformation to online tourism services under this background, the following suggestions are put forward:

Promoting Enthusiasm of Users Online and Offline

Through empirical research, it is found that the professionalism of internet word-of-mouth communicators and the relationship strength of them with word-of-mouth publishers have a positive impact on college students' tourism decision making. The big difference between traditional tourism enterprises and online tourism e-commerce is that the former has its own business place in the local area, which can provide face-to-face consultation and purchase services. For college students who choose offline tourism decision making, it has an incomparable advantage. That is, some college students, for the reason of network using ability or distrust, choose offline to further understand the tourism related information or book tourism products. In this case, traditional tourism enterprises should give full play to their own advantages and provide a platform for users to view or exchange online word-of-mouth information and contact offline interactive platforms. For example, they can use microblog and other new media means, which are widely favored by college students, to create a highly popular online interactive platform, integrating the advantages of online popularity and offline resources, to meet the different needs of college students when making online or offline tourism decisions.

Building Tourism Supermarket

Although the domestic online tourism booking market is growing rapidly, only a small proportion of tourists make online booking and payment, and the proportion of college students who explicitly indicate that they will make online tourism booking or purchase is less than half of the total samples. At the same time, the perceived usefulness and ease of use of Internet word of mouth play the biggest role in college students' online tourism decision making. In this case, traditional tourism enterprises can fully learn from the "tourism supermarket" mode, which combines the online and offline resources. This mode provides one-stop tourism consulting services for tourists by continuously collecting, screening and integrating tourism resources, including travel agencies, airlines, shops, tickets, visa and insurance. At the same time, it also provides personalized services of customized tourism products to meet the special needs of tourists. The location of "tourism supermarket" can be the places with busy traffic in the campus of major universities. College students can freely query the tourism routes through modern electronic products such as touch screen, and finally realize the organic integration of online and offline services.

Cultivating Traditional Word of Mouth

In the statistical analysis of the main channels to obtain tourism information among college students in the sample, it is found that the most important channel is recommendations of relatives and friends, which is the traditional word of mouth. The key to improve the tourism market share is to improve the customer revisit rate. The feeling of college students after consumption experience is likely to be spread through word of mouth, BBS and QQ groups, and butterfly effect is likely to appear. In addition, as the main force of future social elites, college students are more likely to revisit the tourist destinations. Therefore, quality should be guaranteed when tourism products are provided for these groups. In essence, it is also a new way to cultivate potential market.

Conclusion and Prospect

This study takes the students of Guangxi University for Nationalities as the research objects, in the decision-making process of college students travel to Thailand, through the online search for comments on tourism destination or product information to jointly carry out the online questionnaire and offline questionnaire surveys, it uses statistical analysis software to analyze the obtained data. The research findings indicate

that the number, distinctiveness, perceived usefulness and perceived accessibility of online comments have a significant positive impact on college students' travel decision-making. The more professional the recipient of online comments is and the stronger the relationship with the promoter is, the greater the influence will be on the decision-making of university students to travel to Thailand. In addition, the tourism involvement and online involvement of the comment recipients, namely, the college students in Guangxi University for Nationalities, also have a significant positive impact on their tourism decision-making in Thailand, while the individual trust tendency of college students does not have a clear effect on their tourism decision-making. In view of the above research findings, the paper finally provides corresponding suggestions for online tourism operators and traditional tourism enterprises to make relevant decisions.

Future research can be improved in the following aspects:

Firstly, increase the sample size. On the premise of guarantee the effectiveness of the samples to increase the capacity of the sample. In addition to study a few mainstream travel web sites, it can increase the number of online booking websites of Quna, Ctrip and Kuxun's mainstream tourism products, identify and attract more college students' tourists to participate in questionnaire survey, and to improve the effectiveness of sample data at the same time make the research conclusion more practical. Secondly, perfect the sampling method. In view of the previous defects in response to the recall method itself, we can consider the experimental design method to conduct relevant research, that is, to design a specific situation to let the research objects accept the test. Thirdly, improve the measurement scale. The scale design in this study is fundamentally based on the results of previous studies on consumer behavior by scholars. However, this study was targeted at specific groups of tourists, so the scale currently used may not have strong applicability to tourism decision-making behavior. Therefore, researchers may develop scales for college students' population and their tourism decision-making behaviors in the future.

It is hoped that this paper can play a role of trailblazer to trigger more discussions at an in-depth level and in a broader range, and it gradually improves the relevant theories so as to provide more useful guidance for the role of online comments in tourism decision-making process.

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