JMSS Journal of Multidisciplinary in Social Sciences

Journal of Multidisciplinary in Social Sciences
Journal homepage : http://jmss.dusit.ac.th

The Influence of Online Comments on the Decision-making Behavior of Guangxi University for Nationalities' Traveling to Thailand

Lin Li*, Prayong Kusirisin, Winitra Leelapattana & Jirachai Yomked

International College, Maejo University, Chiang Mai, 50290 Thailand

Article info

Article history:
Received: 8 January 2022
Revised:18 May 2022
Accepted: 25 May 2022

Keywords:
Online comment, Questionnaire survey, Tourism decision-making behavior, College students

Abstract

With the continuous improvement of the depth and breadth of Internet use, it has become a habit for people to browse online comment, when choosing products and traveling consumption. Therefore, it is necessary to study the influence mechanism of online comment on consumers' purchasing decisions. This paper takes the students of Guangxi University for Nationalities as the research object and adopts the method of questionnaire survey to conduct the research. Questionnaire survey is randomly distributed to 500 students of Guangxi University for Nationalities online and offline, hypothesis testing and correlation analysis are used to study 432 valid questionnaires. The results show that the number, differentiation, perceived usefulness and accessibility of online comments have a significant positive impact on college students' travel decisions. The more professional the recipient of online comments is, the stronger the relationship with the disseminator is, and the greater the influence is on the decision of college students to travel to Thailand. In addition, the participation degree of tourists and the online participation degree of online review recipients also had a positive impact on their travel decisions in Thailand. Based on the above research conclusions, this paper finally provides corresponding suggestions for online tourism operators and traditional tourism enterprises to make relevant decisions: (1) establish user participation and interactive experience mechanism. (2) Provide customized products and services. (3) Develop game products.

Introduction

With the continuous development of China's intelligent technology and 5G technology, online commentary has profoundly changed the way of information transmission and people's life behavior. As the most important source of online information for Chinese netizens, online comments not only influence consumers' firefighting decisions, but also provide a large amount of product or enterprise information feedback. Through online comments, The Chinese people can know

* Corresponding Author
e-mail: LINLI791013@gmail.com

everything about the world without going out.

Arreza (2021) and phengkonaa (2022) pointed out that Thailand's tourism industry has inherent advantages: superior geographical location, pleasant natural environment, rich and diverse cultural heritage and delicious dishes. With the support of the government, the hospitality of the people and perfect tourism facilities, Thailand has become the preferred destination for foreign tourists. In 2018, more than 38 million foreign tourists visited Thailand, an increase of 7.2% over the same period in 2017. According to the National Tourism Administration of Thailand, tourists mainly come from China, Japan, South Korea and Singapore, as well as Europe and North America. China is Thailand's most important source of international tourists, accounting for the highest proportion of more than 10.5 million people. A considerable number of Chinese tourists are college students. On the one hand, due to the friendly relations between the two countries, many overseas Chinese live in Thailand. On the other hand, the consumption level in Thailand is not high, so students can get the best travel experience according to their consumption ability.

Literature review

In "Role of product-related conversations in the diffusion of a new product" (1967) pointed out that consumers' willingness to spread word of mouth is directly related to their satisfaction level. The higher the satisfaction level is, the stronger the willingness will be. In addition, when there is a novel event or make consumers surprised to the effect of products and services, the stimulation of word of mouth is stronger.

In "The role of argument quality in the elaboration likelihood model" (1988) pointed out through investigation that tourists' purchase behavior of services or products has a large perceived risk, and they have little evaluation on product experience characteristics, which is also the key to prominent credibility of Internet tourism word-of-mouth. In "Establishing trust in electronic commerce through online comment: An examination across genders" (2008) conducted in-depth communication with backpackers by means of interview, and found that 86% of respondents chose "often" and "occasionally" to be influenced by word-of mouth information.

In "A review of empirical research on online reviews" (2012) took the point of purchase intention as a starter, considering the inherent characteristics of tourist products (intangible, experience, etc.), in order to reduce the risk of product purchase, tourists will collect group or close ones' product experience evaluation information as the key criteria of product purchase decisions. In "The influence of perceived usefulness of online reviews on purchasing intention of online consumers" (2016) took the image cognition of tourist destinations as the entry point of analysis, and made an in-depth explanation of the relations among online comment information, image perception of tourist destination and choices.

Wu Xuefei (2010) took the cognition of tourism destination image as the starting point of analysis, and analyzed the relationship between the online comment 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 online comment, the choice of tourist destination and scenic spot. Some scholars also consider that because of the anonymity and the interference of false information, online comment 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.

Objectives

The purpose of this paper is to explore the impact of online reviews on tourists' decision-making, that is, to explore what kind of consumption behavior will be caused by the spread of tourism word of mouth on the Internet. In Guangxi university for nationalities as the research object, analyze network comments on tourism decision-making behavior among college students in Guangxi university for nationalities, adopt the method of questionnaire investigation, using online and offline random questionnaire survey was conducted among 500 students of Guangxi university for nationalities, and recycling and analyzing the questionnaire data, related Suggestions are given finally.

Concept Framework

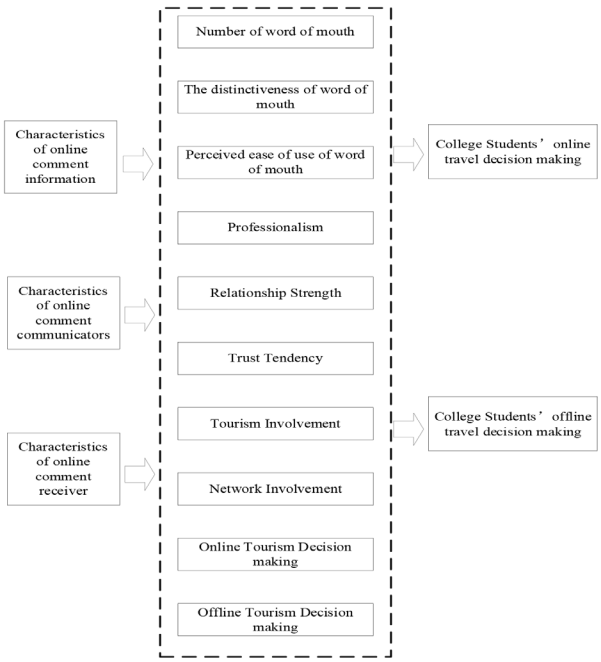

Figure 1 Concept Framework

Research Methodology

1. Population and sample

The purpose of this study is to understand the impact of online comments on tourism decision-making behavior of students in Guangxi University for nationalities. Therefore, select the appropriate research object of Guangxi University for online or offline questionnaire survey. The selection of research objects must meet the following two conditions: first, the research objects should have the conditions and ability to use the Internet. Second, the research object should be able to access online comments on tourism destinations, tourism products and other tourism related information. The online questionnaire was sent to all departments of Guangxi University for Nationalities in the form of online e-mail. A total of 500 questionnaires were distributed online and offline.

2. Research instruments

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. Combined with the specific situation of this study, 11 variables are number of word of mouth, the distinctiveness of word of mouth, perceived usefulness of word of mouth, perceived ease of use of word of mouth, professionalism, relationship strength, trust tendency, tourism involvement, network involvement, online tourism decision-making and offline tourism decision-making, the details are shown in Table 1. The final formal questionnaire includes four parts. The first part is the explanation of the questionnaire; The second part is the basic personal data of the survey object; The third part is to investigate some performances of college students in the use of Internet before traveling; The last part is the main part of the questionnaire, namely, the measurement items corresponding to 11 variables of the research model, So as to formulate a questionnaire based on online comments on the impact of Guangxi University for Nationalities on tourism decision-making behavior in Thailand

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 ease of 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 (Continue)

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

3. Collection of data

3.1 The formal questionnaire's first part is the introduction of the questionnaire, the second part is the basic personal data of the survey objects, namely college students, the third part is the investigation into some performances of college students in the use of Internet before traveling, the last part is the main part of the questionnaire, which uses the scale from 1 to 7 to indicate the attitudes towards total disagreement, disagreement, partial disagreement, general (neutral or uncertain), partial agreement, agreement and total agreement.

3.2 The questionnaire survey lasted from September 2020 to November 2020 for three months, with a total of 500 copies. A total of 432 valid questionnaires were collected in this survey, including 200 paper questionnaires and 174 valid questionnaires, with an effective recovery rate of 87%. A total of 232 online questionnaires were collected, of which 223 were valid. The effective questionnaire recovery rate was 96.1%.

4. Data Analysis

In order to study the influence of online comment on the tourist decision-making behavior of college students from Nanning, this paper chose to obtain data by questionnaire surveys, and described the frequency in the options of the questionnaire by frequency analysis, and analyzed which option is more frequently selected by the interviewees. It is necessary to extract the main components, delete the non-main indicators, and simplify the research process. 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. The analysis of reliability and validity were used to judge the effect of the questionnaire surveys.

Results

1. The questionnaire survey

This study carried out a questionnaire survey from September of 2020 to November of 2020, which lasted nearly three months. A total of 432 valid questionnaires were collected in this survey, including 200 paper questionnaires and 174 valid questionnaires, with an effective recovery rate of 87%. A total of 232 online questionnaires were collected, of which 223 were valid. The effective questionnaire recovery rate was 96.1%.

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.

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%.

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.

Monthly Living Expenses of Samples: 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.

Tourist Frequency: 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.

After the questionnaire was collected, the reliability of each variable of the scale was tested first. Reliability analysis is a very common dimension, it is mainly used to inspect the reliability of the results of the analysis, the value of Cronbach's Alpha is often used in reliability analysis to measure tone. Check the reliability of the questionnaire. In general, if the questionnaire's clone Bach consistency coefficient value reaches above 0.9, the question should be asked. The reliability of volume survey is better; the consistency coefficient of Kronbach is above 0.8, indicating that the reliability of the questionnaire is good. It is generally believed that the questionnaire reliability between 0.5 and 0.7 is reasonable. If the kronbach consistency coefficient value is lower than 0.5, the results of this questionnaire are considered to be unreliable. This method will be used in the 11 variables in this article. Through quantitative analysis of each index, it was concluded that each variable index exceeded 0.8, which meant that the reliability of the data obtained in this study met the requirements, as shown in Table 2.

Table 2 Reliability analysis results of questionnaire data

Variables	Measurement Items	Cronbach α
Number of Word of Mouth	4	0.845
The distinctiveness of word of mouth	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
Network Involvement	3	0.876
Online Tourist Decision-Making	2	0.843
Offline Tourist Decision-Making	2	0.857

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, tourist involvement, Internet involvement, online tourist decision-making and offline tourist decision-making, are between 0.80-0.9. The reliability coefficients of the five variables of the distinctiveness of word of mouth, 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.

2. Behavior characteristics of network samples before travel were used.

Channels to Gain Tourism Information: The main channels to obtain tourism information were recommendation from relatives and friends, Internet info and travel agencies.

Table 3 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%

Table 4 Online Comment Accessibility before Travelling

			Travel Agency	Newspaper Magazine	Television Radio Broadcasting	Internet	Relatives and Friends Recommendation	Others
Online Comment Access	Often	Number of Samples	139	26	56	232	207	36
		Percentage	59.9%	11.2%	24.1%	100.0%	89.2%	15.5%
	Occasionally	Number of Samples	110	22	34	128	142	12
		Percentage	69.6%	13.9%	21.5%	81.0%	89.9%	7.6%
	Now for the First Time	Number of Samples	36	24	36	12	42	0
		Percentage	85.7%	57.1%	85.7%	28.6%	100.0%	0.0%

The Accessibility of Online Comment before Travelling: Most respondents search for online review information before traveling. In addition, the research also found that the formulation of tourism design is not based on the accessibility of online comments before the sample travel, and recommendations from relatives and friends and travel agencies are still the main channels for the sample to obtain information, which is consistent with the situation of the main channels for respondents to obtain tourism information.

Information of Using Online Tourist Booking Platform: 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.

This paper has tested 11 variables in the terms of the information characteristics, communicator characteristics and receiver characteristics of online comment, and concluded that the KMO statistics is 0.848, and the Bartlet 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. Therefore, the Correlation Analysis is used to analyze the 11 variables.

3. Hypothesis Testing

3.1 Influence of All Factors of Online Comment Characteristics on Tourist Decision- Making of College Students

Correlation Analysis: In this study, Pearson's correlation analysis is used to analyze the correlation among the variables in the theoretical model.

The results of Table 6 show that each factor of online comment information has a significant positive correlation with online tourist decision-making and offline tourist decision-making at the level of 0.01 (bilateral), that is, the number of online comments, 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,

Table 5 Information of Using Online Tourist Booking Platform

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

Table 6 Result of Correlation Analysis on Online Comment Information Characteristics Factors and Tourist 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	1					
	Significance (bilateral)						
The Distinctiveness of Word-of-Mouth	Pearson Correlation	.449**	1				
	Significance (bilateral)	0.000					
Perceived Usefulness of Word of Mouth	Pearson Correlation	.511**	.417**	1			
	Significance (bilateral)	0.000	0.000				
Perceived Ease of Use of Word-of-Mouth	Pearson Correlation	.346***	.473**	.214**	1		
	Significance (bilateral)	0.000	0.000	0.000	0.000		
Online Tourist Decision-Making	Pearson Correlation	.554**	.627**	.335**	.643**	1	
	Significance (bilateral)	0.000	0.000	0.000	0.000		
Offline Tourist Decision-Making	Pearson Correlation	.674**	.713**	.530**	.604**	.812**	1
	Significance(bilateral)	0.000	0.000	0.000	0.000	0.000	

In the Table 6, * * indicates significant correlation at 0.01 level (bilateral); * means significant correlation at 0.05 level (bilateral)

there is also a significant correlation between the four variables of information characteristics of online comment, namely, the number of online comment, the distinctiveness of word of mouth, the perceived usefulness and perceived ease of use of word of mouth.

Regression Analysis: It can be seen from Table 7 that in model 1, after the number of online comment, online comment distinctiveness, perceived usefulness and perceived accessibility of online comment all enter the regression equation, the multiple correlation coefficient ® 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.

Table 7 Regression Overall Effect of Online Comment Information Characteristics on Tourist 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

a. Predictive variables: the number of word-of-mouth, the distinctiveness of word-of-mouth, perceived usefulness and perceived ease of use of word-of-mouth.

b. In model 1, the dependent variable is online tourist decision- making. In model 2, the dependent variable is offline tourist decision-making.

In model 2, after the number of online comment, online comment distinctiveness, perceived usefulness and perceived accessibility of online comment all enter the regression equation, the multiple correlation coefficient ® 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.

It can be seen from 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.

Table 8 Regression Matrix of Online Comment 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			Tolerance	VIF
1	Constant Term Number of Word-of-Mouth	-0.943	0.246		-3.831	0.000		
		0.324	0.042	0.288	7.647	0.000	0.651	1.537
	The Distinctiveness of Word-of-Mouth	0.296	0.035	0.323	8.531	0.000	0.643	1.555
	Perceived Usefulness of Word-of-Mouth	0.234	0.029	0.342	8.859	0.001	0.623	1.443
	Perceived Ease of Use of Word of Mouth	0.450	0.040	0.398	11.361	0.000	0.652	1.330
2	Constant Term Number of Word-of-Mouth	0.671	0.154		4.360	0.000		
		0.290	0.026	0.337	10.945	0.000	0.651	1.537
	The Distinctiveness of Word-of-Mouth	0.258	0.022	0.369	11.908	0.000	0.643	1.555
	Perceived Usefulness of Word-of-Mouth	0.123	0.025	0.144	4.829	0.000	0.693	1.443
	Perceived Ease of Use of Word of Mouth	0.244	0.025	0.282	9.861	0.000	0.652	1.330

a. In model 1, the dependent variable is online tourist decision-making.

b. In model 2, the dependent variable is offline tourist decision-making.

3.2 Influence of All Factors of Word-of-Mouth Communicator Characteristics on Tourist Decision-Making of College Students

Correlation Analysis: This paper uses Pearson correlation analysis to explore the influence of relationship strength and specialty of word-of-mouth communicators on college students' tourism decision-making behavior. The results show that relationship strength and professionalism are significantly positively correlated (bilaterally) with online and offline travel decision making at 0.01 level. That is to say, relationship strength and degree of specialization do have a significant positive impact on college students' online and offline travel decisions. In addition, at the 0.01 level of significance, there was a significant correlation between relationship strength and professionalism.

Table 9 Result of Correlation Analysis on Word-of-Mouth Communicator Characteristics Factors and Tourist 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 Tourist Decision-Making	Pearson Correlation	0.526**	0.664**	1	
	Significance (bilateral)	0.000	0.000		
Offline Tourist Decision-Making	Pearson Correlation	0.609**	0.603**	0.812**	1
	Significance (bilateral)	0.000	0.000	0.000	

In the Table 9, * * indicates significant correlation at 0.01 level (bilateral); * 0.05 indicates a significant correlation

Table 10 Regression Overall Effect of Word-of-Mouth Communicator Characteristics on Tourist 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

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.

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.

As can be seen from Table 10, in Model 1, after the relationship strength and professionalism enter the regression equation, the multiple correlation coefficient (R) is 0.488, and the adjusted judgment coefficient (R2) is 0.486, indicating that the characteristics of word-of-mouth disseminators can explain 48.6% variation of online tourism decision-making behavior. The F-statistic value of the model is 204.419. Significance probability

Table10 Regression matrix of characteristic factors of network comment communicators on college students' tourism decision-making behavior

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

It can be seen from Table 19 that, in the model, the regression effect of relationship strength and professionalism on online tourism decision-making is significant, and the probability of significance is 0.000, that is, both are less than 0.01. The influence and contribution of relationship strength on online tourism decision-making is greater than specialty. On the basis of the above analysis, tolerance method and variance inflation factor (VIF) were used to test the multicollinearity of regression analysis. It can be seen from Table 13 that the tolerance of all variables in the regression equation model is 0.639, which meets the condition of 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 specialization is not obvious. In model 2, the regression effect of relationship strength and professionalism on offline tourism decision-making is significant, with a significance probability of 0.000. However, contrary to model 1, specialization has greater influence and contribution on offline tourism decision-making than relationship strength. The tolerance and VIF are the same as model 1, and there is no obvious multicollinearity problem. So it's a test that the hypothesis is true.

is 0.000, that is, regression effect is significant. In Model 2, the multiple correlation R is 0.487, and the adjusted judgment coefficient (R2) is 0.484, after both relationship strength and professionalism are included in the regression equation. This indicates that the variable of word-of-mouth information characteristics can explain the influence of 42.9% of the variation of offline tourism decision-making behavior. The value of F statistical model is 1203.499, and the probability of significance is 0.000, which means that the regression effect is significant. Therefore, the Settings of regression model 1 and model 2 are within the acceptable range.

3.3 Influence of All Factors of Word of Mouth Recipient Characteristics on Tourist Decision- Making of College Students

Correlation Analysis: Pearson correlation analysis was also used to explore the impact of trust tendency, travel participation and network participation on college students' travel decision-making behavior. There is also a significant positive correlation between trust tendencies, tourism investment and Internet investment at 0.01(bilateral) level, that is, trust tendency, tourism investment and Internet investment have a significant positive impact on college students' online and offline tourism decision-making. In addition, there is a significant correlation between trust tendency, travel participation and Internet participation. The results are shown in Table 12.

Table 12 Result of Correlation Analysis on Word of Mouth Recipient Characteristics Factors and Tourism Decision-making Behavior of College Students

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

Regression analysis: In order to test the hypothesis, this paper takes trust tendency, tourism investment and Internet investment as independent variables, and college students' online and offline travel decisions as dependent variables to conduct regression analysis. The experimental results are shown in Table 13.

Table 13 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

As can be seen from Table 13, in Model 1, after the propensity to trust, both tourism participation and Internet participation enter the regression equation, with multiple correlation coefficient (R) of 0.300 and adjusted judgment coefficient (R2) of 0.296, indicating that the audience's word-of-mouth characteristics can only explain 29.6% of the variation of online tourism decision-making behavior.

In Model 1 and Model 2, the regression effect of tourism participation and Internet participation on online and offline tourism decision-making is significant, and the probability of significance is 0.000, less than 0.01. The multicollinearity diagnosis results show that there is no obvious multicollinearity problem. It is worth noting that the probability of trust propensity for t value of standard regression coefficient in Model 1 and Model 2 is 0.066 and 0.093 respectively. The multicollinearity diagnosis results of the two models show that the multicollinearity problem is more obvious than the other variables, both of which are greater than 0.7. According to the above analysis, it can be concluded that the assumption that the tendency to trust has a significant influence on the online and offline travel decision-making behavior of college students is invalid. Therefore, the research hypothesis is valid as shown.

Table 14 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	VIF
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
	Network Involvement	0.452	0.044	0.429	10.586	0	0.668	1.032

Discussion

This study takes the students of Guangxi University for Nationalities as the research object. In the process of College Students' tourism decision-making in Thailand, through online search for comments on tourism destination or product information, this study jointly carries out online questionnaire survey and offline questionnaire survey. It uses statistical analysis software to analyze the data obtained. The results show that the number, uniqueness, perceived usefulness and perceived ease of use of word-of-mouth have a significant positive impact on College Students' tourism decision-making. The more professional the receiver of online comments is, the closer the relationship with the promoter is, and the greater the impact on the decision-making of college students to travel to Thailand. In addition, the tourism participation and online participation of comment recipients, that is, college students of Guangxi University for nationalities, also have a significant positive impact on their tourism decision-making in Thailand, while college students' personal trust tendency has no significant impact on their tourism decision-making. This is related to the research of Zhou (2017). Zhou found that among all kinds of online tourism information, online word-of-mouth has a particularly significant impact on tourists' decision-making. Tourists generally believe that online word-of-mouth is more authentic and reliable than the information provided by tourism service providers, and they are more inclined to adopt word-of-mouth information. However, Lin (2019) found that it is easier for tourists to adopt comments made by highly educated commentators who have visited tourist destinations.

Suggestions

According to the network comments, the tourism decision-making behavior of Guangxi University for Nationalities is studied, that is, through the analysis of 11 variables; the following three suggestions are summarized for your reference.

1. Building Mechanism for User Involvement and Interactive Experience

First, improve the construction of tourist 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 tourist 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.

2. Providing Customized Products and Service

Online tourist websites need to highlight their personal characteristics and provide all-round, multi-level personalized and characteristic services. For example, for the current simple online tourist 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 tourist booking or purchasing behavior.

3. Developing Game-oriented Products

The more prominent the word-of-mouth distinctiveness is, the more easier college students' tourism decision-making behavior is to be affected by online comment, 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 tourist products and destinations by adding some game products, such as tests, constellations, gossip or games, which are favored by young people, so as to boost the interest and attraction of the websites.

References

Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product, *Journal of marketing Research, 4*(3): 291-295.

Areni, C. S., & Lutz, R. J. (1988). The role of argument quality in the elaboration likelihood model, *ACR North American Advances.5*(3):356-371.

Awad, N. F., & Ragowsky A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders, *Journal of Management Information Systems, 24*(4): 101-121.

Cheng, X. (2010). Research on the Influence of Internet Word of Mouth on Consumer Price Sensitivity. *Price: Theory & Practice,* 06, 77-78.

Cao, H. H., & Jiang J. H. (2012). A review of empirical research on online reviews, *Journal of Information Systems,* 4(2):125-136.

Jutamas, P., & Paithoon, M. (2022). Motivation-Based Segmentation and Online Behaviors of Tourists Participating in Community-Based Tourism: A Case Study of Thailand, *Journal of Multidisciplinary in Social Sciences, 18*(1): 23-36.

Jin, L. Y. (2007). The Effects of Online WOM Information on Consumer Purchase Decision: An Experimental Study. *Economic Management,* 22, 36-42.

Lin, Z. G. (2019). Study on the impact of inbound tourists' tourism information acquisition on tourism decision-making behavior——Taking Korean tourists to China as an example. *Tianjin University,* 1-208.

Kallayanee. K. (2019). Thailand as a Tourist Destination for Nightlife: Comparison of Asian and Western Tourists' Attitudes, *Journal of Multidisciplinary in Social Sciences, 15*(3): 42-51.

Gong, S. Y., Liu, X., & Liu, Y. (2012). Does Online Word of mouth Determine Product's Fate -- An Empirical Analysis of Online Book Reviews. *Nankai Business Review, 15*(4):118-128.

Liu, Y. M, Zhang W. L., & Hui, D. Y. (2012). Research on the Influence of Internet Word of Mouth on Consumer Price Sensitivity. *Price:Theory & Practice,* 06:77-78.

Mariae, Khrisna. Arreza. (2021).Tourism Marketing: The Influences of Social Media to the Tourist Destination, *Journal of Multidisciplinary in Social Sciences, 17*(2): 18-24.

Xiao, K. & Wang, M. L. (2016). The influence of perceived usefulness of online reviews on purchasing intention of online consumers, *Technology Innovation Monthly, 29*(9):29-32.

Wu, X. F. (2010). An Empirical Study on Consumer's Online Word of Mouth Communication Based on the Network and Trust Theory. *Zhejiang University,* 1-106.

Zhou, J. M. (2017). Research on the impact of online word-of-mouth on tourism decision-making. *Nanjing University,* 1-65