



## Factors Affecting Local Tourist's Intention to Use Online Tourism Platform

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### Abstract

This research takes users who use online travel platforms among tourists to Guangxi as the research object and studies the main factors affecting local tourists' intention to use online tourism platforms. Combining the theories of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, herd mentality, and the characteristics of online tourism platforms, an influencing factor model of local tourists' intention to use online tourism platforms was established. Five hundred twelve valid questionnaires were collected through a questionnaire survey, and SPSS24.0 data analysis software was used for data analysis.

This research uses age, gender, and income as control variables. The results show that perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality have a direct and positive impact on local tourists' intention to use online travel platforms. The most critical factor affecting local tourists' intention to use online travel platforms is perceived entertainment ( $\beta=0.194$ ); Herd mentality ( $\beta=0.138$ ) has a more significant impact on local tourists' intention to use online travel platforms than opinion leaders ( $\beta=0.129$ ). Given the above research conclusions, this paper proposes two ideas of "focusing on perceived usefulness, perceived ease of use, and perceived entertainment" and "extensive use of opinion leaders and herd mentality" to improve tourists' intention to use online travel platforms, hoping to provide reference for decision makers of online travel platforms and government tourism departments.

### Introduction

The advent of the Internet era is an opportunity for all walks of life. The high coverage and intense Internet penetration have brought new opportunities for the tourism industry. In particular, the development of integrated tourism marketing in the era of new media has become a new way to promote the development of the

tourism industry (Zhou Junzhi, 2019). With the maturity of mobile Internet technology, online tourism has been increasing year by year (Qiu liliu, 2021). The development of mobile devices has started to show its impact. Smartphones allow high levels of connectivity, communication, content consumption, and creation while traveling (Lalicic, L., & Dickinger, A. (2019). At present,

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most tourists collect tourism information through the Internet and mainly rely on major tourism platforms to realize related consultations and transactions. From 2017 to 2020, the transaction scale of the online travel market has increased from 738.41 billion yuan to 1,120.8 billion yuan. It can be seen that the development of China's online travel market is gratifying (Liang Aizhen, 2020). According to the World Tourism Organization (UNWTO), China will become the world's largest tourist country by 2020. Nearly 10% of the national tourism market will come from online tourism platforms.

With the development of Internet technology and the popularization of smart devices, online travel platforms have attracted the attention and favor of many netizens due to their rich content. The user scale and market share have continued to grow; many travel agencies, travel companies, and government tourism departments also make full use of online travel platforms to determine the factors that affect tourists' satisfaction to make further improvements (Elise Wong, 2019). However, as the types of online travel platforms have become more diverse, the competition is fierce, the early user dividends of the online travel platform market are gradually disappearing, and the user and market penetration rates of various online travel platforms are gradually approaching the critical value. Online travel platforms need to consider maintaining them in this significant change. Moreover, it opens up its users' user market to maintain its continuous development (Wu Yadi, 2019).

Internet technology is a powerful driving force for the online travel industry (Yang Yanfeng, 2021). The tremendous significance of the emergence of online travel platforms is to shorten the distance between travel-related industries and travel consumers. In addition to realizing transactions, online travel can also realize platform subscription, sharing and evaluation, and information sharing and communication between different tourists (Liang Aizhen, 2020). Therefore, the emergence of online travel platforms plays a vital role in users' consumer navigation and even emotional communication. At the same time, the construction of many online travel platforms in China is still immature. They also show insufficient personalized strategies and a lack of emotional resonance. Problems such as strong and over-commercialization (Sun Jin, 2019.) Therefore, it is necessary to effectively combine the characteristics of online travel platforms and seize the user market to enable the sustainable development of the tourism

industry. In the future, the development of tourism platforms may present three significant trends: personalized, customized services, competitive image, and service to increase user stickiness and packaging products in the form of leisure and vacation. Therefore, analyzing the influencing factors of users' attention to use will be a significant issue faced by various tourism departments and enterprises. (Chen Xi, 2019).

In 2020, China transformed from poverty alleviation to rural revitalization. As an underdeveloped area in western China, Guangxi has achieved good results in poverty alleviation; many impoverished areas get rid of poverty through rural tourism and become rich. Various tourism resources in Guangxi have attracted much attention. We should combine the advantages of Internet development, study the influencing factors of Guangxi local tourists' intention to use online tourism platforms, and do an excellent job in the publicity and promoting local online tourism platforms in Guangxi. Therefore, this research has a specific necessity.

From the current situation, the Guangxi online travel platform has increased the promotion of featured tourism programs, created the "Zhuang Nationality March 3" cultural tourism brand, provided multi-language switching methods, covering festivals preferential information. Tourist destination information, tourism experience, memory, and sharing (Li Xiaoqing, 2017) have achieved specific promotion effects. However, after detailed statistics of several popular online travel platforms, it is found that the impact is not significant, and the audience is limited. For example, in the popular travel WeChat public account platform "Tour around Nanning," the data during the seven-day tour during the Spring Festival in 2017 showed that the number of readings was minimal. The day with the most was a tweet on January 31, 2017, and the number of readings was only 21,233 times. The number of likes is only 208 times. According to the statistics of "Spring issued by Guangxi Holiday Office" According to the statistics of Guangxi Tourism Development Committee, the total number of tourists in Guangxi during the seven days of the Spring Festival in 2017 reached 14.9919 million, while the reading of the public account of "Nanning Tour" was only 115,359, accounting for less than 1%. (Li Xiaoqing, 2017). Therefore, decision-makers of Guangxi online travel platforms need to consider which factors will affect users' willingness to use. This research is imminent.

According to the statistics of the Guangxi Tourism

Development Committee, Chinese tourists use various online travel platforms in Guangxi, mainly including the platforms of the Guangxi government tourism department (the video account of the “Guangxi Culture and Tourism Department,” the Guangxi Tourism Government Affairs Network, etc.), Guangxi Scenic Spots Platform (Qingxiushan official account, Fangte Tourism official account, etc.), Travel agency platform (Guangxi International Travel official account, Liuzhou Dream International Travel Network, etc.), Travel mobile payment APP (Ctrip APP, Mafengwo APP, etc.). The platform of the tourism department of the Guangxi government mainly focuses on cultural publicity and promotion, the scenic spot platform mainly provides scenic spot services, the travel agency platform mainly focuses on formulating travel routes and services, and the mobile payment APP mainly provides various online payment services for tourism. The proportion of tourists’ usage is relatively average, and local tourists have no apparent preference for online travel platforms. The reason is that each platform performs its duties, and there is no online travel platform that integrates multiple functions.

From the perspective of online travel platforms used in Guangxi, there are significant commonalities. First, the platform has distinctive local characteristics and can integrate national or rural culture (Lin Na, 2018; Huang Li’an, 2019). Second, the problems are relatively consistent: the usage rate of tourists is not high, and the willingness to promote is not strong. (Li Xiaoqing, 2017); the entertainment and personalization of the platform are insufficient, and the interaction is insufficient; the function is relatively single, and it cannot meet the diversified needs of users (Liu Bo, 2017); content settings bring weak emotions and perception to users; older tourists have a high threshold for use (Zhang Dingkun, 2020), etc.

The development opportunities and challenges of online travel platforms coexist. Due to the relatively average choice of online travel platforms by local tourists in Guangxi, and the high homogeneity of each platform, In order to comprehensively study the usage behavior and intention of local tourists in Guangxi to the platform, this research will study the factors affecting local tourist’s intention to use online tourism platform in Guangxi, and target all online travel platforms used by Chinese tourists in Guangxi, so as to be able to summarize common laws with general guiding significance.

### Literature review:

Perceived usefulness is the degree of improvement in personal work performance or learning efficiency that users feel after adopting a specific information system (Davis, 1989). Perceived usefulness is a critical factor in information system user satisfaction and continual use intention (Bhattacharjee, 2001; Bhattacharjee et al., 2008). Pan Lan, Lin Bishu (2016), and others divided perceived usefulness into two measures of information and service and studied its impact on travel APP users’ intention to use. The results proved a significant positive effect.. Zhang Dingkun (2020) added several measures of knowledge, timeliness, and impact on this basis. Yang Yinfu’s (2016) study found that perceived usefulness directly impacts users’ intention to continue using the online learning platform MOOC. Liu Zhu (2018) found that in the context of online shopping in China, emotions and comments can directly affect perceived usefulness and thus have a significant impact on users’ intention to use online shopping platforms. Thus, it can be expected that perceived usefulness will influence the attention of local tourists to use online travel platforms:

H1. Perceived usefulness has a significant positive effect on local tourists’ intention to use online tourism platforms.

Perceived ease of use is the ease with which an individual learns a particular information system (Davis, 1989). Workman (2014) found that users think new media is valuable and easy to use in the study of the acceptance of new media technology, then users’ attitude towards new media is positive. Wei Jianping (2020) divided perceived ease of use into several measures of stability, operability, and convenience, and the results verified that perceived ease of use had a significant positive impact on the intention to use online travel sales APPs. There are also many scholars who use platform page design as a measurement (Lalicic, L., & Dickinger, A., 2019). Fu Ying (2020) and others believe that perceived ease of use significantly impacts users’ attention to using the “Douyin” APP. Quan Yuping (2018) found that when users use an online payment platform, they generally use the perceived ease of use as one of the weight measures. Thus, it can be expected that perceived ease of use will influence the attention of local tourists to use online travel platforms:

H2. Perceived ease of use significantly affects local tourists’ intention to use online tourism platforms.

Webster (1992) defined perceived entertainment as the degree of pleasure in the process of human-

internet interaction. Gao Rui (2020) believes that perceived entertainment refers to the pleasure an individual feels subjective when he takes a specific behavior or participates in a specific activity, including focus, curiosity, and interest (Gao Rui, 2020). Davis (1992) introduced perceived entertainment as an influencing factor into the TAM model and confirmed that perceived entertainment would positively impact consumers' intention to use. Venkatesh's (2003) research shows that perceived entertainment is an internal driving factor that affects acceptance. Zhong Xiajiao (2017) builds a user acceptance behavior model of travel apps from the perspective of technology acceptance, confirming that tourists have both utility and hedonic needs for travel apps. Liu Wenchang (2018) proposed and confirmed in the study that Perceived entertainment positively impacts cross-border e-commerce app users' continued attention to use; Zhao Xueqin (2019) and others found that perceived entertainment has a positive impact on users' continued willingness to use WeChat app. Zhang Zhijie (2012) believe that when the information pushed by the platform is highly interactive, it tends to feel happy, which in turn positively affects users' intention to use, that is, perceived entertainment has a positive impact on user attitudes. Thus, it can be expected that perceived entertainment will influence the attention of local tourists to use online travel platforms:

H3. Perceived entertainment has a significant positive effect on local tourists' intention to use online tourism platforms.

Opinion leaders are active in interpersonal communication networks, often providing information, opinions, or advice to others and exerting a personal influence (Guo Qingguang, 2011). Opinion leaders have rich experience and product knowledge and can provide platform users with advice and consulting services, thus making it easier to achieve users' willingness to use (Salah S. Hassan, 2010). Liu Junyue (2020) also believes that online opinion leaders have strong information judgment, screening, and interpretation capabilities. The product-related information they provide is conducive to reducing information asymmetry among consumers, so it is easier to encourage users to use when recommending products to users. The research of Chen Xiaoyu (2020) found that the characteristics of opinion leaders, including professionalism and popularity, have a positive impact on the attention of travel app users to use. Xu Lizhi's (2019) study also showed that opinion leaders significantly impact "Zhihu" App users' intention

to pay. Thus, it can be expected that Opinion leaders will influence the attention of local tourists to use online travel platforms:

H4. Opinion leaders have a significant positive effect on local tourists' intention to use online tourism platforms. Banerjee (1992) believes that herd mentality refers to the social phenomenon of doing things according to the behavior of others. Behind this phenomenon of following the actions of others, it reflects the "herd mentality," also called the "herd effect" (Sun H, 2013). Based on this concept, scholar Sun H (2013), in the study of herd behavior, "Imitate others" is newly constructed to explain that users imitate others to make the same decisions when adopting information technology. Liu Caixia et al. (2020) found that herd mentality positively impacts users' attention to use cross-border online shopping platforms. Tan Yao (2018) believes that users of online hotel booking platforms will be influenced by the platform's reputation and professional reviews, resulting in a herd mentality, which will affect their intention to use. Wu Jianyu (2010) regarded "informational influence" as one of the dimensions of herd mentality; that is, users will be influenced by the information provided by the people around them. Zhu Chunbin (2020) found that herd mentality positively impacted users' purchase intention and divided conformity psychology into evaluation conformity, behavior conformity, and opinion conformity. Thus, it can be expected that herd mentality will influence the intention of local tourists to use online travel platforms:

H5. Herd mentality has a significant positive effect on local tourists' intention to use online tourism platforms.

(Harrison, Peter, & Cynthia, 1997) pointed out that user intention is the probability and intensity of users to use a specific product or service. (Bhattacharjee, Perols, & Sanford, 2008) used indicators such as "choice," "continuous use," and "promotion intention" as the measurement of attention to use. In addition, (Zhangpeng, 2019) added "choice preference" as a measurement index on this basis. (Yun & Guangwei, 2014) divided the measurement of use intention into whether it is expected to be used and continued use.

## Objectives

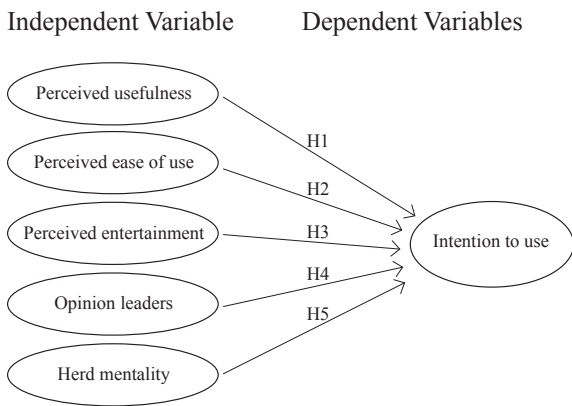
The primary purpose of this study is to combine questionnaire survey and statistical analysis methods. Based on previous research, this paper discusses the correlation between Perceived value and social influence and the use of online travel platforms by local tourists,

mainly reflected in the following three aspects:

1. Find the factors affecting the users on the online tourism platform.
2. Use data as a management tool for developers and operators of Guangxi online travel platforms to make decisions to bring a better experience to users.
3. The research conclusions will provide the basis for Guangxi's tourism sector to promote the effectiveness of Guangxi's tourism dissemination and promotion on the Internet.

**Conceptual Framework**

The conceptual framework of this research is given to the literature review and research objectives. The conceptual framework is as follows (see Figure 1):



**Figure 1** Conceptual Framework

On the concepts of perceived usefulness and perceived ease of use, the (Davis, 1989) research model on ATM is adopted, and the perceived entertainment is borrowed from the research models of (Lieberman, 2014) and (Moon & Kim, 2001). In addition, on the concept of opinion leaders, the research theory of (Shinan, 2019), the adoption of conformity psychology, and the theory of (Lascu, & Zinkhan, 1999) is adopted. According to (Bhattacharjee, Perols, & Sanford, 2008) research theory, the attention to use is divided into several choices, persistence and promotion measures. According to Rauniar, Rawski, Yang, & Johnson (2014) studies, personal statistical variables are divided into six dimensions: gender, area, age, Marital status, monthly income, and education level.

**Research Methodology**

**1. Population and Samples**

The study's target population is Guangxi online travel platform users from April 4, 2021, to May 6, 2021. Through research, Gorsuch found that the ratio of questionnaire measurement items to the number of respondents should be maintained at a ratio of 1:5 to ensure the validity of the data (Gorsuch, 1988). A widely accepted rule of thumb is ten observations per indicator variable in setting a lower bound of an adequate sample size. The questionnaire contains 41 questions, so at least 410 observations are required. The considering inefficiency of 20% of the data, the sample size was 512.

**2. Instrument**

The research instrument is constructed according to the research objectives and related literature. The questionnaire is divided into two parts: The first part included screening questions and questions about demographic information. The second part focused on the variables using the Likert 5 scale.

**Table 1** Items used to measure the constructs

Constructs	Items	Contents	Sources
Perceived-Usefulness (PU)	PU1	Using the online tourism platform allows me to obtain a lot of travel information.	Davis (1989); Lan, Bisui, Min, & Me, (2016); Dingkun (2020)
	PU2	The updated information of the online tourism platform is more timely and can meet my information needs.	
	PU3	The online tourism platform allows me to learn about many new tourist attractions.	
	PU4	Using the online tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge.	
	PU5	Using the online tourism platform allows me to learn much information about offline tourism activities in Guangxi.	
	PU6	Using the platform makes it convenient for me to travel.	
	PU7	The relevant information on the online tourism platform will affect my travel decision.	
	PU8	I will continue to pay attention and use it because the online tourism platform is handy.	
Perceived-Ease Of Use (PEU)	PEU1	The online tourism platform is easy to download and use	Davis (1989); Jianping (2020); Dingkun (2020)
	PEU2	The interface design of the online tourism platform is humane.	
	PEU3	It is very convenient to buy products or conduct transactions on the online tourism platform.	
	PEU4	The online tourism platform is very stable to use	
	PEU5	It is very convenient to obtain tourist information on the online tourism platform.	
	PEU6	I would choose to use an online tourism platform because of its simplicity.	



Table 1 (Continu)

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	PU4	Using the online tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge.	
	PU5	Using the online tourism platform allows me to learn much information about offline tourism activities in Guangxi.	
	PU6	Using the platform makes it convenient for me to travel.	
	PU7	The relevant information on the online tourism platform will affect my travel decision.	
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	PEU3	It is very convenient to buy products or conduct transactions on the online tourism platform.	
	PEU4	The online tourism platform is very stable to use	
	PEU5	It is very convenient to obtain tourist information on the online tourism platform.	
	PEU6	I would choose to use an online tourism platform because of its simplicity.	
Perceived-Entertainment (PE)	PE1	The videos, tweets, images, etc., on the online tourism platform, can make me feel happy.	Moon & Kim (2004) Davis (1989); Zhijie & Tingjie (2021)
	PE2	The online tourism platform is highly interactive	
	PE3	The tourist information on the online tourism platform makes me feel very interesting.	
	PE4	I will choose to use the online tourism platform because it makes fun using it.	
Opinion Leader (OL)	OL1	I will follow the accounts of relevant celebrities, travel experts, or Internet celebrities on the online tourism platform.	Dingkun (2020)
	OL2	I often choose the travel platform recommended by my favorite celebrities, travel experts, or Internet celebrities.	
	OL3	The opinions of celebrities, talents, or Internet celebrities on online travel platforms are valuable to me.	
	OL4	Travel experts or Internet celebrities often recommend travel platforms to me.	
Herd Mentality (HM)	HM1	I usually choose online tourism platforms with good reputation/evaluate	Davis (1989); Dingkun (2020); Yao (2018)
	HM2	Relatives and friends often recommend some online tourism platforms to me.	
	HM3	I will choose the online travel platform recommended by my friends and relatives.	

Table 1 (Continu)

Constructs	Items	Contents	Sources
Intention To Use (IU)	IU1	I will choose the online tourism platform with the most downloads or attention	Bhattacharjee, Perols, & Sanford, (2008); Yun & Guangwei (2014)
	IU2	I will use the online tourism platform recommended by others the most.	
	IU3I	will recommend it to others after using the online tourism platform.	
	IU4	I will continue to use the online tourism platform for a long time (more than one month)	

### 3. Collection of Data

The questionnaires in this study will be distributed in electronic questionnaires. Electronic questionnaires have the characteristics of random distribution and saving survey time. Therefore, this study will mainly use the form of electronic questionnaires, combined with offline tourist attractions, to distribute randomly. This study will use the questionnaire survey website-“Questionnaire Star” as the leading distribution platform for electronic questionnaires. The questionnaire is mainly concentrated from April 4, 2021, to May 6, 2021. Since the research purpose and methods determine the sample size of the questionnaire, and this research will mainly adopt quantitative methods in the analysis process, there are specific requirements for the sample size of the questionnaire.

### 4. Data Analysis

The Statistical Package for the Social Sciences (SPSS) version 27.0 and Mplus 8.7 was used to analyze the data. Descriptive statistics and person’s correlation coefficients between variables were analyzed by SPSS 27.0. Cronbach's alpha measurement of inner consistency with a 0.6 limit was used to examine-construct reliability. Construct validity and discriminant validity were examined in this study. The construct and discriminant validity assessment was carried out with the help of confirmatory factor analysis. The analysis was carried out using the Mplus 8.3 program. Multiple regression was used to evaluate the research model and examine the hypotheses.

## Results

### 1. Demographic information

The demographic results from the questionnaire are presented in Table 2 below. Table 2 shows the number and percentage of demographic data of 512 local tourists in Guangxi who used the online travel platform. It was found that 304 were female, representing 59.38%, 208 were male, representing 40.63%. The respondents’

origins in Guangxi District represented almost half and half, with a higher proportion of 51.37% outside the district. Most respondents were aged 26-35 years, representing 55.66%, single respondents representing 43.36%, the average monthly income was high with the highest percentage of 48.05%, earning more than 6,000 yuan. Bachelor's degrees or college degrees accounted for the highest proportion, representing 58.4%.

**Table 2** Demographic of the respondent

Demographics	Frequency	Percentage (%)
1. Gender		
Male	304	59.38
Female	208	40.62
2. Origin		
Guangxi area	249	48.63
Outside Guangxi	263	51.37
3. Age		
Under 18	20	3.91
18-25 years old	160	31.25
26-35 years old	285	55.66
Over 35 years old	47	9.18
4. Marriage status		
married	153	29.88
single	222	43.36
in love	137	26.76
5. monthly income		
>2000 yuan	32	6.25
2000-4000 yuan	68	13.28
4000-6000 yuan	166	32.42
< 6000 yuan	246	48.05
6. Education		
Under technical secondary school	27	5.27
High school or technical secondary school	152	29.69
Bachelor or college	299	58.40
Master's degree /PH.D.	34	6.64

Table 3 shows the number and percentage of usage behavior of 512 tourists. It was found that the use of the Travel agency platform accounted for a relatively high proportion, a total of 194 people, accounting for 37.9%. Most of the respondents chose to use the platform during holidays, of which 61.52% of the respondents chose to use the platform during minor holidays. The most frequently used function of the respondents was route query, accounting for 66.21%. 47.66% believe that they will use the platform after being promoted three times. Respondents have a more diverse choice of favorite content, and the proportion is relatively average. The top three are travel life (63.28%), Cultural introduction (61.13%), and Travelling guidelines (60.74%). 77.15% of the respondents would recommend the platform to others.

**Table 3** User behavior

User behavior	Frequency	Percentage (%)
1. Platform type selection		
Guangxi government tourism department	54	10.55
Guangxi Scenic Spots Platform	107	21.90
Travel agency platform	194	37.90
Travel mobile payment APP	128	25.00
Other	29	5.65
2. Scenes to be used		
Winter or summer vacation	300	58.59
Small holiday	315	61.52
Weekend	252	49.22
Before going to bed	197	38.48
When waiting inline	190	37.11
Before lunch break	189	36.91
Before meal	199	38.87
The way home	229	44.73
Traveling	265	51.76
Before traveling	259	50.59
Other	52	10.16
3. Use function		
Find a car and pay	228	44.53
Route query	339	66.21
Dining recommendation	293	57.23
Hotel inquiry	278	54.30
Ticket service	318	62.11
Recommended places	307	59.96
Other	91	17.77
4. Recommendation acceptance		
Less than three times	244	47.66
3-6times	179	34.96
Six times or more	67	13.09
Do not accept a recommendation	22	4.30
5. Favorite content		
Travel live	324	63.28
Cultural introduction	313	61.13
Travels sharing	290	56.64
Activity information	298	58.20
Traveling guideline	311	60.74
Other	80	15.63
6. Intention to promote		
Yes	395	77.15
No	117	22.85

## 2. Measurement model assessment

The reliability of survey items was calculated. All variables had a Cronbach's alpha value greater than .70, which indicated excellent reliability (Perceived usefulness = 0.717, perceived ease of use = 0.745, perceived entertainment = 0.736, opinion leaders = 0.780, herd mentality = 0.804, and intention to use = 0.767).

**Table 4** Cronbach's alpha values

Factor	Number of Items	Cronbach's alpha
Perceived usefulness	8	0.717
Perceived ease of use	6	0.745
Perceived entertainment	4	0.736
Opinion leaders	4	0.780
Herd mentality	3	0.804
Intention to use	4	0.767

This type of validity is usually used to determine the difference between a concept and its indicators with other concepts. The measurement models provided an acceptable fit for the data.

**Table 5** Summary of goodness fit indices for the measurement model

Factor	$\chi^2/df$	RMS	CFI	TLI	SOME
Perceived usefulness	2.211	0.049	0.953	0.935	0.035
Perceived ease of use	3.573	0.071	0.958	0.930	0.032
Perceived entertainment	1.991	0.044	0.995	0.985	0.014
Herd mentality	0.273	0.001	1.000	1.000	0.003
Intention to use	0.409	0.001	1.000	1.000	0.022
standardized	<5	<0.08	>0.90	>0.90	<0.08

The study tested six variables: Perceived usefulness, Perceived ease of use, Perceived entertainment, Opinion leaders, Herd mentality, and intention to use. In this study, confirmatory factor analysis was carried out using Mplus 8.3 to estimate the discriminative validity between six variables.

As shown in table 6, the six-factor model shows the best model fit ( $\chi^2/df = 1.738$ , RMSEA = 0.038, CFI = 0.936, TLI = 0.928, SRMR = 0.037) and one-factor model shows the worst model fit ( $\chi^2/df = 3.883$ , RMSEA = 0.075, CFI = 0.738, TLI = 0.718, SRMR = 0.062), which indicated that the conformation measurement has good discriminative and construct validity.

**Table 6** discriminative validity

	$\chi^2/df$	RMS	CFI	TLI	SOME
One-factor model	3.883	0.075	0.738	0.718	0.062
Two-factor model	3.433	0.069	0.780	0.762	0.057
Three-factor model	3.153	0.065	0.806	0.789	0.055
Four-factor model	2.195	0.048	0.893	0.883	0.044
Five-factor model	1.873	0.041	0.923	0.915	0.039
Six-factor model	1.738	0.038	0.936	0.928	0.037

### 3. Correlation

The correlation coefficients of intention to use and perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd mentality are 0.392, 0.448 0.430, 0.389, and 0.406, respectively, and the p- values of their correlation coefficient tests are all approximately zero. Therefore, with the significance level  $\alpha=0.01$ , the null hypothesis of the correlation coefficient test should be rejected, and there is a significant linear relationship between the two populations. That is, perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality are all positively related to the intention to use.

**Table 7** Simple correlation coefficient matrix

Variable	1	2	3	4	5	6
1 Perceived usefulness	1					
2 Perceived ease of use	.584**	1				
3 Perceived entertainment	.466**	.516**	1			
4 Opinion leaders	.381**	.468**	.417**	1		
5 Herd mentality	.477**	.521**	.421**	.458**	1	
6 Intention to use	.392**	.448**	.430**	.389**	.406**	1

\*\* p-value<.01

After controlling age, gender, and income, the overall significance is significant from the regression table. The significance of the five independent variables of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology are all less than or equal to the significance level  $\alpha=0.05$ . It shows that the five independent variables of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology all significantly impact the intention to use the dependent variable. Moreover, the regression coefficients are all greater than 0, and the order of the standardized regression coefficients is as follows: perceived entertainment > perceived ease of use >herd mentality > opinion leader > perceived usefulness.

**Table 9** Regression coefficient table

	b	S.E.	$\beta$	t	p	hypothesis
constant	0.721	0.155		4.644	<.001	
gender	0.034	0.037	0.034	0.906	0.365	
age	-0.050	0.027	-0.070	-1.827	0.068	
income	-0.016	0.021	-0.030	-0.757	0.450	
Perceived usefulness	0.113	0.057	0.096	1.973	0.049	Supported
Perceived ease of use	0.148	0.050	0.154	2.975	0.003	Supported
Perceived entertainment	0.177	0.042	0.194	4.215	<.001	Supported
Opinion leaders	0.126	0.044	0.129	2.877	0.004	Supported
Herd mentality	0.106	0.037	0.135	2.876	0.004	Supported

### Discussion

The results from the study concluded that most of the respondents are 26-35 years old, with high income, more than 6,000 yuan, and most of them have undergraduate or college education. The main force of online travel platforms is young intellectuals with a particular economic foundation. This is related to (Dingkun, 2020) research, which found a significant relationship between age, income, education level, and platform user usage behavior. The distribution of online travel platform types selected by users is relatively even, and only the proportion of users of government travel platforms is slightly lower. Users usually use the platform more



frequently during holidays, and their favorite content is very diverse. The most popular is travel live, followed by a cultural introduction. This is related to the research of (Tiany & Bo, 2019) and (Baoguo & Yao, 2017), who found that high-quality and diverse content production positively impacts users' intention to use.

This study shows that perceived usefulness, perceived ease of use, and perceived entertainment have a direct and positive impact on local tourists' intention to use online travel platforms, which supports the assertion that perceived usefulness and perceived ease of use play an important role in tourists' intention to use travel platforms. This confirms the findings of related studies which applied the technology acceptance model (TAM) and examined that both components are essential for computer- and mobile-based technology adoption (Assaker, Hallak, & El-Haddad, 2020; Aye, Au, & Law, 2013; Xia, Zhang, & Zhang, 2018). This suggests that the quality of content and the ease of accessing them are crucial to the intention of local tourists to use online travel platforms. On this basis, this study expands Hu Weili's research, adds research on the impact of perceived entertainment on intention to use, and ranks the influence of perceived usefulness, perceived ease of use, and perceived entertainment on tourists' intention to use. The research conclusion shows that the order is perceived entertainment > perceived ease of use > perceived usefulness, which is consistent with (Dingkun, 2020) research conclusion (perceived usefulness > perceived ease of use > Perceived entertainment) is just the opposite. One possible explanation for this phenomenon is that the functions of online travel platforms are becoming more and more diversified, and users are no longer satisfied with the original functions and hope to obtain more emotional feedback through the platform (Huicui & Xiaoqing, 2020).

This study further demonstrates the conclusion that opinion leaders will significantly affect users' intention to use technology, especially new technologies (Shouhua, Wenfu, & Qingjuan, 2019). From the perspective of questionnaire design, (Ruoran, 2021) and others more classified the influence of opinion leaders as the government's influence and guide; this research combines the characteristics of online tourism platforms with the increasing entertainment, adding the items of relevant celebrities, travel experts. This study shows that herd mentality has a direct and positive impact on local tourists' intention to use online travel platforms. This is consistent with (Wentao, 2020) research (Xiaoxiao,

2018), and others, which clearly showed that herd mentality is positively correlated with intention to use. (Changfa & Tingting, 2020) and others divided herd mentality into two significant measures: opinion conformity and behavior conformity, but they all focused on relatives and friends' opinions and behavioral influence. This study added public influence based on relatives and friends, that is, platform comments and prestige. Sorts by the influence of the two variables: opinion leaders and conformity psychology. The results show that the influence of herd mentality on tourists' intention to use is more significant than that of opinion leaders.

Interestingly, most scholars' research on herd mentality and opinion leaders is mainly used for negative emotions or harmful behaviors, such as irrational buying behavior, following bad behavior, rumor spread, etc. (Zhenlong, 2015; Chuncheng, & Shiqiang, 2019; Huiwen, Zhenyi, Xia, & Yuepeng, 2020). This research mainly plays the positive role of the two; it mainly explores how to use the influence of opinion leaders and herd mentality to strengthen users' intention to use. The inspiration for future research is that in addition to playing a positive role, it is also possible to explore how to avoid the adverse effects of opinion leaders and herd mentality.

### Suggestion

The current study is not without its limitations. First, although the current study aims to establish a preliminary theory to examine the effects of perceived usefulness, ease of use, perceived entertainment, opinion leaders, and herd mentality on intention to use, further research is needed to validate its findings. Further research can be done on the internal relationships of the five independent variables (e.g., between perceived ease of use and perceived usefulness, between opinion leaders and herd mentality). It is worth noting that although various online travel platforms have strong commonalities, they also have unique characteristics. The current research does not compare between specific types of online travel platforms, and these characteristics may not be generalizable to other personalized platforms to be included in the research. Second, this study only focused on the Guangxi local tourists users, so caution should be exercised when generalizing the results to other regions. A prudent approach is to study the characteristics of tourism resources, user characteristics, and holiday characteristics in other regions. The samples in this paper

are mainly collected by forwarding and filling out questionnaires on social platforms. Due to the randomness of sample collection and the respondents' uncontrollable emotions, the research samples' representativeness may be weakened. This paper provides valuable findings for improving the intention of local tourists in Guangxi to use online tourism platforms. In the future, It would be interesting to observe whether the present findings could benefit by conducting different cross-cultural user samples (e.g., domestic-international tourists, Asian-Western tourists) (Lam, Ismail, & Lee 2020).

The research results provide feasible suggestions for operators of various online travel platforms and government tourism departments. According to the research results, the influence of each variable on the intention to use is perceived entertainment > perceived ease of use > herd mentality > opinion leader > perceived usefulness. First, each platform or department needs to focus on perceived entertainment, perceived ease of use, and perceived usefulness to increase local tourists' intention to use online travel platforms. Among them, it is most necessary to enhance the entertainment attributes of the platform itself to meet users' needs for emotion and entertainment. The impact of perceived ease of use on the intention to use is significantly higher than perceived usefulness on the intention to use. Therefore, each platform needs to consider its ease of use in the design process. The operations lower the threshold for use and the higher the intention of users to use. Second, each platform needs to extensively use the positive effects of "opinion leaders" and "herd mentality" on local tourists' intention to use online travel platforms. Among them, herd mentality has a more positive impact on the intention to use than opinion leaders, which means that the evaluations, opinions, and recommendations of other users or people around them can play a more critical role than opinion leaders such as celebrities. Therefore, each platform needs to pay attention to the maintenance of the platform's reputation and strengthen the brand building of the platform; pay attention to user experience to meet the needs of users for multiple functions; guide users to take the lead in using it, and guide users to forward, evaluate and promote through various methods and activities, to promote the intention of surrounding users.

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