The Impact of Sharing Da Tang All Day Mall Travel Experience on the Behavioral Intentions of Potential Users

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Abstract

This study takes the tourism experience sharing on TikTok platform as the background, take Da Tang All Day Mall as an example, and deeply discusses the impact of tourism experience sharing on the behavior intention of potential users. We collected and analyzed the positive influence of factors such as behavioral attitude, subjective norms, perception and behavioral control, interest and word of mouth communication by collecting and analyzing the data. The results show that these factors play an important role in the process of tourism experience sharing and have an important significance for increasing the participation of potential users and promoting the development of tourism. The research in this paper provides useful practical suggestions for tourism enterprises and social media platforms, and points out the shortcomings in the research and future research directions. Here, we express our gratitude to all participants participating in this study and look forward to future research to further deepen and expand the results of this study and provide theoretical support and practical guidance for the sustainable development of tourism.

Keywords: travel experience sharing, potential users' behavioral intention, word of mouth marketing, Tiktok platform

1. INTRODUCTION

TikTok has become one of the important ways for people to show, share and obtain useful valuable information in their daily life. More and more users begin to share their life experiences and travel experiences through short video platforms. TikTok As one of the most popular short video platforms in China, it has a huge user group and a rich content ecology. TikTok As an important social media platform, it can provide effective marketing channels for tourist destinations.

As a complex integrating culture, tourism and commerce, Da Tang All Day Mall（大唐不夜城） has a unique attraction and popularity.2019 TikTok's top 10 most viewed attractions are released, and Da Tang All Day Mall tops the list. It can be seen that this new landmark of "web celebrity" has become one of the most representative city symbols in Xi'an. By 2020, the "Da Tang All Day Mall" project, which has been in operation for 10 years, has become

a new landmark of Xi'an through "TikTok", shuttling through row upon row of imitation Tang buildings, as if passing back to the brilliant Tang Dynasty. As a unique tourist destination, Da Tang All Day Mall has attracted a large number of tourists to visit and experience. However, there is still a blank study on the influence of its travel sharing behavior on the TikTok platform on its potential users' behavior willingness. This study will take Da Tang All Day Mall as an example to reveal the specific influence mechanism of users sharing their travel experience through the TikTok platform.

Therefore, this study aims to answering these following research objective and question:

Research Objective

To investigate the impact of travel experience sharing on behavioral intention of potential users.

Research Question

How does the Travel experience sharing impact the potential users' behavioral intention?

2. LITERATURE REVIEW

This research mainly relies on four theories: Theory of Planned Behavior (TPB), ISMAS model, User Behavior Mechanism theory and travel experience sharing model. Secondly, explore the impact of travel experience sharing on travel experiences on potential users and behavioral willingness through TikTok platform, as well as the existing research results related to the topic of this study.

Four keys related literatures are detailed as following:

2.1 Travel Experience Sharing

Travel experience sharing or sharing travelling experiences relates to the individual intrinsic and extrinsic motivations to share travel experience shown a relationship between identification, internalization, and compliance to perceived enjoyment, and also, between perceived enjoyment, altruistic motivations, personal fulfilment, and self-actualization as well as security and privacy reasons to actual travel experience sharing (Oliveira, 2020; Shrinwantu, 2022). By sharing travel experiences can be through various social media. Sharing travel experiences is a common practice that can shape personal identity, influence emotions, and inform post-trip reflections. The rise of social media has further facilitated this sharing. While online sharing has been extensively studied, offline or face-to-face sharing remains less explored. Cultural and demographic factors, such as gender, age, and education, can significantly impact how individuals choose to share their experiences (Songshan, 2019; Lypchuk, 2024).

It can be said that sharing travel experiences involves individuals' personal and external motivations to share their journeys through a connection between identification, internalization, and compliance with perceived enjoyment, as well as a link between perceived enjoyment, altruistic motivations, personal fulfillment, self-actualization, and security and privacy concerns, to actual travel experience sharing. Additionally, travel experiences can be shared through various social media platforms. This practice can influence personal identity, emotions, and post-trip reflections. While online sharing is well-studied, offline or face-to-face sharing remains less explored. Cultural and demographic factors, like gender, age, and education, significantly impact how individuals choose to share their experiences

2.2 Potential Users' Behavioral Intention

Potential users' behavioral intention can be assessed based on several criteria, including tourist attractions, accessibility, infrastructure, facilities, and the degree of environmental degradation. A strong potential for tourist attractions and good accessibility exists, along with a medium level of environmental degradation. Infrastructure assets are rated highly, but there is a lack of supporting facilities. These facilities should include unique cultural, natural, and traditional resources that can draw in tourists. To develop this potential, it is essential to preserve local culture, improve infrastructure, promote tourism, and engage local communities. This approach will enhance income and welfare while ensuring the protection of ecosystems (Lypchuk, 2024; Shrinwantu, 2022).

In other word, to boost tourism and economic growth in a region, understanding the potential users' intentions is crucial. A region's tourism potential hinges on its ability to attract visitors through its natural beauty, cultural heritage, and recreational opportunities. Assessing the quality and diversity of tourism products can significantly enhance the overall visitor experience. Effective management of agro-tourism markets requires leveraging tourism potential to align with the needs and preferences of tourists.

2.3 Word of Mouth Marketing

Word-of-mouth marketing has emerged as a potent tool for promoting tourist destinations. While extensive research has explored the mechanisms of word-of-mouth, its impact on tourist destinations during crises remains understudied. The influence of word-of-mouth on the relationship between perceived destination image and visitor behavior. A structural equation model is employed to examine this relationship, with perceived image as the independent variable, word-of-mouth and psychological distance as mediating variables, and behavioral intention as the dependent variable (Xu, 2020). Word-of-mouth marketing relies on customers sharing their experiences and recommendations to influence potential customers. This strategy has been shown to be effective in various contexts. Word-of-mouth marketing also leverages the power of customer experiences and recommendations to sway potential customers' decisions. While word-of-mouth (WOM) is shown to enhance customer satisfaction its direct impact on loyalty is indirect. Instead, it fosters loyalty by increasing satisfaction. This highlights the crucial role of WOM in effective marketing strategies. Similarly, WOM significantly influences both customer satisfaction and repurchase intentions, underscoring its effectiveness in driving business growth (Topan et al, 2024; Firda et al, 2024; Ervina et al, 2024; Zheng-Sheng et al, 2024; Ashu and Kaushik, 2024).

It can be meant that word-of-mouth marketing (WOM) is the spread of information about a product or service through consumer-to-consumer communication. This communication is considered independent and not directly influenced by commercial marketing efforts. While it's difficult to fully control WOM, there are three main strategies to manage it. Firstly, building a strong foundation which involves fostering brand loyalty, trust, and customer satisfaction. Secondly, indirect WOM management which includes using traditional advertising and promotional techniques to indirectly influence WOM. Lastly, direct WOM management involves employing viral marketing and electronic communication to directly stimulate WOM. However, the effectiveness of WOM marketing heavily relies on the quality of incentives used to motivate consumers or agents to spread positive word-of-mouth. Poorly designed incentives can lead to negative consequences for the brand.

2.4 Tiktok Platform

TikTok's emergence has revolutionized digital marketing, transforming traditional advertising into engaging, interactive content. Its unique format enables innovative marketing strategies that appeal to a global audience. Beyond marketing, TikTok serves as a platform for bite-sized educational content, democratizing knowledge sharing and skill development across diverse audiences. Businesses are increasingly leveraging TikTok's short-form video format and trends to create compelling marketing campaigns that boost customer engagement and brand visibility. The platform's ability to influence behavior and consumer decisions underscores its strategic importance in modern business planning. This shift in digital marketing strategies showcases TikTok's potential to reshape traditional approaches (Elsa et al, 2024; Fadly et al, 2024; Gajalakshmi et al, 2024; Ghazy et al, 2024; Shifeng, 2022).

Overall, TikTok's transformation from a simple entertainment platform to a powerful marketing tool underscores the ever-evolving nature of the digital landscape. Businesses must adapt to these changes to stay competitive. While TikTok has undoubtedly fostered creativity and engagement, concerns about content quality and misinformation persist. Addressing these issues, such as through improved content moderation, is crucial. By effectively navigating the digital landscape, businesses can harness TikTok's potential while mitigating risks associated with market volatility and rapid technological advancements.

3. RESEARCH METHODOLOGY

Combined with the four theoretical models of planning behavior theory, ISMAS model, User Behavior Mechanism theory, and Behavior of travel experience sharing model, I identified the five factors as the dependent variables in my study, aiming to reveal the impact of travel experience sharing on the behavioral intention of potential users.

3.1 Population

In this study, the population refers to the overall population of the research subjects, that is, those who have browsed the travel experience video of Da Tang All Day Mall on the TikTok platform, but have not traveled to Da Tang All Day Mall.

In determining the sample group of this research study, the population of the sample of the #Da Tang All Day Mall video has been viewed more than 16.57 billion times.

In this study, convenience sampling was used to obtain a sample of users related to the travel experience sharing of Da Tang All Day Mall. Convenience sampling ensures the representativeness of the sample. Through sampling, I can obtain tourists of different gender, age, occupation and cultural background, thus ensuring the wide applicability of the research results. Secondly, convenience sampling helps to improve the efficiency of the study. Compared with other sampling methods, such as stratified sampling, cluster sampling, etc., convenience sampling can obtain a large number of samples in a relatively short time, thus reducing the research cost. Finally, convenience sampling can reduce the bias of sample selection. On the basis of convenience sampling, I can exclude the influence of subjective factors on sample selection and make the research results more objective and reliable.

3.2 Research Instrument

This study used convenience sampling, mainly using questionnaires combined with closed questions to collect data and opinions from the selected samples. Furthermore, drawing insights from comprehensive literature reviews, relevant concepts, theories, and previous research, the questionnaire has been meticulously developed to align with the research framework of this study and comprehensively address its research objectives.

The questionnaire designed from the following 8 parts.

Part 1 of the questionnaire aims to identify respondents who use TikTok to release videos of Da Tang All Day Mall and watch videos of Da Tang All Day Mall travel to share in TikTok, as specified by the nature of the study.

Part 2 comprises questions about the demographic characteristics, including gender, age, occupation, current career and monthly salary.

In addition to the above two parts, each part has 3 questions, namely: behavioral attitude, subjective norms, perceptual and behavioral control, interest, word of mouth and users' behavioral intention.

Participants were asked to evaluate their needs for various English language skills using a checklist and a five-point Likert scale, ranging from 1 (lowest need) to 5 (highest need).

In order to verify the research hypotheses, this study will use quantitative research methods to collect relevant data through a questionnaire survey. The questionnaire design will be based on the planning behavior theory, ISMAS model, User Behavior Mechanism theory, and Behavior of travel experience sharing model with questions on relevant variables. Data analysis will be conducted using statistical software, through reliability and validity analysis, descriptive statistics, and regression analysis (correlation analysis, linear regression analysis), to explore the influence of travel experience sharing and its influencing factors.

3.3 Data analysis

In this study, SPSS26.0 was used as an analysis tool to process and analyze the primary data obtained from the questionnaire survey, including descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, and linear regression. This formal questionnaire consists of 23 items, with a total of 450 questionnaires distributed and 467 collected, including 15 invalid questionnaires and 452 valid questionnaires. During the analysis process, statistical analysis was conducted on 452 valid questionnaires.

4. RESULTS AND DISCUSSION

4.1 Description of the statistical analysis

The researchers utilized a questionnaire as a data collection tool. The results of the data analysis are presented in the table below:

Table 1. Analysis of the demographic variables

Variable	Classification	Frequency	Percentage
Gender	male	198	43.81%
	female	254	56.19%
Age	18-27years old	46	10.18%
	28-37 years old	89	19.69%
	38-47 ears old	159	35.18%
	48-57 years old	122	26.99%
	58 years old and above	36	7.96%
Educational level	High school / vocational school and below	167	36.95%
	Junior college	76	16.81%
	Undergraduate course	179	39.60%
	Master or above	30	6.64%
Occupation	Enterprise / institution staff member	136	30.09%
	public functionary	25	5.53%
	Professional / cultural and educational and technical personnel	35	7.74%
	Service / Sales / Trade Personnel	57	12.61%
	worker	45	9.96%
	farmer	50	11.06%
	retired	18	3.98%
	student	46	10.18%
	Other	40	8.85%
Monthly income	Below 2,000 yuan	77	17.04%
	2,000-4,000 yuan	26	5.75%
	4,000-6,000 yuan	236	52.21%
	6,000-8,000 yuan	74	16.37%
	More than 8,000 yuan	39	8.63%

The demographic variables shown in Table 1 demonstrated that most of respondents are females (56.19%) and males (43.81%) with the age of 38-47 years old (35%), 48-58 years old (26.99%), 28-37 years old (19.69%), 18-27 years old (10.18%) and, 58 years old and above (7.96%). The educational level of respondents are mostly undergraduates (39.60%), high school or vocational and below (36.95%), junior college (16.81%) and, master and above (6.64%). Most of them are in business enterprise or staff (30.09%), services or sales trade personnel (12.61%), famers (11.06%), students (10.18%), workers (9.96%), other (8.85%), professional / cultural and

educational and technical personnel (7.74%), public functionary (5.53%), and retire (3.98%). The monthly incomes are average 4,000-6,000 yuan (52.21%), below 2,000 yuan (17.04%), 6,000-8,000 yuan (16.37%), above 8,000 yuan (8.63%) and 2,000-4,000 yuan (5.75%) respectively.

Table 2. Results of the descriptive statistical analysis

Questions	Mean	SD	Level
Overall, I am satisfied with Da Tang All Day Mall TikTok short video viewing experience.	3.29	1.130	Moderate
Da Tang All Day Mall TikTok short videos are very attractive to me.	3.27	1.144	Moderate
Da Tang All Day Mall TikTok short video is an effective tool.	3.29	1.169	Moderate
You are influenced by relatives and friends.	3.26	1.171	Moderate
You have a good social assessment of the travel experience sharing.	3.27	1.155	Moderate
You will feel social pressure and expectations while sharing your travel experience.	3.31	1.185	Moderate
It is easy to learn about the scenic spot through Da Tang All Day Mall TikTok short video.	3.30	1.147	Moderate
Da Tang All Day Mall TikTok short video can let me understand the relevant information to travel.	3.38	1.117	Moderate
Da Tang All Day Mall TikTok short video allows me to make travel decisions quickly.	3.36	1.193	Moderate
Watching Da Tang All Day Mall TikTok short videos is enjoyable.	3.33	1.193	Moderate
I can find some interesting information in Da Tang All Day Mall TikTok short video.	3.33	1.148	Moderate
I'm very interested in Da Tang All Day Mall's TikTok short videos.	3.33	1.151	Moderate
18.The comments on Da Tang All Day Mall of TikTok short video make me decision to travel.	3.29	1.232	Moderate
The comments on Da Tang All Day Mall of TikTok short video had a great impact on my decision to travel.	3.28	1.185	Moderate
The quality of the online comments will affect my decision to travel.	3.35	1.209	Moderate
After watching Da Tang All Day Mall TikTok short video, I really want to travel.	3.35	1.198	Moderate
After watching Da Tang All Day Mall TikTok short video, I really want to travel again.	3.39	1.174	Moderate
After watching the short video of TikTok, I will recommend relatives and friends to travel.	3.35	1.199	Moderate

In Table2 the descriptive statistical analysis of the answers given by the respondents involved in the study, mainly counting the mean and standard deviation of each item. By analyzing the average value of each item, it can be found that the average value of the respondents' answers to each item is greater than 3, indicating that the consent degree of the respondents to each item is relatively high.

Table 3. Summary of the correlation analysis results

Correlations		Behavioral attitude	Subjective norm	Perceived behavioral control	Interest	Word of mouth	Users' behavioral intention
Behavioral attitude	Pearson Correlation	1					
Subjective norm	Pearson Correlation	.426**	1				
Perceived behavioral control	Pearson Correlation	.352**	.393**	1			
Interest	Pearson Correlation	.335**	.361**	.405**	1		
Word of mouth	Pearson Correlation	.410**	.371**	.443**	.426**	1	
Users' behavioral intention	Pearson Correlation	.366**	.427**	.363**	.360**	.403**	1

**. Correlation is significant at the 0.01 level (2-tailed).

In Table 3 the descriptive statistical analysis showed the correlation is significant at the 0.01 level (2-tailed) as shown above.

Table 4. Summary of the results from the linear regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Users' behavioral intention	(Constant)	.859	.192		4.465	.000		
	Behavioral attitude	.127	.049	.121	2.588	.010	.724	1.381
	Subjective norm	.230	.048	.226	4.803	.000	.718	1.394
	Perceived behavioral control	.111	.049	.107	2.255	.025	.701	1.427
	Interest	.124	.048	.122	2.602	.010	.728	1.375
	Word of mouth	.166	.047	.170	3.507	.000	.675	1.482
R				0.540				
R Square				0.292				
Adjusted R Square				0.284				
F		36.785			Sig	0.000		

In Table 4 This study verified the proposed hypothesis by using SPSS26.0. Through the inspection, it is concluded that:

The premise assumption is valid that behavioral attitudes, subjective norms, perceived behavioral control, interest, and word of mouth all have a significant impact on the user's behavioral intentions.

Table 5. Hypothesis test results and conclusions

Variables of interest	Research Hypothesis	Verification results	Conclusion
Behavioral attitude	H1	Accepted	Behavioral attitude, the attitude towards sharing travel experiences has a significant positive impact on the behavioral intention of potential users.
Subjective norms	H2	Accepted	Subjective norms positively influence potential users' behavioral intention through social pressure and expectations for travel experience sharing.
Perceptual and behavioral control	H3	Accepted	Perceptual and behavioral control, the perceptual and behavioral control of tourism experience sharing has a significant positive impact on the behavioral intention of potential users.
Interest	H4	Accepted	Interest, the interest in sharing travel experiences positively impacts the behavioral intention of potential users.
Word of mouth	H5	Accepted	word of mouth, the word of mouth of travel experience sharing has a significant positive impact on the behavioral intention of potential users.

Based on the Table 5, all hypothesis test results showed as acceptance in means of behavioral attitude, subjective norms, perceptual and behavioral control, interest, and word of mouth.

4.2 Implication findings

There are many possible avenues for implications based on firstly ***the behavioral attitude***, the attitude towards sharing travel experiences has a significant positive impact on the behavioral intention of potential users. Secondly, ***the subjective norms*** positively influence potential users' behavioral intention through social pressure and expectations for travel experience sharing. Third, ***the perceptual and behavioral control,*** the perceptual and behavioral control of tourism experience sharing has a significant positive impact on the behavioral intention of potential users. ***Interest,*** the interest in sharing travel experiences positively impacts the behavioral intention of potential users. Lastly, ***the word of mouth***, the word of mouth of travel experience sharing has a significant positive impact on the behavioral intention of potential users.

5. CONCLUSION

Sharing tourism experiences on TikTok influences potential users' intentions to visit a specific location, using Da Tang All Day Mall as a case study. By analyzing five key hypotheses, the study found that factors such as positive attitudes, social norms, perceived control, personal interest, and word-of-mouth communication significantly impact potential users' intentions to visit. These findings have important theoretical and practical implications for the tourism industry and social media platforms. Various factors play an important role in the process of tourism experience sharing and have an important significance for increasing the participation of potential users and promoting the development of tourism

Suggestions for further study

With the continuous development of social media and the tourism industry, tourism experience sharing will continue to play an important role in potential user behavior intentions. Future research can further deepen and expand the results of this study from the following aspects:

(1) Conduct in-depth research on the characteristics and patterns of tourism experience sharing on different social media platforms, and compare the differences in the impact of different platforms on potential user behavioral intentions.

(2) Explore the applicability and influencing factors of sharing tourism experiences in different cultural backgrounds, and provide targeted suggestions for multinational tourism enterprises and social media platforms.

(3) By combining advanced technologies such as machine learning and big data analysis, we can conduct deeper exploration and analysis of tourism experience sharing, and discover more potential influencing factors and patterns.

(4) Pay attention to the long-term impact of sharing tourism experiences on the tourism industry and society, such as the sustainable development, cultural inheritance, and innovation of the tourism industry.

This study explores the impact of tourism experience sharing on potential user behavioral intentions on the TikTok platform, and uses Da Tang All Day Mall as an example to systematically analyze five main hypotheses. Research has found that factors such as behavioral attitudes, subjective norms, perception and behavioral control, interests, and word-of-mouth communication in sharing tourism experiences have a significant positive impact on the behavioral intentions of potential users. This discovery has important theoretical and practical significance for the tourism industry and social media platforms.

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