

Users' Acceptance of Using Social Media in Tourism -- A Case Study of RedNote

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ABSTRACT

Social media has been growing rapidly in recent years. In China, RedNote plays an increasingly important role in development of hospitality and tourism. This study draws on the research results of previous scholars, integrates trust factors and technology acceptance models, collects 323 valid questionnaire, to study RedNote users' acceptance of applying it in tourism, and conducts a comparative study of respondents in groups. Research indicates that perceived usefulness, perceived ease of use and trust have positive impact on attitude toward using RedNote. Attitude toward using RedNote has a positive impact on users' intention.

KEYWORDS

Social Media; RedNote; Technology Acceptance Model

1. INTRODUCTION

1.1. Social Media

The techniques that businesses employ to engage with their clients have substantially changed as a result of the rise of social media (Mangold & Faulds, 2009). With blogs, podcasts, social networking sites (SNS), and other platforms, social media offer a variety of consumer-generated content (CGC), including videos, images, ideas, opinions, interests, and news (Drury, 2008). According to several academics, social media should be seen as a timely and economical marketing tool that gives businesses more possibilities to influence consumer decisions and behavioral intentions (Dholakia and Bagozzi, 2001; Drury, 2008).

Since information technologies have advanced rapidly recent years, social media has grown in popularity among travelers. This allows them to communicate with businesses and other customers on a two-way basis and makes it easier for them to find external information (Navo-Marco, Ruiz-Gomez & Sevilla-Sevilla, 2018). Internet users can create virtual travel communities using social media, which enables to provide a platform for travelers to gather together and share their news, express their ideas and emotions, forge relationships (Wang et al., 2002), and may have potential difference for decisions about their travel plans (Ayeh et al., 2013). In the hospitality and tourism industries, where firms and destinations are increasingly using social media to communicate with potential customers and tourists, social media has fundamentally changed how consumers interact with businesses and brands (Mariani et al., 2014a).

1.2. RedNote

One of the most well-known social media platforms in China right now is RedNote, whose community generates more than 7 billion note exposures daily and has more than 100 million monthly

active users (MAU). RedNote takes video, text, and pictures as the communication carrier, which is an application to record and share one's life and experience on the platform, and meet the psychological demand of users' daily interaction (Tian et al., 2021).

While Although RedNote is acknowledged as a universal social medium, its growing significance in the hospitality and tourism industries cannot be overstated. In 2020, RedNote ranked among the top five social categories in the IOS download list, and the number of downloads climbed to the first in February when the epidemic was most serious. During the epidemic, local tourism and peripheral tourism rose, and RedNote's travel notes just fit this mode with low decision-making costs and small information gap. As of July 21, 2022, search for "travel" on RedNote, and the number of notes is over 14.01 million, the number of hotel notes is over 6.41 million, and the number of scenic spot notes is over 3.51 million. Relevant statistics show that RedNote has surpassed Ctrip and Mafengwo to become the most competitive tourism decision-making platform in the same field. Undoubtedly, a lot of travel enterprises are spending more money on non-travel-related social media to enable their consumers to shop there. Social media platforms that are not specifically geared toward travel are increasingly observing new patterns in how their users behave when making decisions on travel-related matters (such as where to stay, how to get there, and so on) (Mariani and Baggio, 2012; Mariani et al., 2014b).

1.3. Research Gap and Problem Statement

Researchers have looked into the numerous social media applications and sites, including Twitter and Facebook. According to academics (Su et al., 2015, Mariani et al., 2016), Facebook plays a significant influence in the marketing of hospitality and tourism as well as in decision-making pertaining to tourism (Lee et al., 2012). Compared with RedNote, many academics (Kim and Fesenmaier, 2017) have highlighted the usefulness of Facebook for sharing tourism information (images, films, etc.) both during and after travel. However, as a huge social platform for content sharing, RedNote has received fewer attention, especially in tourism field. Existing study has mainly focused on the foreign social applications, while the influences of China's integrated social apps on users' intention in tourism have not been fully explored. As social media platforms and functions may change, it is also possible that consumer preferences and behavior will shift. To advance the current state of knowledge, new China's platforms including its features, and user groups should be further researched. Therefore, this research will investigate what factors influence RedNote users' travel intention to fill this research gap. Moreover, some scholars have proposed that there are problems such as excessive advertising and distorted content in RedNote notes (Zhang, 2022), which will be considered in this study.

2. THEORETICAL BACKGROUND

2.1. Technology Acceptance Model

The author chose the technology acceptance model (TAM) (Davis, 1989) as the theoretical basis for understanding users' acceptance of RedNote as a travel marketing tool. TAM is a popular theoretical framework for analyzing users' attitude and how users might react when accessing a new technology or system (King and He, 2006). It is based on the well-known Theory of Reasoned Action (TRA), which sought to explain how users build behaviors. According to the original TAM, perceived usefulness (PU) and ease of use (PEOU) have an impact on users' behavioral intentions (BI) to accept new systems or technologies. Among them, perceived usefulness (PU) is defined as the user's subjective likelihood that utilizing a particular application system will improve job performance in a context of an organization (Davis, 1989), and perceived ease of use is defined as "the degree to which a person believes that using a particular system will be free of effort".

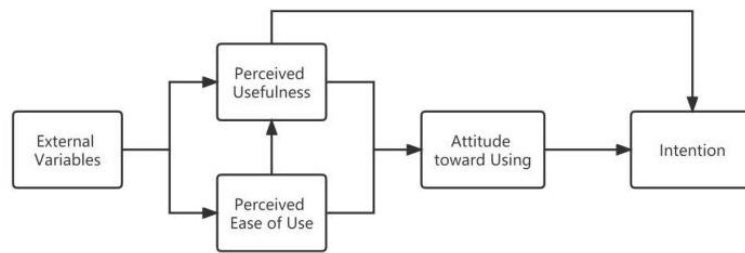


Figure 1. Technology Acceptance Model

Technology Acceptance Model was widely used in many studies to forecast users' behavior intentions due to its clarity and understandability. It is often used to study the use behavior of online products, and has been proved to be universally applicable in the study of online marketing user adoption behavior. Numerous studies have used TAM in the context of tourism to comprehend and illustrate consumer acceptance of new technology, including restaurant computing systems (Ham, Kim, & Forsythe, 2008), online travel booking platform (Amaro & Duarte, 2015), and hotel recognition system (Morosan, 2012).

Table 1. TAM in Tourism and Hospitality

Author	Applications	Variables
Noor, Hashim, Haron and Aiffin (2005)	Travel and tourism websites	Trust, perceived sharing, perceived risk, PU, PEOU, intention to share, actual sharing
Kamarulzaman (2007)	Travel e-shopping	PU, PEOU, innovativeness, involvement, opinion leadership, trust, perceived risk, adoption
Morosan and Jeong (2008)	Hotel reservation websites	PU, PEOU, perceived playfulness, attitude, intention
Ryan and Rao (2008)	Internet adoption by tourists	PU, PEOU, security, intention, purchase behavior
Castaneda, Frías, and Rodríguez (2009)	Information source	PU, PEOU, attitude, actual use, future use
Lee and Cranage (2011)	Travel websites	Personalization, privacy assurance, PU, privacy concern, self-disclosure intention, adoption intention
Lee et al. (2012)	Facebook	Arousal, valence, PU, PEOU, perceived enjoyment, attitude, intention to go

TAM, however, may be unable to explain additional potentially significant elements that may have an impact on users' acceptance process at the model application stage. According to Hsu and Lu (2004), the TAM may have more explanatory power if it were extended. Some researchers have tried to incorporate prior factors that might have an impact on PU and PEOU in order to strengthen TAM and improve its predictive ability (King and He, 2006). For instance, Xie et al. (2015) have added consumer innovation tendency and online privacy concerns, in addition to retaining the original perceived usefulness, perceived ease of use and perceived risk of the model. Borrero et al. (2014) added technology readiness to examine social networking sites in Internet social movements. Loose et al. (2013) added perceived threats when examining BYOD to business.

The trust factor has also been concerned by scholars. Gefen (2003) made it clear that consumer trust plays an important role in the use of the TAM, and proposed ways to build consumer trust. Ha (2008) studied the impact of PEOU and PU on online shopping, and added trust and enjoyment to better understand the impact of consumers' online shopping intentions on attitudes and behaviors. Alaiad and Zhou (2013) added trust to measure robot technology adoption in the healthcare industry. Based

on previous studies, the combination of TAM and trust is feasible, so trust will be added to the model in this study.

2.2. Trust

There is no doubt about the importance of trust in the fields of sociology, marketing, psychology, and economics. Trust is “the degree to which a person has confidence in the words, actions, and decisions of others and is willing to act on them” (McAllister, 1995). Trust is the conviction that the people you choose to put your trust in will not act opportunistically or try to benefit from the circumstances. One’s expectation is that the other person will act in a trustworthy (Kumar et al., 1995a), moral (Hosmer, 1995), and socially acceptable way (Zucker, 1986). Notwithstanding the trusting party’s reliance and vulnerability (Rousseau et al., 1998), trust is the belief that the trusted party will keep its promises (Luhmann, 1979). As a consequence, trust plays a crucial role in many business relationships (Moorman et al., 1992; Williamson, 1985); It even influences the characteristics of many businesses and the social rules (Fukuyama, 1995). In the field of marketing research, trust can also be used as a marketing tool. Reichheld and Schefter (2000) further argue that in order for a company to gain customer loyalty, it must first gain their trust. This shows the importance of the impact of trust on individual attitudes. In the current competitive environment, it has become very common for tourism companies to consider relationship marketing as a strategic tool if they want to gain an advantage. The trust of tourists allows them to reduce the risk of decision making in an environment of uncertainty and risk. In the tourism service industry, if the trust of consumers is not obtained. It may affect the consumer’s service perception. From this perspective, in the era of social media, if the content of social media does not get the trust of consumers, then the content posted will have no meaning.

In this study, tourist trust refers to the extent to which tourists trust the travel information, information publishers and interactive social comments on RedNote.

3. RESEARCH MODEL AND HYPOTHESES

This research is mainly based on TAM. According to the problem of partial content distortion of RedNote proposed by other scholars, based on the original two independent variables of PU and PEOU of the TAM, one independent variable of trust is added. Use attitude toward using as the intermediary variable to study what factors will influence RedNote users’ intention. Hypotheses are follows:

H1. Perceived usefulness has a positive impact on attitude toward using RedNote.

H2. Perceived ease of use has a positive impact on attitude toward using RedNote.

H3. Trust has a positive impact on attitude toward using RedNote.

H4. Attitude toward using RedNote has a positive impact on users’ intention.

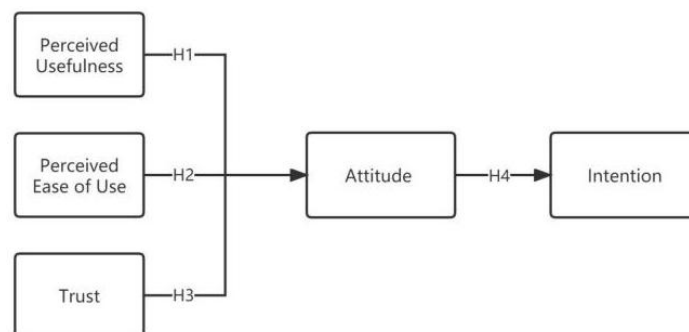


Figure 2. Hypotheses Model

4. METHODOLOGY

4.1. Research Design

The technological acceptance model serves as the study's fundamental theoretical framework. A set of quantitative data analyses that best explained the main trends in the data collected were used to evaluate this model. Besides, in order to comprehend and investigate the interactions between the various variables, this study will test hypotheses as mentioned earlier. As a result, the proposed research model will be examined and studied in this study using a quantitative approach—questionnaire.

4.2. Questionnaire Design

Table 2. Measurement Items of Variables

Perceived usefulness	
RedNote is useful for me to browse travel information.	
Using RedNote helps me to solve doubts when I plan a travel.	
Using RedNote helps me to organize travels in a more efficient way.	
In general, RedNote is useful to plan travels.	
Perceived ease of use	
RedNote is simple to use, even when using it for the first time.	
RedNote makes it easy to find information about travel.	
My interaction with RedNote is clear and understandable.	
Trust	
I think RedNote is honest.	
The travel information provided by RedNote is trustworthy.	
I trust on the quality of travel information that RedNote provided.	
RedNote continuously improves its travel information search quality.	
Attitude	
I feel good about sharing and viewing travel information on RedNote.	
I like sharing and viewing travel information on RedNote.	
Overall, my attitude toward travel information on RedNote is favorable.	
I will recommend others use RedNote to find and share travel information in the future.	
Intention	
I hope that I can travel to the tourism destinations I have browsed in RedNote in the near future.	
If I needed travel information, I would likely use RedNote.	
Source	
Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: an integration of innovation diffusion theory and TAM with trust.	(El-Masry, 2016)
The impact of tourist destination image on tourist satisfaction in the context of social media - the role of tourist involvement and trust	(Chen, 2022)
The effect of Facebook users' arousal and valence on intention to go to the festival: applying an extension of the technology acceptance model	(Lee, Xiong and Hu, 2012)
Research on Mobile Search User Adoption Behavior Based on Trust TAM Integration Model	(Wang & Shi, 2013)
Trust and TAM in online shopping: an Integrated model	(Gefen, 2003)

The research method of this study is questionnaire method. Data was collected through a web-based format. In order to ensure the reliability of the data, the questionnaire designed for this study was

based on previous literature on the PU, PEOU, trust, attitudes, and behavioral intention of TAM, and the scales appropriate for the study model were reviewed and organized. The questionnaire was scored on a five-point Likert scale for each dimension, where the level of the score represents the respondents' agreement with the question, with each level from 1 to 5 representing different levels of attitude: 1 means strongly disagree and 5 means strongly agree.

The main body of the questionnaire was divided into four parts, as follows:

The first part is a measure of perceived usefulness with a cumulative total of 4 questions. The second part is a measure of perceived ease of use, with a total of 3 items. The third part is a measure of respondents' trust, with a total of 4 items. The fourth section is a measure of respondents' attitude and intention cumulatively including 6 question items.

The extra part of the questionnaire consisted of 7 demographic questions to the respondents. The areas of demographic questions covered include: gender, age, education level, income, travel style (independent travel or with groups), travel frequency and social media usage duration. The demographic would contribute to the analysis by more understand the background of the respondents and also for further research development purpose.

It is important to note that in order to ensure that respondents are qualified to answer questions about RedNote. Among the questionnaires, the author also set the pre-conditioned censored content.

4.3. Data Collection

The snowball sampling method is adopted in this study. This method makes it easier to find the people who have used RedNote, which meet the screening criteria of questionnaires. First find several users of RedNote, and then ask them to send the questionnaire to other RedNote users they know to complete the questionnaire collection. The target sample size of the survey is 300. 323 questionnaires were finally collected, The author screened the 323 data based on the following criteria: firstly, for the questionnaire response time, the overall time is not less than 2 minutes; secondly, there is no answer to all questions in the questionnaire is the same answer, and finally in the questionnaire submission IP to remove the content of multiple questionnaire submissions at the same time, and finally 308 valid questionnaires were obtained.

Subsequently, the author organized and summarized the valid questionnaires into the data analysis software for subsequent data analysis work.

5. RESULTS

5.1. Descriptive Analysis

Among 308 valid respondents, 29.5% of them are males, and 70.5% are females. The respondents are mainly young people, of whom 39.9% are 18-27 years old and 42.5% are 28-37 years old. For education level, college degree (35.4%) and bachelor degree (39.6%) account for almost the same proportion, occupying the majority. For income, the 3001-6000 income range is the largest range, it is 32.5% of the total. For travel style, more than half of the respondents (69.2%) chose independent travel style. For travel frequency, the largest number of respondents is two to three times a year, accounting for 46.1% of the respondents. In terms of social media usage duration, the largest frequency of less than one hour per day is 185, accounting for 60.1%.

The means of the variables distributed between 3.6485 and 3.8398. The lowest value of the mean is 3.6485 on perceived usefulness, and the highest value is 3.8398 on perceived ease of use. The standard deviation of the variables distributed between 3.6485 and 3.8398. The lowest value of the standard deviation is 0.85437 on trust, and the highest value is 0.97592 on perceived usefulness.

5.2. Exploratory Factor Analysis

Table 3. Factor Loading

Item	Communality	Factor	Eigen value	Rate of variance	AVE	CR
Q12	0.776	1	3.170	17.61	0.654	0.883
Q13	0.844	1	-	-	-	-
Q14	0.847	1	-	-	-	-
Q15	0.764	1	-	-	-	-
Q1	0.870	2	3.049	16.94	0.695	0.901
Q4	0.767	2	-	-	-	-
Q3	0.865	2	-	-	-	-
Q2	0.829	2	-	-	-	-
Q9	0.828	3	2.915	16.19	0.646	0.880
Q11	0.774	3	-	-	-	-
Q10	0.803	3	-	-	-	-
Q8	0.810	3	-	-	-	-
Q5	0.866	4	2.464	13.69	0.708	0.879
Q6	0.876	4	-	-	-	-
Q7	0.778	4	-	-	-	-
Q18	0.845	5	2.353	13.07	0.651	0.848
Q16	0.829	5	-	-	-	-
Q17	0.743	5	-	-	-	-

The cumulative rate of variance is 77.5%, indicating that the extracted common factor can explain 77.5% variance and the data has a good variance interpretation effect. In addition, the communality of each item is greater than 0.7, which means that the original information contained in each item can be represented by the common factor.

The structure of the five factors corresponds to the five variables in this study, so the data is considered to have good structural validity. In addition, the average variance element (AVE) and composite reliability (CR) are calculated, and AVE is more than 0.5, which indicates that the aggregation validity is good.

5.3. Reliability and Validity

Table 4 shows that all of the variables' Cronbach's α values are higher than 0.7, indicating that the questionnaire is reliable and useful for further study. Besides, the corrected item-total correlation of all variables are all greater than 0.5, explaining the consistency of measurement questions.

Table 4. Reliability Analysis

Variable	Item	Corrected item-total correlation	Cronbach's α if item deleted	Cronbach's α
PU	Q1	0.801	0.826	0.882
	Q2	0.748	0.847	-
	Q3	0.817	0.822	-
	Q4	0.621	0.893	-
PEOU	Q5	0.793	0.801	0.878
	Q6	0.804	0.791	-
	Q7	0.698	0.885	-
Trust	Q8	0.760	0.807	0.864
	Q9	0.746	0.813	-
	Q10	0.686	0.838	-
	Q11	0.663	0.847	-
Attitude	Q12	0.766	0.888	0.907
	Q13	0.827	0.865	-
	Q14	0.800	0.876	-
	Q15	0.767	0.888	-
Intention	Q16	0.813	0.827	0.893
	Q17	0.739	0.892	-
	Q18	0.822	0.823	-

Table 5. KMO and Bartlett's Test

KMO sampling suitability number		0.877
Bartlett's sphericity test	Approximate chi-square	3737.879
	Degrees of freedom	153
	Significance	0.000

Table 5 displays the KMO value and the results of the Bartlett's sphericity test conducted on the sample data. The findings indicate that the validity of the questionnaire in this study is good because the KMO is 0.877, which is higher than 0.7. Since the results of the Bartlett's sphericity test are infinitesimally close to 0, it may be concluded that there exists a significant correlation among the variables, the data can be used for factor analysis, and the questionnaire has good application.

5.4. Correlation Analysis

Table 6. Correlation Coefficient of Each Influencing Factor

Variable	Mean	Standard deviation	PU	PEOU	Trust	Attitude	BI
PU	3.6485	0.97592					
PEOU	3.8398	0.94413	0.283**				
			0.000 (Sig.)				
Trust	3.6688	0.85437	0.234**	0.354**			
			0.000 (Sig.)	0.000 (Sig.)			
Attitude	3.7313	0.95472	0.357**	0.467**	0.469**		
			0.000 (Sig.)	0.000 (Sig.)	0.000 (Sig.)		
BI	3.8193	0.96265	0.403**	0.491**	0.411**	0.580**	
			0.000 (Sig.)	0.000 (Sig.)	0.000 (Sig.)	0.000 (Sig.)	

The correlation between PU, PEOU, trust, attitude and intention is illustrated in Table 6. From the results it can be extrapolated that the variables can demonstrate a link exist include: PEOU and PU (0.283), trust and PU (0.234), trust and PEOU (0.354), attitude and PU (0.357), attitude and PEOU (0.467), attitude and trust (0.469), intention and PU (0.403), intention and PEOU (0.491), intention and trust (0.411), intention and attitude (0.580); And the correlation between these variables is significant, which are all at 0.01 level.

5.5. Confirmatory Factor Analysis

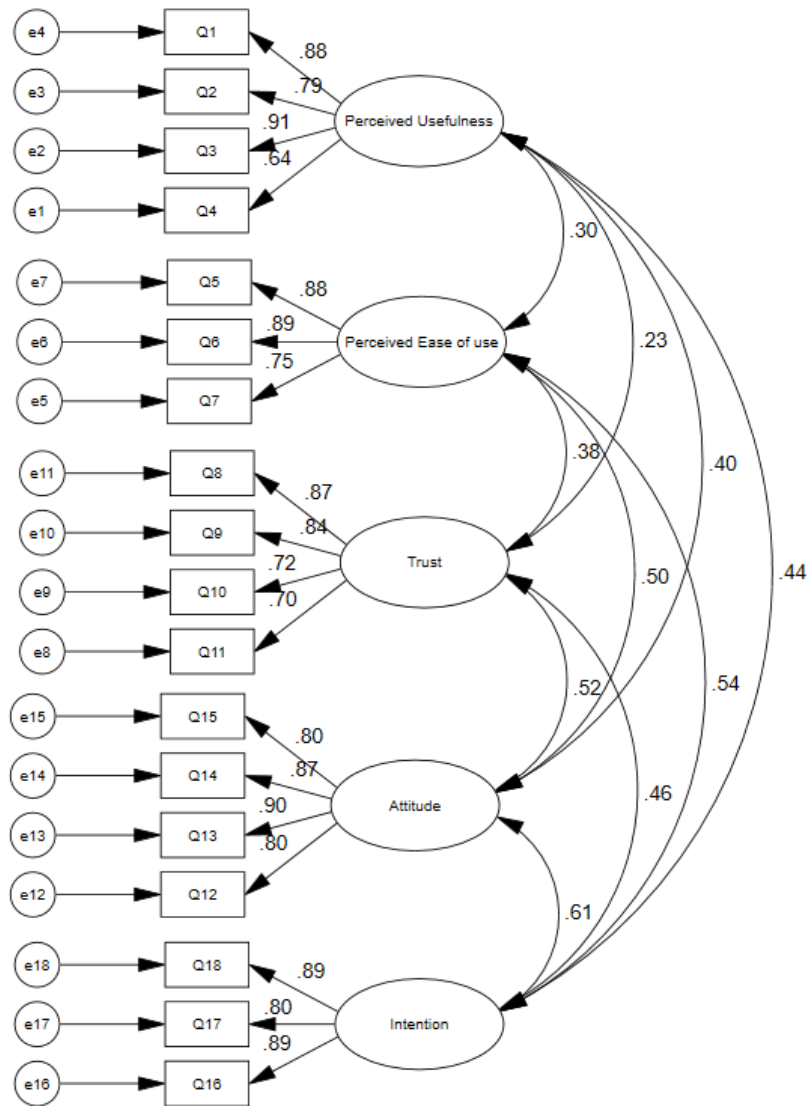


Figure 3. The Measurement Model

Table 7. Model Goodness of Fit

Item	Value	Standard
CHIDF	2.137	< 3
RMSEA	0.061	< 0.08
CFI	0.961	> 0.9
TLI	0.953	> 0.9
IFI	0.962	> 0.9
GFI	0.911	> 0.9
AGFI	0.878	> 0.9
NFI	0.930	> 0.9
PCFI	0.785	> 0.5
PNFI	0.760	> 0.5

A confirmatory factor analysis was conducted. The results of CFA illustrate that the various indicators of the model meet relevant requirements, indicating that the overall measurement model is appropriately matched.

Table 8. Factor Loading

Factor	STD_Estimate	Estimate	S.E.	C.R.	P	AVE	CR
PU	0.638	1.000				0.662	0.885
	0.914	1.447	0.113	12.761	***		
	0.794	1.370	0.118	11.638	***		
	0.881	1.571	0.125	12.526	***		
PEOU	0.755	1.000				0.715	0.882
	0.892	1.187	0.076	15.644	***		
	0.883	1.180	0.076	15.559	***		
Trust	0.701	1.000				0.617	0.864
	0.715	0.929	0.081	11.488	***		
	0.841	1.204	0.091	13.258	***		
	0.870	1.243	0.092	13.555	***		
Attitude	0.799	1.000				0.711	0.908
	0.898	1.216	0.067	18.079	***		
	0.869	1.130	0.065	17.367	***		
	0.803	1.095	0.070	15.625	***		
BI	0.895	1.000				0.744	0.897
	0.799	0.891	0.050	17.691	***		
	0.891	0.911	0.043	20.957	***		

As the Table 8 shows, every AVE is greater than 0.5 and every CR is greater than 0.7, indicating that the construct validity of this latent variable is good.

Table 9. Discriminant Validity

	Attitude	Intention	PEOU	PU	Trust
Attitude	0.843				
Intention	0.610	0.863			
PEOU	0.496	0.536	0.846		
PU	0.399	0.444	0.304	0.814	
Trust	0.516	0.459	0.378	0.229	0.785

Table 9 shows that the arithmetic square root (diagonal bold values in the table) of AVE for the five variables in this study are greater than their corresponding correlation coefficients with other variables. Therefore, the overall measurement model of this study has good discriminant validity.

5.6. Structural Equation Modeling

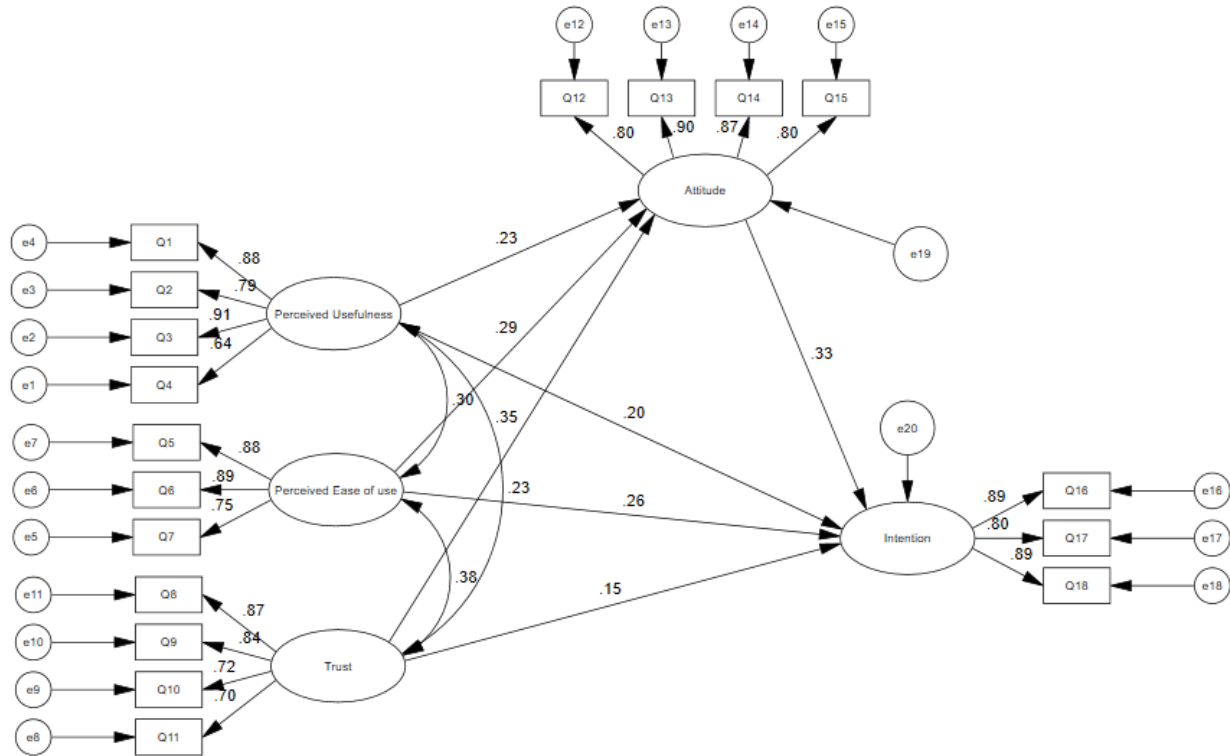


Figure 4. Structural Equation Model

Table 10. Path Analysis

Attitude<---PU	0.229	0.275	0.068	4.039	***
Attitude<---PEOU	0.293	0.304	0.063	4.837	***
Attitude<---Trust	0.353	0.398	0.070	5.683	***
BI<---Attitude	0.325	0.388	0.081	4.813	***
BI<---PU	0.203	0.291	0.079	3.677	***
BI<---PEOU	0.257	0.317	0.074	4.287	***
BI<---Trust	0.148	0.199	0.081	2.463	0.014

The result of the path analysis shows in the Table 10. It illustrates that PU, PEOU and trust significantly positively affects attitude ($P < 0.001$), and attitude significantly positively affects intention ($P < 0.001$). Therefore, Hypothesis 1, 2, 3 and 4 are proved to be true.

Table 11. Mediating Effect Testing

	Type	Effect	SE	LowerBound	UpperBound	P
Trust->Attitude	Total	0.40	0.06	0.22	0.47	0.003
Trust->Attitude	Direct	0.40	0.06	0.22	0.47	0.003
Trust->BI	Total	0.35	0.06	0.14	0.38	0.002
Trust->BI	Direct	0.20	0.06	0.02	0.26	0.023
Trust->BI	Indirect	0.16	0.04	0.05	0.20	0.002
PEOU->Attitude	Total	0.30	0.06	0.17	0.42	0.003
PEOU->Attitude	Direct	0.30	0.06	0.17	0.42	0.003
PEOU->BI	Total	0.44	0.07	0.21	0.48	0.002
PEOU->BI	Direct	0.32	0.07	0.12	0.39	0.002
PEOU->BI	Indirect	0.12	0.03	0.05	0.17	0.002
PU->Attitude	Total	0.28	0.06	0.12	0.34	0.001
PU->Attitude	Direct	0.28	0.06	0.12	0.34	0.001
PU->BI	Total	0.40	0.07	0.14	0.40	0.003
PU->BI	Direct	0.29	0.06	0.08	0.33	0.002
PU->BI	Indirect	0.11	0.03	0.03	0.14	0.001
Attitude->BI	Total	0.39	0.08	0.18	0.47	0.002

The result shows in Table 11, proving that the intermediary variable attitude plays a partial mediating role between PU and intention, PEOU and intention, and also trust and intention.

Table 12. Results of hypotheses testing

Hypotheses	Supported or rejected
Hypothesis 1 Perceived usefulness has a positive impact on attitude toward using RedNote.	Supported
Hypothesis 2 Perceived ease of use has a positive impact on attitude toward using RedNote.	Supported
Hypothesis 3 Trust has a positive impact on attitude toward using RedNote.	Supported
Hypothesis 4 Attitude toward using RedNote has a positive impact on users' intention.	Supported

5.7. T-test and ANOVA

Taking gender as the grouping variable, T-test results of perceived usefulness ($t=-2.388$, $df=306$, $p<0.05$), perceived ease of use ($t=-3.421$, $df=147$, $p<0.01$), attitude ($t=-3.468$, $df=306$, $p<0.01$) and intention ($t=-6.093$, $df=136$, $P<0.001$) shows significant difference in mean value.

Taking travel style as the grouping variable, T-test results of trust ($t=2.119$, $df=151$, $p<0.05$) and intention ($t=2.909$, $df=152$, $p<0.01$) shows significant differences in the mean value.

With age as the independent variable and PU, PEOU, trust, attitude and intention as the dependent variables, one-way ANOVA was performed. The variables with significant variance are attitude ($F=11.131$, $P<0.001$) and intention ($F=4.104$, $p<0.05$), indicating that different ages can significantly affect the mean values of attitude and intention. In addition, it can be found that the mean values of attitude and intention gradually decrease with the increasing age of the respondents.

With education level as the independent variable and PU, PEOU, trust, attitude and intention as the dependent variables, one-way ANOVA was performed. The variables with significant variance are PU ($F=6.829$, $P<0.001$), PEOU ($F=8.332$, $P<0.001$), trust ($F=8.623$, $P<0.001$), attitude ($F=5.748$, $p<0.01$) and intention ($F=14.863$, $P<0.001$), indicating that different levels of education can

significantly affect the mean values of PU, PEOU, trust, attitude, and intention. As for attitude and intention, their mean values increase with the increase of education level.

With income as the independent variable and PU, PEOU, trust, attitude and intention as the dependent variables, one-way ANOVA was performed. The variables with significant variance are PU ($F=4.043$, $p<0.01$), PEOU ($F=2.601$, $p<0.05$), trust ($F=5.102$, $p<0.01$), attitude ($F=3.168$, $p<0.01$) and intention ($F=4.467$, $p<0.01$), indicating that different incomes can significantly affect the mean values of PU, PEOU, trust, attitude and intention.

With travel frequency as the independent variable and PU, PEOU, trust, attitude and intention as the dependent variables, one-way ANOVA was performed. The variables with significant variance are PU ($F=5.286$, $p<0.01$), PEOU ($F=4.955$, $p<0.01$), trust ($F=4.583$, $p<0.01$), attitude ($F=3.621$, $p<0.01$) and intention ($F=5.025$, $p<0.01$), indicating that different travel frequency can significantly affect the mean values of PU, PEOU, trust, attitude and intention. For the PU, the mean value of more than five times a year is significantly higher than the mean value of hardly any.

With social media usage duration as the independent variable and PU, PEOU, trust, attitude and intention as the dependent variables, one-way ANOVA was performed. The variable with significant variance is intention ($F=5.397$, $P<0.05$), which indicates that different usage duration of social media can significantly affect the mean value of intention.

6. CONCLUSION

6.1. Summary

This study draws on the research results of previous scholars, integrates trust factors and technology acceptance models to study RedNote users' acceptance of applying it in tourism, and conducts a comparative study of respondents in groups, which has certain theoretical and practical significance. Research indicates as following:

(1) All the hypotheses that the author has mentioned earlier are proven to be true. Perceived usefulness, perceived ease of use and trust have positive impact on attitude toward using RedNote. Attitude toward using RedNote has a positive impact on users' intention. The intermediary variable attitude plays partial mediating roles between perceived usefulness and intention, perceived ease of use and intention, trust and intention.

(2) Through the T-test and ANOVA analysis in Chapter Five, we can find that the some of variables have significant difference among groups with different characteristics. By analyzing these differences, scholars can study the different needs of different user groups, so as to improve the specific direction of social media users' acceptance. Among them, perceived usefulness, perceived ease of use, attitude and intention shows significant difference in different gender; Trust and intention shows significant differences in different travel style; Different ages can significantly affect the mean values of attitude and intention and the mean values of attitude and intention gradually decrease with the increasing age of the respondents; The groups with high education level, high income or high travel frequency have a higher acceptance of the RedNote in tourism field.

(3) This study points out the direction of efforts to increase user market share for non-tourism-specific social media. Only when the social media platform is based on the market, pays attention to the different needs of different users, continuously improves the usefulness and ease of use of the platform in the field of tourism, and enhances the trust of users in the tourism information provided by the platform, can it further expand the users' interest in social media in the field of tourism. Then the breadth and depth of social media will gain greater market value in the tourism market.

6.2. Recommendation

(1) Enhance the perceived usefulness and perceived ease of use of RedNote

The perceived usefulness and perceived ease of use perceptions of tourists have a significant impact on their willingness to use RedNote, so RedNote should be enhanced and improved to meet the perceived usefulness and perceived ease of use of tourists' travel information. The travel information on RedNote is abundant, published in various forms and at random times, but a large part of the travel information is scattered, so tourists' perceptions of perceived usefulness and perceived ease of use are low due to the lack of classification, aggregation and comparison when they use RedNote to obtain travel information compared with the information provided by other channels. To address these problems, this study suggests that tourism managers and destination operators should take some measures or professional tools to integrate and optimize tourism information, such as establishing topics related to current tourism hotspots, detailing the history of the relevant hot tourism topics, and screening and listing the wonderful responses and comments on the topics, as well as the analysis of such tourism activities by major network vloggers, which can help tourists to easily and quickly sort out the scattered and disordered tourism information by filtering it in a certain way, and improve the efficiency of tourists' information search.

(2) Enhance the authenticity of travel information in RedNote

There is also a significant influence of perceived trustworthiness on tourists' social media usage attitudes and intentions, indicating that the degree of authenticity of travel information in RedNote plays a decisive role in potential tourists' attitudes and intentions to use it. As a well-known open social networking platform in China at present, RedNote is inevitably accompanied by many problems, such as spam, inaccurate negative information reviews, deceptive behaviors and negative sponsorship advertisements. Based on this, tourism managers and destination operators should pay attention to the authenticity of tourism information dissemination when releasing relevant tourism information, and strengthen tourists' trust in the tourism information and information publishers in RedNote. At the same time, the management of tourism information in RedNote must be careful, and some scientific and reasonable requirements can be set for users who comment on tourism information in RedNote. For example, new accounts cannot comment directly, and users of the same IP address of RedNote can only comment once, which can reduce the vicious marketing attacks among destinations. In addition, it is suggested that tourist destinations should apply for and manage the official account of RedNote, so that the destination has more authoritative social media marketing and can let potential tourists clearly find the true strategy content and marketing activity information, thus improving the tourists' perception of trust. By increasing tourists' trust to improve their attitude to use, a virtuous marketing cycle can be formed.

(3) Value and build RedNote key tourism opinion leaders

With the development of social networks and self-media, the marketing role of opinion leaders is becoming more and more important. Once potential tourists decide to go to a tourist destination, they will definitely have consumption behavior in both food, accommodation, travel, shopping and entertainment in that place, which will drive the economic benefits of that place. Therefore, governments and related enterprises should fully understand this point, pay attention to the marketing role of RedNote opinion leaders, and select RedNote opinion leaders who match the style and suitability of tourism destinations to establish long-term cooperation with them, and use the publication of RedNote content to promote the products and services of tourism destinations, so as to expand their popularity and attractiveness. On the one hand, the government and enterprises can interact with the opinion leaders through their official RedNote accounts, and after the RedNote opinion leaders comment or retweet, the tourism destination will get more views, and the loyal fans of the opinion leaders will be more willing to choose the destination as one of their next trips, or even give priority to it. On the other hand, governments or enterprises can invite RedNote opinion leaders

to go to tourist destinations to experience them in the field, and then publish their own experience of the place, recommended places to visit, special activities, etc. in the way of VLOG or RedNote content to expand the influence and attractiveness of tourist destinations, so as to strengthen the perceived ease of use and perceived usefulness of specific groups of people.

(4) Provide customized services for different users of RedNote

The research in Chapter Five shows that respondent groups with different characteristics have different levels of acceptance of RedNote, and their acceptance is affected by different variables to varying degrees. Therefore, managers of social media platforms should customize different tourism information propelling community recommendations based on users with different characteristics.

For example, the questionnaire analysis results show that men have a low acceptance of the use of RedNote in the tourism field, which may be due to the focus of RedNote on female audiences. Accordingly, RedNote should develop a “male user incentive” plan to provide net flow support for hot content that male users pay more attention to, such as digital, fashion, sports, and cars. In addition, the questionnaire analysis results show that young people have a higher acceptance of the use of RedNote in the tourism field, so it is necessary to broaden the audience age range of RedNote users. For middle-aged and elderly people, perceived ease of use is the most important factor that affects whether they accept RedNote or not. Therefore, RedNote platform can launch a “dedicated mode” for middle-aged and elderly people, which simplifies the difficulty of using the page and improves their perceived ease of use. Moreover, according to the questionnaire results, low-income groups have a low acceptance of the use of RedNote in the tourism field. RedNote can promote cheaper and cost-effective peripheral travel destinations to low-income groups, to improve their acceptance of RedNote.

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