The Influence of Chinese Travel Applications Content Marketing on Chinese Users' Travel Decisions to Bangkok, Thailand

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Abstract
This research aimed 1)to study the influence of Chinese travel applications content marketing on Chinese people's travel decisions in Bangkok, Thailand 2) to study the influence of travel applications on users' perception from three dimensions: information, price and feedback 3) to study the influence of users' perception on users' travel decisions from three dimensions: destination image perception, perceived value and perceived trust and 4) to study the mediating effects of perception of users on the relationship between content marketing and decision making. The sample group was Chinese people who have already been in Bangkok and have used at least one Chinese travel application. Select samples by snowball sampling method. The instruments used were questionnaire star to distribute and collect data. The statistics used were Amos statistics processing tool. The research results were found as follows:1)The information and feedback on travel applications have significant effect on users' perceptions and users' travel decision. 2) The destination image perception, perceived value and perceived trust have significant effect on users' travel decision. And 3)The price on travel applications doesn't have significant effect on users' perceptions and users' travel decision.4)It was found that the effect of user perception on the relationship between content marketing and decision making was only partially significant.

Keywords: Content marketing, Perception of users, Travel applications, Travel decisions

1. Introduction

As is known to all, China has the largest population in the world. It is also a country with strong economic strength. Therefore, conducting relevant research on the Chinese people is universal and representative. Tourism in Bangkok, Thailand, contributes 44% of the country's GDP and drives employment and regional economic vitality through industrial chains such as catering and transportation, becoming the core engine of the country's economic development(2025). Therefore, studying tourism in Bangkok, Thailand, is of great significance for understanding the development of the entire tourism industry in Thailand. Travel applications provide users with travel information. Users can book services such as air tickets and hotels on the travel applications, and also share their travel experiences on the applications to provide references for other users' travel decisions. This study uses travel applications as a bridge to study the influence of on Chinese users' travel decisions to Bangkok, Thailand. This study focuses on the influence of information content, product prices and user feedback that are provided on tourism applications on users' perception of destination image, perceived value and perceived trust, and then study the influence on users' tourism decisions. Tourism is one of the world's five happiness industries. It not only enriches people's spiritual and cultural life, but also improves people's material quality of life, and effectively improves people's happiness level. Tourism is a pillar industry of the national economic strategy (Ma L.J.& Ao Y., 2023) .

It's an important force to promote trade increase, economic development, transportation development and cultural exchanges. (Sun J.X. et al., 2023). China's tourism industry plays a very important role in the world tourism industry. China is the largest source country and one of the main destinations for international tourism. Besides, China is an important participant and contributor in world tourism (Liu-D.Q., 2019). With the continuous growth of China's economy, outbound tourism has developed rapidly (Dai-B. et al., 2013), and has gradually become an important choice for national tourism. China is already the world's largest outbound tourism market and consumer. Chinese outbound tourism has become an important part of the world tourism market and is changing the operation pattern and trend of China's and the world's tourism market (Ruan-W.Q. et al., 2019). From the perspective of popular destinations, China's Hong Kong, Macao and Taiwan are the main destinations for outbound tourism, receiving 79.89% of outbound tourists (Liu-D.Q., 2019). Thailand, Singapore, Malaysia, Vietnam and other neighboring countries remain relatively popular.

According to the statistics of the Ministry of Tourism and Sports of Thailand, 1122,219 Chinese citizens visited Thailand in 2010, and the increase in 2015 fluctuated greatly, reaching 7,936,795 people, which was the largest increase from 2010 to 2019, and the growth rate of tourism after 2016 has stabilized(Luo-F.Y., 2021).With the rapid development of internet and the popularity of smart phones, people's access to tourism information has become more convenient and faster. In 2019, the scale of China's online tourism transactions reached 1,086.6 billion yuan, an increase of 111.2 billion yuan over 2018, an increase of about 11% year-on-year (Xing-Y., 2021). Mobile tourism information service makes tourism more convenient to plan and manage, and has become the preferred service for tourists to obtain tourism information, make tourism decisions, and assist tourism activities (Hua-C.G. et al., 2019). According to Baidu search engine, the list of top 3 travel applications in 2024 are Ctrip Travel, Qunar travel and Tongcheng Travel.

Although different travel applications use different content marketing strategies, the general content marketing for all travel applications includes: information, price and feedback. The research results of this study will help travel applications operators understand the needs of users, optimize and improve content services, and help the promotion of travel applications in a wider range. This study can help the tourist destination to understand the feedback of tourists, so as to improve the local service quality, promote the economic development and overall quality of the tourist destination; The results of this study can also fill the gaps in the research on travel applications content marketing and the research on Chinese people's travel decisions in Bangkok, Thailand.

In order to make up for the gap in relevant research, this research proposes a new research concept based on the review of previous research results, and combines the content marketing of top three well-known travel applications in China as representatives to study how travel applications influence perception of users by using content marketing, and ultimately influencing users' decision making. Therefore, this study raise the following three research problems:first of all, in previous studies on Chinese tourists to Thailand, there is a lack of study on travel applications' influence on Chinese users' travel decisions to Thailand. Then, in the related research of travel applications, there is a lack of research in the content marketing of travel applications on perception of users. Last but not the least, in the research on travel decisions, there is a lack of research on the influence of perception of travel applications users.

On the basis of previous studies, this study raises the following research questions:

Can content marketing of travel applications directly influence users' travel decisions?

How does content marketing of travel applications influence perception of users?

Will travel applications users' perception influence their travel decisions?

Will the perception of users influence the relationship between content marketing and travel decisions?

2. Research Objectives

In modern society with high-speed network development and fierce competition in the market environment of travel applications, this study proposes the following research objectives on the basis of previous studies on China-Thailand tourism and travel applications:

1. To study the influence of Chinese travel applications content marketing on Chinese people's travel decisions in Bangkok, Thailand.

2. To study the influence of travel applications on users' perception from three dimensions: information, price and feedback.

3. To study the influence of users' perception on users' travel decisions from three dimensions: destination image perception, perceived value and perceived trust.

4. To study the mediating effects of perception of users on the relationship between content marketing and decision making.

3. Literature Review

The founders of the S-O-R (stimulus-Organism Response) theory were American psychologists Albert Mehrabian and James A. Russell（1974）. In the classic study "Methods of Environmental Psychology" published by the two in 1974, they systematically proposed this theoretical framework for the first time, breaking through the mechanical limitations of the traditional behaviorist school of "stimulus → Response" (S-R). They emphasize that the influence of the external environment on behavior does not occur directly but is driven indirectly through the dynamic regulation of an individual's psychological state (i.e., the "organism" mediating variable). This innovation shifts the perspective of psychological research from "passive response" to "active perception", providing key theoretical support for fields such as consumer behavior and environmental design(Li-S.P., 2023).

The mechanism of action of the SOR theory follows the logical chain of "environmental stimulus → psychological processing → behavioral feedback", which is specifically manifested in the following three stages: The first stage is stimulus input.The physical, social or information elements in the external environment constitute the starting point of behavioral triggering. For instance, the information, price and users feedbacks are all fall under the category of perceptible stimulus sources. These stimuli are input into an individual's cognitive system through sensory channels (such as vision and hearing), and their intensity, novelty and adaptability directly affect the efficiency of subsequent psychological processing. Studies show that highly attractive advertising designs can increase users' attention retention time by more than 30%.The second stage is organism. Individuals decode stimuli based on existing experiences and needs, generating cognitive evaluations (such as product cost-effectiveness analysis) and emotional experiences (such as pleasure and anxiety). There are significant individual differences at this stage: For example, the same travel app may trigger travel decisions among users, but cause some other users to abandon the traveling plans. Mehrabian's further research found that the weight of emotional responses in behavioral decisions is as high as 60-70%, far exceeding rational cognition (such as the phenomenon of

"impulse consumption").The third stage is the behavioral output (Response) .The mental state is eventually externalized as specific behaviors. Positive psychological experiences (such as trust and satisfaction) usually lead to approachable behaviors (such as purchase, repurchase, and recommendation), while negative experiences (such as confusion and disgust) trigger evasive behaviors (such as uninstalling apps and making complaints).

The core contribution of the SOR theory lies in deconstructing the intermediate process of "environment → behavior" and incorporating psychological variables that have been overlooked in traditional research into the analytical framework. This mechanism model not only explains why the same stimulus may trigger different behaviors (such as the differentiation of consumption preferences caused by cultural differences), but also provides a scientific basis for enterprises to optimize user experience and for government departments to formulate public policies.

He-J.M. et al. drew the conclusion in their study that the attention features of marketing content significantly and positively influence the sharing features of content, and both the attention features and sharing features have a positive and significant influence on consumers' attitude towards products. Consumers' product attitude also has a positive and significant influence on their purchase intention (He-J.M. et al, 2020). In their research on the Influence of Short Video Information Display on E-commerce Platforms on Consumers' Purchase Intention, Guo-H.L. et al. draw the following conclusions: in the process of online shopping, the comprehensiveness and usefulness of short video display information can significantly influence the production of consumers' virtual touch and the emotional experience of pleasure and trust, thus influencing consumers' final purchase intention. At the same time, the ease-of-use experience displayed by short video information can trigger different trust perceptions of consumers. The better the ease-of-use, the easier it is to gain consumers' trust. The study also found that the usability of short video information has no significant effect on the formation of consumers' sense of pleasure, and the usability of short video information display is inversely correlated with the generation of consumers' virtual touch, that is, the better the usability of short video information, the less likely it is to trigger the generation of consumers' virtual touch (Guo-H.L. et al., 2019).

Wang-Y.C. et al. drew the following conclusions in their research that tourism live broadcast content marketing information richness has a direct positive influence on tourism consumers' on-the-spot travel intention and overall perception. There is an inverted U-shaped relationship between perceived comprehensiveness and consumers' willingness to travel. This shows that a certain degree of comprehensiveness can improve the willingness of tourism consumers to travel on the spot, but too strong comprehensiveness perception will also reduce the explorability of tourism destinations, and thus have a negative influence on the willingness of tourism consumers to travel on the spot, but the degree of influence is not strong. In addition, perceived comprehensiveness plays an instantaneous mediating role between the richness of live tourism information and on-the-spot travel intention (Wang-Y.C. et al., 2024).Online word of mouth has a significant positive impact on consumer encouragement. Consumers browsing online word of mouth can stimulate their ideas about products or services, generate curiosity and inspire a sense of inspiration, and then influence their purchase intention(Liang-J.P. et al., 2021).

Li-J.&Shu-B.Y. believed that from the perspective of tourists, the destination perception image studies their direct experience in a specific destination or the influence of media communication, and the impression expression and emotional thoughts of the destination formed in the mind. It mainly includes two parts: cognitive image and emotional image.

Cognitive image mainly refers to tourists' understanding of the objective attributes of the tourist destination, while emotional image refers to tourists' feelings or attachments to the destination (Baloglu & McCleary, 1999). Tourists' perception of destination image can influence their behavior intention either directly or indirectly through other factors. In the existing studies on the influence path of destination perceived image on tourists' behavioral intention, scholars mostly explore the cognitive motivation generated by tourists' behavioral intention by introducing cognitive variables such as perceived value, satisfaction, perceived risk and novelty. A large number of existing researches have focused on the relationship between tourists' perceived image of tourist destinations (including cognitive image and emotional image) and tourists' behavioral intention (including revisit intention and recommendation behavior), and the conclusions are consistent, that is, tourists' perceived image of destinations is the direct motivation to promote their revisit intention and recommendation behavior (Prayag,2015). That is, tourists' perceived image can significantly positively influence the occurrence of their behavioral intention (Li-J.& Shu-B.Y.,2023).

Zhao-Y. &Li-R.R. came to the following conclusions in their research like that brand image, perceived value and trust of professional tennis events have a positive effect on brand loyalty, and perceived value and trust play a partial mediating role in the influence of brand image on brand loyalty (Zhao-Y.&Li-R.R., 2019). Zhang-G.Z. et al. Believed that the five constituent dimensions of customer perceived value (functional value, economic value, safety value, environment-friendly value and emotional value) all have significant positive effects on consumers' purchase intention of certified agricultural products, among which the influence of quality and safety value is the most significant (Zhang-G.Z.et al., 2017). Dong-Q.X. et al. drew the following conclusions: First, source reliability, information accuracy, timeliness, privacy security and feedback timeliness significantly influence the perceived value of online health community users. Second, perceived value influences users' willingness to continue using online health communities by influencing user satisfaction, and user satisfaction has a significant positive influence on users' willingness to continue using. Third, the influence of improving perceived usefulness on user satisfaction. The influence of improving perceived value (Dong-Q.X. et al., 2019). Gong-Z.J. et al. summaried in their study that emotional value has a significant positive influence on perceived value. Social value has a significant positive influence on perceived value. Perceived value has a significant positive influence on community members' satisfaction and their willingness to share knowledge continuously. Satisfaction has a significant positive influence on community members' willingness to continue knowledge sharing (Gong-Z.J. et al., 2013).

4. Research Conceptual framework

In this study, the independent variable is content marketing of travel App, and the dependent variable is travel decisions. The mediating variables are perception of users. The content marketing of travel Apps includes the tourism service information that are provided by the travel App, the price of booking transportation, hotel, scenic spot tickets and travel products on the travel App, and the interactive section of travel journal sharing and tourism feedback on the travel App. These three elements cover the three main functions of travel Apps. According to SOR theory, the body (O) responds to an external stimulus (S) with a corresponding response (R). In this study, after reading the information, price and feedback provided on the travel App, users of the travel App will generate user perception, which includes the perception of travel destination image, the perception of the value of tourism information and the perception of trust, both the trust to the travel app and the trust to the destination. If the user has trust in the travel App and the travel destination, there is a high probability that they will make travel decisions. If users do not trust the travel App, there is a

high probability that they will not believe the information that are provided on the travel app and they will not make travel decisions. Here is the conceptual framework:
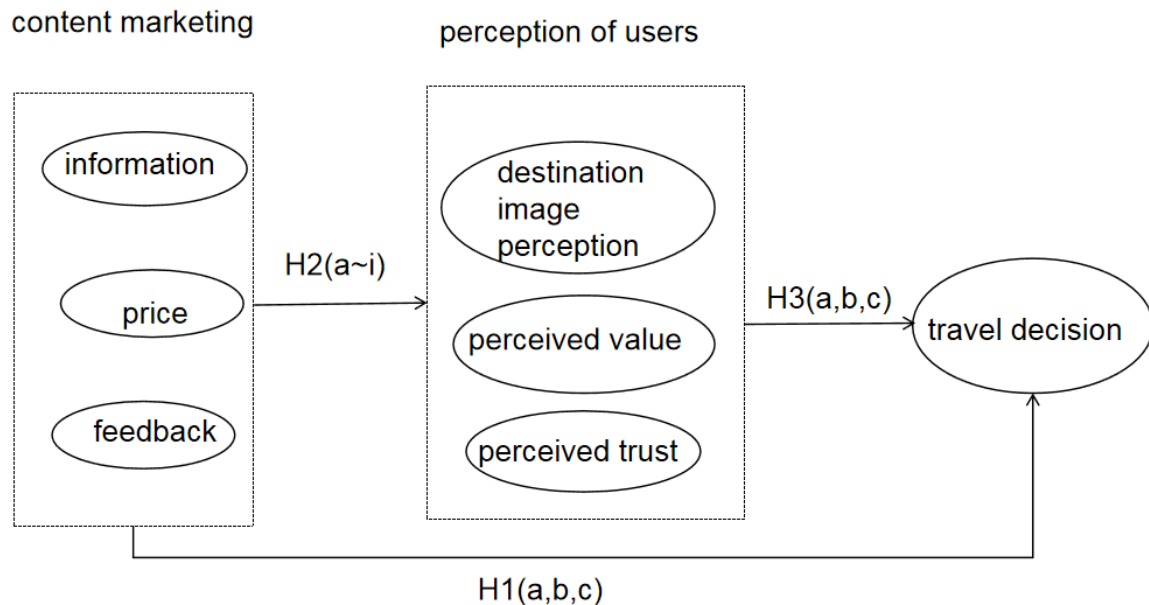

Figure 1: The Conceptual Framework (Designed by the author, 2024)

5. Research Hypothesis

H1a: Information on travel applications has significant influence on travel decisions.
H1b: Price on travel applications has significant influence on travel decisions.
H1c:Feedback on travel applications has significant influence on travel decisions.
H2a:Information on travel applications has significant influence on destination image perception.
H2b:Information on travel applications has significant influence on perceived value.
H2c：Information on travel applications has significant influence on perceived trust.
H2d: Price on travel applications has significant influence on destination image perception.
H2e:Price on travel applications has significant influence on perceived value.
H2f:Price on travel applications has significant influence on perceived trust.
H2g:Feedback on travel applications has significant influence on destination image perception.
H2h:Feedback on travel applications has significant influence on perceived value.
H2i:Feedback on travel applications has significant influence on perceived trust.
H3a:Destination image perception has significant influence on travel decisions.
H3b:Perceived value has significant influence on travel decisions.
H3c: Perceived trust has significant influence on travel decisions.

6. Methodology

This study adopts quantitative research method, questionnaire survey method, snowball sampling method to collect samples.The population of this study are Chinese people between the ages of 18 and 60 who use Chinese travel applications. 400 questionnaires were distributed to those who have decided to Bangkok or have already in Bangkok. The difference between 400 and 385 is 15. These 15 questionnaires is used just in case there are invalid questionnaires and may result in the total questionnaires less than 385. According to Quest Mobile's data in March 2023, the number of active users of travel service applications reached 136 million, an increase of 36.4%(2023). The interviewees of this questionnaire are Chinese people aged 18-60 who use travel applications. A large number of Chinese travel abroad every year, and the total number of people who use travel applications to travel to Bangkok, Thailand, lacks specific data. Therefore, the W. G. Cochran (1977) formula was used in this study to calculate the sample size with 95% confidence and 5% maximum allowable error (Cochran, W.G. (1977).Sample size in this study: $n=0.5(1-0.5)*1.96^2/0.05^2=384.16\approx385$

Research Scope

In order to achieve the objectives of this study more accurately and efficiently, the scope of this study is described as follows:

Scope of Content

First of all, this study focuses on the influence of Chinese travel applications on Chinese tourists' travel decisions in Thailand. Therefore, all travel applications involved in this study are Chinese travel applications, excluding those from countries other than China. Specifically, the Chinese travel applications studied in this study as examples refer to the top three travel applications ranked according to the China Travel applications Brand ranking in August 2024: Ctrip, Qunar Travel and Tongcheng Travel. Secondly, The content marketing of travel applications mainly includes three elements: information, price and feedback, and does not involve the influence from other elements on users' travel decisions. Thirdly, the research objects of this study are Chinese people who have already been to Bangkok after the usage of one or more Chinese travel applications. Therefore, the research objects must be people of Chinese nationality, and they must be between 18 and 60 years old, ensuring they are proficient in using travel applications. Fourthly, the tourism destination of this study is Bangkok, Thailand, rather than other countries or other cities in Thailand. Finally, the dependent variable of this study is travel decisions, which means the group of people who have already been to Bangkok.

Scope of variables

The independent variable of this study is content marketing of travel applications, which specifically includes three dimensions: information, price and feedback. This is not only the most basic function of any major tourism platform, but also the three essential elements of any commodity. This study does not involve specific marketing strategies, such as price war, word-of-mouth marketing, social media marketing, etc. The mediating variables of this study is perception of users. According to SOR theory, after reading the text and pictures provided by the travel applications, users will generate the perception of the travel destination and construct the image of the travel destination. This study focuses on three aspects of user perception: destination image perception, perceived value and perceived trust. Other perceived variables related to destination marketing are not included in this study. The dependent variable of this study is travel decision. The travel decisions in this study refer to

the decision to travel to Bangkok made by Chinese users of Chinese travel applications, influenced by the content marketing of Chinese travel applications.

Scope of population
The research object of this study is Chinese users who use one or more Chinese travel applications, so they should be between 18 and 60 years old to ensure that they can skillfully use travel applications. People who are too old or too young to use travel applications for various reasons are excluded from the scope of this study. The number of subjects in this study is uncertain, because Bangkok is a world famous tourism city all year round, and the number of people in a certain period cannot be counted. Moreover, the distance between China and Thailand is close, and Chinese people do not need to spend much time and energy to make a decision on whether to travel to Thailand. In order to improve the credibility and popularity of this study, this study plans to issue 500 questionnaires and realize the research objectives through data analysis and collation.

7. Results
Data analysis:

7.1 Characteristics analysis of demographic samples

Table 7.1: Characteristics analysis of demographic samples

Variable	Item	Frequency	Percent
sex	male	247	54.6
	female	205	45.4
age	18-30 years old	139	30.8
	31-40 years old	153	33.8
	41-50 years old	96	21.2
	51-60 years old	64	14.2
Monthly income	2000-5000 yuan	127	28.1
	5001-8000 yuan	141	31.2
	8001-11000 yuan	106	23.5
	11000 yuan and more	78	17.3
Highest degree	High school and below	78	17.3
	college	125	27.7
	bachelor	163	36.1
	Master and above	86	19.0
Frequency of using travel applications	Every trip	87	19.2
	Most trips	168	37.2
	occasionally	197	43.6

Table 7.1 shows the characteristics analysis of demographic samples. In terms of gender, there are 247 male students, accounting for 54.6%. There are 205 female students, accounting for 45.4%. It shows that the number of male students is slightly more than female students. In terms of age, 18-30 years old and 31-40 years old are the main age groups. In terms of monthly income, most people's monthly income is 2000-5000 yuan, 5001-8000 yuan. For the highest degree, most of them are college and undergraduate degrees. In terms of the frequency of using travel applications, most trips use them or use them occasionally.

7.2 Reliability analysis
Table 7.2: Reliability analysis

scale	dimensional	N	Cronbach's Alpha	
Content marketing	information	3	0.851	0.854
	price	4	0.881	
	feedback	3	0.827	
Perception of users	Destination image perception	5	0.911	0.917
	Perceived value	4	0.889	
	Perceived trust	4	0.887	
Travel decisions	—	4	—	0.857

Table 7.2 is a reliability analysis table. For the content marketing scale, Cronbach coefficient is 0.854, greater than 0.7, indicating that the reliability of the scale is good. The Cronbach coefficients of dimensional information, price and feedback are 0.851, 0.881 and 0.827, respectively, which are all greater than 0.7, indicating that the reliability of these dimensions is good. For the user perception scale, the Cronbach coefficient of the user perception scale is 0.917, which is greater than 0.9, indicating that the reliability of the scale is good. The Cronbach coefficient of its dimensional destination image perception is 0.911, which is greater than 0.9, indicating that the reliability of this dimension is good. Cronbach coefficients of perceived value and perceived trust are 0.889 and 0.887, respectively, both greater than 0.7, indicating that the reliability of these dimensions is good.

7.3 Validity analysis
In this paper, AMOS24.0 software was used to conduct confirmatory factor analysis on the scale, mainly to verify the convergence validity and discriminate validity of the scale. Convergent validity means that items measuring the same underlying trait fall on the same factor plane, and the measured values between items are highly correlated. It is emphasized that the measurement items that should be under the same factor are indeed under the same factor, mainly to look at the strength of the correlation of several questions in the same dimension. Discriminate validity refers to the low correlation or significant difference between the potential traits represented by the dimensions and the potential traits represented by other dimensions. It is emphasized that the measurement items that should not be in the same factor are indeed not under the same factor, mainly to see whether the distinction between different dimensions exists. Generally, the convergence validity of the scale is determined by factor load, composite reliability scale (CR) and mean variance Extraction Scale (AVE), and the discriminate validity of the scale is determined by comparing the correlation coefficient of the latent variable with the square root of ave.
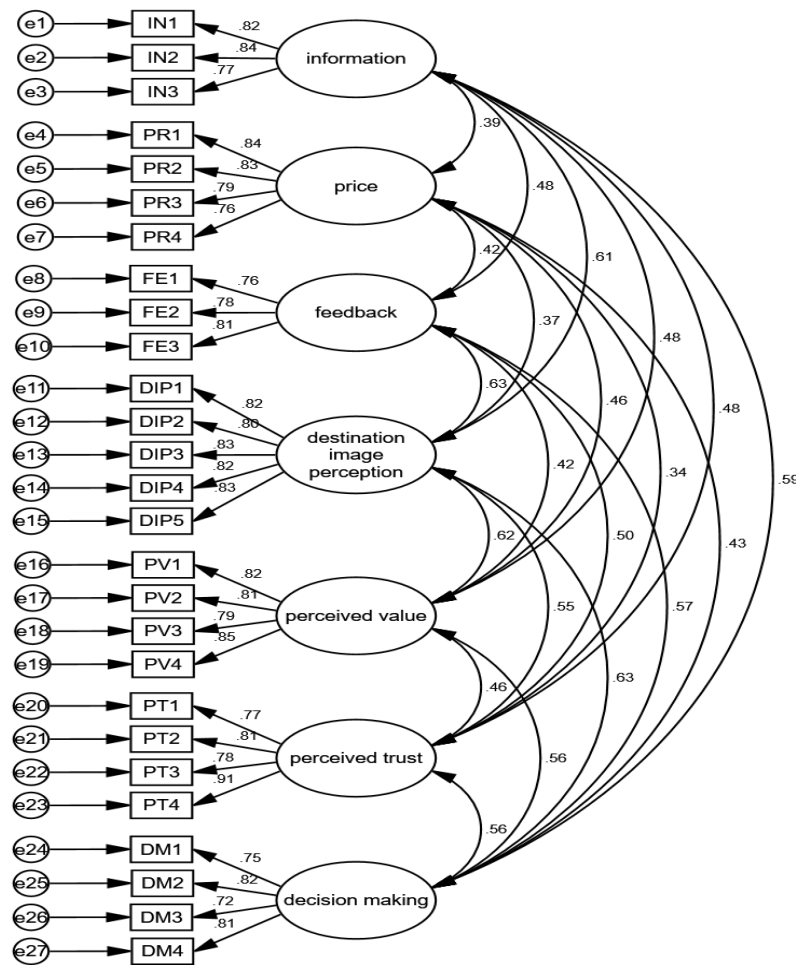
Figure 2: Confirmatory factor analysis of the overall measurement model

Table 7.3.1: Results of model fitting indexes

	X²/df	RMSEA	IFI	TLI	CFI	GFI	AGFI
Judging standard	<3	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Fitting result	1.390	0.029	0.984	0.982	0.984	0.936	0.920

Table 7.3.1 is the model fit table. It can be seen from the table that the X2/df value is 1.390, which is less than 3. The value of RMSEA is 0.029, less than 0.08. The values of IFI, TLI, CFI, GFI and AGFI were 0.984, 0.982, 0.984, 0.936 and 0.920, respectively, all greater than 0.9. In general, the indicators of the scale fit well.

Table 7.3.2: Convergence validity of the scale

dimension	item	Standardized factor load	CR	AVE
information	IN1	0.822	0.852	0.658
	IN2	0.842		
	IN3	0.767		
price	PR1	0.842	0.882	0.651
	PR2	0.834		
	PR3	0.790		
	PR4	0.758		
feedback	FE1	0.759	0.826	0.614
	FE2	0.776		
	FE3	0.814		
Destination image perception	DIP1	0.818	0.911	0.672
	DIP2	0.801		
	DIP3	0.831		
	DIP4	0.823		
	DIP5	0.826		
Perceived value	PV1	0.818	0.890	0.670
	PV2	0.810		
	PV3	0.795		
	PV4	0.849		
Perceived trust	PT1	0.766	0.891	0.671
	PT2	0.811		
	PT3	0.784		
	PT4	0.909		
Travel decision	DM1	0.753	0.858	0.602
	DM2	0.820		
	DM3	0.716		
	DM4	0.810		

Table 7.3.2 shows the convergence validity table of the scale. CR values of information, price, feedback, destination image perception, perceived value, perceived trust and tourism decision are all greater than 0.7, and AVE values are all greater than 0.5, indicating that the convergence validity of the scale meets the standard.

Table 7.3.3: Discriminate validity of the scale

	information	price	feedback	Destination image perception	Perceived value	Perceived trust	Travel decision
information	**0.811**						
price	0.388	**0.807**					
feedback	0.478	0.419	**0.784**				
Destination image perception	0.606	0.368	0.625	**0.820**			
Perceived value	0.480	0.460	0.423	0.618	**0.819**		
Perceived trust	0.479	0.336	0.500	0.545	0.462	**0.819**	
Travel decision	0.585	0.432	0.567	0.626	0.560	0.557	**0.776**

Note: The bold font on the diagonal is the square root of AVE, and below the diagonal is the correlation coefficient between the latent variables

Table 7.3.3 is a discriminate validity table. The correlation coefficients between latent variables are all smaller than the square root of AVE on the corresponding diagonal, indicating that the discriminate validity between variables is good.

7. 4 Common method deviation test

Common method bias was tested by Haman single factor test, and unrotated exploratory factor analysis was performed for all measurement items. The results showed that a total of 7 common factors with eigenvalues greater than 1 were proposed, and the first common factor explained 39.392% of the total variance, which was less than 50% of the standard. Therefore, there are no serious common methodological biases in this study. In the descriptive analysis, the minimum value, maximum value, mean value, standard difference and other information of the variable are provided to facilitate the understanding of the score of the study variable. Secondly, the index of skewness and kurtosis is provided. In order to understand whether the variable approximately obeys the normal distribution, usually when the absolute value of skewness is less than 3 and the absolute value of kurtosis is less than 10, it indicates that the observed variable approximately obeys the normal distribution. The results are shown in Table 7.4:

Table 7.4: Descriptive analysis

	N	Min	Max	Mean	SD	Skewness	Kurtosis
information	400	1	5	3.359	0.932	0.017	-0.631
price	400	1	5	3.672	1.017	-0.732	-0.665
feedback	400	1	5	3.726	0.940	-0.704	-0.476
Destination image perception	400	1	5	3.586	1.005	-0.593	-0.578
Perceived value	400	1	5	3.732	0.971	-0.729	-0.292
Perceived trust	400	1	5	3.635	0.987	-0.718	-0.427
Travel decision	400	1	5	3.632	0.942	-0.557	-0.588

Table 7.4 is a descriptive analysis table. The mean values of perceived benefit, ease of use, educational impact, content quality, interaction, enjoyment and intention to use are 3.359, 3.672, 3.726, 3.586, 3.732, 3.635 and 3.632, respectively, all of which are greater than the theoretical median value 3, indicating that the scores of these variables are above the medium level. The absolute values of skewness of each variable are less than 3, and the absolute values of kurtosis are less than 10, indicating that these variables are applicationsroximately subject to normal distribution.

7.5 Correlation analysis

In order to verify whether there is a correlation between the variables involved in this study, this study adopts Pearson correlation analysis method. If it can pass the statistical significance test, it indicates that there is a significant correlation between the variables, which provides statistical basis for the subsequent regression analysis. The value of the correlation coefficient is between -1 and 1, and the closer the value is to 1, the stronger the positive correlation between the variables; conversely, the closer the value is to -1, the stronger the negative correlation between the variables.

Table 7.5: Correlation analysis

	information	price	feedback	Destination image perception	Perceive value	Perceive d trust	Travel decision
information	1						
price	.331**	1					
feedback	.398**	.358**	1				
Destination image perception	.535**	.330**	.543**	1			
Perceived value	.419**	.409**	.364**	.558**	1		
Perceived trust	.432**	.304**	.442**	.507**	.444**	1	
Travel decision	.500**	.367**	.481**	.555**	.492**	.497**	1

Note: ** means P<0.01

Table 7.5 is a correlation analysis table. Information, price, feedback, destination image perception, perceived value and perceived trust are all significantly positively correlated with tourism decision-making, and the correlation coefficients are 0.500, 0.367, 0.481, 0.555, 0.492 and 0.497, respectively. Information, price and feedback are significantly positively correlated with destination image perception, and the correlation coefficients are 0.535, 0.330 and 0.543, respectively. Information, price, feedback and perceived value are significantly positively correlated, and the correlation coefficients are 0.419, 0.409 and 0.364, respectively. Information, price, feedback and perceived trust are significantly positively correlated, and the correlation coefficients are 0.432, 0.304 and 0.442, respectively. The above correlation analysis results have preliminary verified the hypothesis, but correlation analysis can only prove the correlation between variables, and cannot determine the causal relationship between variables. Therefore, when studying the relationship between variables, the path analysis should be further conducted after the correlation analysis is completed. Although the conclusions of Table 7.3.3 and Table 7.5 are the same, the values in different analyses are different, and the research purposes are also different. The correlation coefficient in confirmatory factor analysis is mainly to prove discriminate validity, and the Pearson coefficient is to initially observe the correlation of variables and lay the foundation for subsequent research. Therefore, they need to be presented separately.
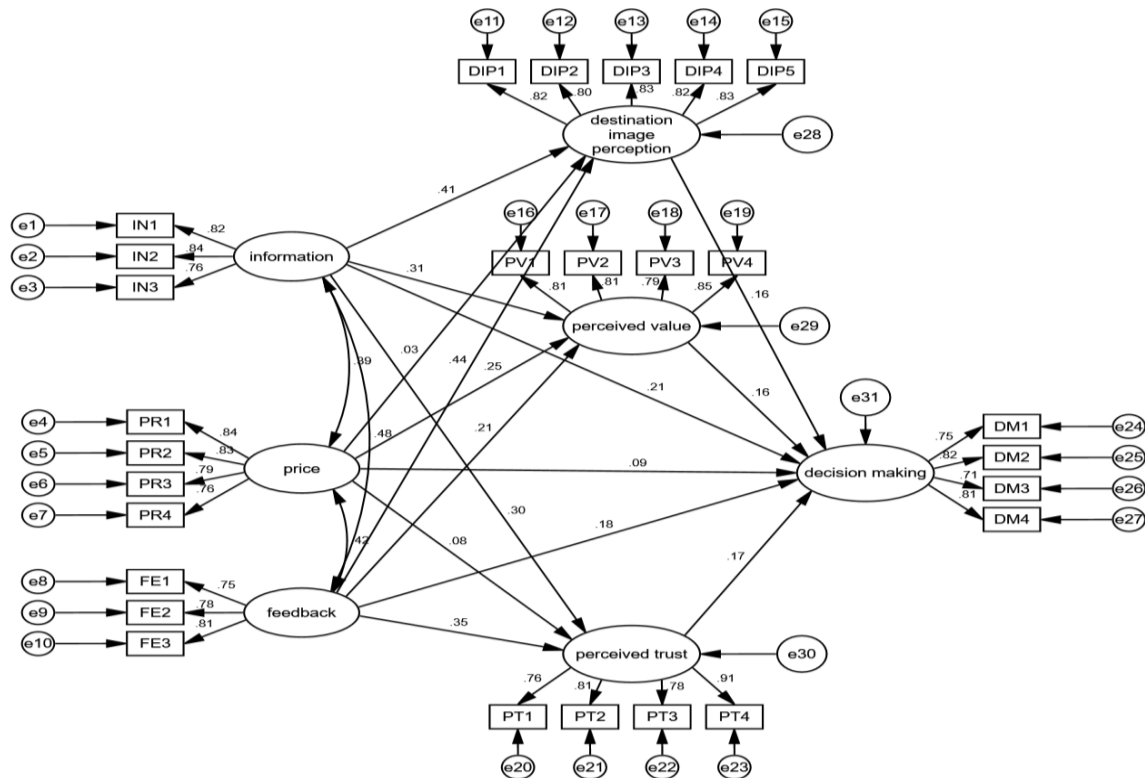
7.6 Structural equation model

Figure 3: Structural equation model

Table 7.6.1: Results of model fitting indexes

	X²/df	RMSEA	IFI	TLI	CFI	GFI	AGFI
Judging standard	<3	<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Fitting result	1.602	0.037	0.975	0.972	0.975	0.926	0.908

Table 7.6.1 is the model fit table. It can be seen from the table that X2/df value is 1.602, which is less than 3. The value of RMSEA is 0.037, less than 0.08. The values of IFI, TLI, CFI, GFI and AGFI were 0.975, 0.972, 0.975, 0.926 and 0.908, respectively, all greater than 0.9. In general, the indicators of the scale fit well.

Table 7.6.2: Path analysis

hypothesis	Path			β	S.E.	C.R.	P
H1a	Travel decision	<---	information	0.213	0.063	3.262	0.001
H1b	Travel decision	<---	price	0.087	0.044	1.761	0.078
H1c	Travel decision	<---	feedback	0.177	0.075	2.580	0.010
H2a	Destination image perception	<---	information	0.405	0.055	7.747	***
H2b	Perceive value	<---	information	0.315	0.060	5.513	***
H2c	Perceived trust	<---	information	0.304	0.057	5.282	***
H2d	Destination image perception	<---	price	0.034	0.044	0.738	0.460
H2e	Perceived value	<---	price	0.251	0.051	4.753	***
H2f	Perceived trust	<---	price	0.077	0.047	1.474	0.141
H2g	Destination image perception	<---	feedback	0.444	0.066	7.938	***
H2h	Perceived value	<---	feedback	0.214	0.069	3.685	***
H2i	Perceived trust	<---	feedback	0.349	0.068	5.738	***
H3a	Travel decision	<---	Destination image perception	0.163	0.062	2.420	0.016
H3b	Travel decision	<---	Perceived value	0.158	0.050	2.918	0.004
H3c	Travel decision	<---	Perceived trust	0.174	0.052	3.279	0.001

Table 7.6.2 is the path analysis table, and the information has a significant positive impact on tourism decision-making (β=0.213, P<0.01), which proves that hypothesis H1a is valid. Price has a positive impact on tourism decision-making (β=0.087, P>0.05), but it is not significant, which proves that hypothesis H1b is not valid. Feedback has a significant positive impact on tourism decision-making (β=0.177, P<0.05), which proves that H1c hypothesis is valid. Information has a significant positive effect on destination image perception (β=0.405, P<0.001), which proves that hypothesis H2a is valid. Information has a significant positive effect on perceived value (β=0.315, P<0.001), which proves that hypothesis H2b is valid. Information has a significant positive effect on perceived trust (β=0.304, P<0.001), which proves that hypothesis H2c is valid.

Price has a positive effect on destination image perception (β=0.034, P>0.05), but it is not significant, which proves that hypothesis H2d is not valid. Price has a significant positive effect on perceived value (β=0.251, P<0.001), which proves that hypothesis H2e is valid. Price has a positive effect on perceived trust (β=0.077, P>0.05), but it is not significant, which proves that the hypothesis H2f is not valid. Feedback has a significant positive effect on destination image perception (β=0.444, P<0.001), which proves that H2g is valid. The feedback has a significant positive effect on the perceived value (β=0.214, P<0.001), which

proves the hypothesis H2h is valid. Feedback has a significant positive effect on perceived trust (β=0.349, P<0.001), which proves the hypothesis H2i is valid.

Destination image perception has a significant positive effect on tourism decision-making (β=0.163, P<0.05), which proves that hypothesis H3a is valid. The perceived value has a significant positive effect on tourism decision-making (β=0.158, P<0.01), which proves that hypothesis H3b is valid. Perceived trust has a significant positive effect on tourism decision-making (β=0.174, P<0.01), which proves that hypothesis H3c is valid.

Table 7.6.3: Mediating Effects of destination image perception, perceived value and perceived Trust in the Relationship between information and tourism decision-making

	β	SE	Lower	Upper
Total effect	0.382	0.059	0.261	0.493
Direct effect	0.213	0.067	0.082	0.348
information→destination image perception→travel decisions	0.066	0.035	0.006	0.147
information→perceived value→travel decisions	0.050	0.025	0.006	0.106
information→perceived trust→travel decisions	0.053	0.024	0.015	0.113

Table 7.6.3 shows the mediating effects of destination image perception, perceived value, and perceived trust in the relationship between information and tourism decision-making. To verify the mediating effects more accurately, the Bootstrap method is adopted. The Bootstrap repeated sampling number is 5,000 times, the confidence interval level is set at 95%, and the sampling method adopts the non-parametric percentile method with deviation correction. It can be known from the table that its total effect is 0.382, the confidence interval is [0.261, 0.493], excluding 0, indicating the existence of the total effect. The direct effect is 0.213, and the confidence interval is [0.082, 0.348], excluding 0, indicating the existence of the direct effect. For the mediating path "information → Destination image perception → Tourism decision-making", its mediating effect is 0.066, and its confidence interval is [0.006, 0.147], excluding 0. This indicates that the mediating effect of destination image perception in the relationship between information and tourism decision-making exists and is partially mediating. For the mediating path "information → Perceived Value → Tourism Decision", its mediating effect is 0.050, and its confidence interval is [0.006, 0.106], excluding 0. This indicates that the mediating effect of perceived value in the relationship between information and tourism decision exists and is partially mediating. For the mediating path "information → Perceived trust → Tourism Decision", its mediating effect is 0.053, and its confidence interval is [0.015, 0.113], excluding 0. This indicates that the mediating effect of perceived trust in the relationship between information and tourism decision exists and is partially mediating.

Table 7.6.4: The mediating effects of destination image perception, perceived value and perceived Trust in the Relationship between Price and Tourism Decision-making

	β	SE	Lower	Upper
Total effect	0.145	0.057	0.038	0.264
Direct effect	0.087	0.054	−0.026	0.191
price→destination image perception→travel decisions	0.006	0.011	−0.012	0.035
price→perceived value→travel decisions	0.040	0.020	0.007	0.090
price→perceived trust→travel decisions	0.013	0.013	−0.006	0.046

Table 7.6.4 is the mediating effect table of destination image perception, perceived value and perceived trust in the relationship between price and tourism decision-making. It can be known from the table that its total effect is 0.145, the confidence interval is [0.038, 0.264], excluding 0, indicating the existence of the total effect. The direct effect is 0.087, and the confidence interval is [-0.026, 0.191], including 0, indicating that the direct effect does not exist. For the mediating path "price → destination image perception → tourism decision", its mediating effect is 0.006, and its confidence interval is [-0.012, 0.035], including 0, indicating that the mediating effect of destination image perception in the relationship between price and tourism decision does not exist. For the mediating path "price → Perceived value → Tourism decision", its mediating effect is 0.040, and its confidence interval is [0.007, 0.090], excluding 0. This indicates that the mediating effect of perceived value in the relationship between price and tourism decision exists and is completely mediating. For the mediating path "price → Perceived trust → Tourism decision", its mediating effect is 0.013, and its confidence interval is [-0.006, 0.046], including 0, indicating that the mediating effect of perceived trust in the relationship between price and tourism decision does not exist.

Table 7.6.5: The mediating effects of destination image perception, perceived Value and perceived Trust in the Relationship between Feedback and Tourism Decision-making

	β	SE	Lower	Upper
Total effect	0.344	0.067	0.215	0.486
Direct effect	0.177	0.074	0.044	0.329
feedback→destination image perception→travel decisions	0.072	0.038	0.006	0.160
feedback→perceived value→travel decisions	0.034	0.019	0.004	0.081
feedback→perceived trust→travel decisions	0.061	0.027	0.017	0.125

Table 7.6.5 is the mediating effect table of destination image perception, perceived value and perceived trust in the relationship between feedback and tourism decision-making. It can be known from the table that its total effect is 0.344, the confidence interval is [0.215, 0.486], excluding 0, indicating the existence of the total effect. The direct effect is 0.177, and the confidence interval is [0.044, 0.329], excluding 0, indicating the existence of the direct effect. For the mediating path "feedback → destination image perception → tourism decision-making", its mediating effect is 0.072, and its confidence interval is [0.006, 0.160], excluding 0. This indicates that the mediating effect of destination image perception in the relationship between feedback and tourism decision-making exists and is partially mediating. For the mediating path "feedback → Perceived value → Tourism decision", its mediating effect is 0.034, and its confidence interval is [0.004, 0.081], excluding 0. This indicates that the mediating effect of perceived value in the relationship between feedback and tourism decision exists and is partially mediating. For the mediating path "feedback → Perceived trust → Tourism decision", its mediating effect is 0.061, and its confidence interval is [0.017, 0.125], excluding 0. This indicates that the mediating effect of perceived trust in the relationship between feedback and tourism decision exists and is partially mediating.

The data collected from the target interviewees shows that most of the research hypothesis has been verified. The content marketing of travel applications includes three parts: information, price and feedback. According to SOR theory, the information and feedback of travel applications have significant influence on users' perception and travel decisions. Meanwhile, users' destination image perception, perceived value and perceived trust have significant influence on users' travel decisions. All the research hypothesis of this study have been verified,except for the price's influence on destination image perception, perceived trust and travel decision.

To sum up, the influence of Chinese travel applications on users' perception have been verified. Information and feedback has significant effect on users' perceptions.While price doesn't have significant influence on users' perceptions. The destination image perception, perceived value and perceived trust have significant influence on travel decision. Perception of users have part mediating effect on the relationship between content marketing and travel decision.

8. Discussion

This research results and findings realized research objectives and verified research hypothesis. The information of travel applications has significant influence on users' destination image perception, perceived value and perceived trust. The feedback of travel applications has significant influence on users' destination image perception, perceived value and perceived trust. The destination image perception, perceived value and perceived trust have significant influence on travel decisions. The information and feedback have significant influence on users' travel decision. But price doesn't have significant influence on users' perceptions and travel decisions. The reasons for this result can be concluded as follows: first of all, with the development of China economy and the increase of income, people focus on the quality of tourism rather than only purse low price. Secondly, low price tourism has a bad reputation recently years, so most people choose to get away with it.

This study has both practical value and theoretical significance, which not only serves industrial development and policy optimization, but also promotes academic exploration in interdisciplinary fields. Research on tourism apps can enhance the efficiency of tourism services and optimize the tourism experience. Studying travel apps not only provides a path for efficiency improvement and business innovation in the industry, but also reveals the impact of technology on culture, economy and society through an interdisciplinary perspective, providing theoretical support and practical guidance for high-quality tourism development .This study makes up the research blank of current relevant research and establish a bridge between travel applications' content marketing and users' travel decision. The finding of this study will promote the research progress in both tourism field and travel applications field. This study will arose people's attention on travel applications and help travel applications developers to optimize their products and make them more suitable for the users and keep up with the development of society. This study also give travel applications users some guidance when they choose travel products by the use of travel applications. Meanwhile, this study also arose the attention of destination marketing related people to focus on the quality and reputation of local tourism, because users' feedback has significant effect on perception of users and users' travel decisions. All in all, this study will not only benefit academic researchers, but is also good for travel applications operators,users and tourism destination marketing.

9. Conclusion

This research aims at finding the content marketing of travel applications' influence on Chinese people's travel decisions to Bangkok, Thailand. The data collected from the target interviewees shows that most of the research hypothesis has been verified. The content marketing of travel applications includes three parts: information, price and feedback. According to SOR theory, the information and feedback of travel applications have significant influence on users' perception and travel decisions. Meanwhile, users' destination image perception, perceived value and perceived trust have significant influence on users'

travel decisions. All the research hypothesis of this study have been verified,except for the price's influence on destination image perception, perceived trust and travel decision.

10. Recommendation
10.1 Practical Recommendation
The results of this study have important reference value for the developers and operators of travel applications. The results of this study show that the information content and user feedback of tourism applications have significant influence on users' purchasing decisions. Therefore, developers and operators of travel applicaitons should upgrade the content of tourism apps, provide more true and accurate tourism information, shape a good image of tourism destinations, and enhance the credibility of tourism apps themselves, enhance users' trust in travel apps, thereby enabling them to purchase travel products. Meanwhile, the operators of travel apps should also pay attention to users' feedback, and enhance positive sharing in user feedback, thereby increasing users' purchase intention and ultimately promoting the completion of purchase behavior.

10.2 Policy Recommendation
Effective from March 1, 2024 , China and Thailand have implemented the policy of visa exemption for holders of ordinary passports , which allows Chinese tourists to stay no more than 60 days for a single visit, applicable to tourism, business and family visits . The visa-free policy covers short-term travel needs without the need to apply for a visa in advance, and allows free movement within Thailand (such as Bangkok, Chiang Mai, Phuket and other popular tourist cities). Thailand will waive re-entry visa for those who hold Thai study visa and extend stay . International students can applicationsly to extend stay for 1 year after graduation for job hunting or internship, during which they can directly transfer to work visa . The above policies can promote more Chinese people to travel or study in Thailand to a certain extent, and future scholars can do relevant research on Chinese people to study in Thailand.

10.3 Recommendation
Besides social psychological factors, there is another factor such as the feature of different areas in China may have a significant impact on travel decisions. Therefore, in the future study , researchers may try to find the influence of travel applications' content marketing on the travel decisions of people from a specific area of China (such as Yunnan province). Future researchers can start their studies from the regional differences in content marketing and also compare the marketing effects of different tourism platforms. With the popularization of artificial intelligence, future researchers can also investigate the personalized customization products of AI-driven tourism platforms and the role of social media opinion leaders in tourism applications.

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