https://doi.org/10.37420/j.emr.2024.004

The Effect of UGC Food Travel Sharing on Impulse Travel Intention: Based on Presence

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Abstract:

Given the thriving nature of food-related content on the Internet and its influential role in promoting destinations tourism, coupled with the widespread utilization of presence in social media , this study introduces the notion of presence and endeavors to elucidate the impact of user-generated content centered around food on social media platforms on impulsive travel intentions from the perspective of presence. By constructing a conceptual model, this study employed a questionnaire survey to gather feedback data on the sense of presence, arousal, positive emotions, and impulse travel intention of individuals following their viewing of a food introduction video,then subsequently verified the structural equation model. The findings indicate that the sense of presence evoked by user generated food travel sharing significantly influences arousal, positive emotions, and impulse travel intention. However, the impact of arousal and positive emotions on travel intention is not statistically significant. Consequently, the sense of presence emerges as a pivotal driving factor in social media marketing for tourist destinations.

Keywords:

Social media sharing, Food tourism, Presence, Impulse travel intention

1. Introduction

With the continuous progress of Internet technology and social media platforms, user generated content (UGC) has become the mainstream trend of platform development. In the post-epidemic era, people's travel is becoming more convenient, their enthusiasm for travel is increasing, and the proportion of travel sharing content in user generated content is gradually increasing. Tourism sharing provides abundant information resources for potential tourists, and also influences their travel intention. Among them, food is an important driving factor for many tourists to choose tourist destinations, making food tourism not only an important part of the tourism industry, but also an increasingly popular trend in tourism sharing. For example, Italian cuisine has been attracting taste buds around the world, and in 2023, social media platform bloggers' sharing of Zibo barbecue reached a kind of "media pilgrimage".

Numerous scholars have extensively researched the economic advantages, measurement of motivation, network marketing, and other aspects related to food tourism. However, there is a scarcity of discussions that combine this topic with user generated content (UGC) and impulsive travel intention. In line with the perspective of presence and utilizing the framework of "external situational stimulus-behavioral intention" from traditional mass media theory, this study concentrates on examining the stimulation generated by sharing food

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and tourism experiences in the online environment. Following the psychological stimulus-organism-response (S-O-R) research paradigm, a conceptual model has been constructed to investigate the impact and mechanism of UGC-based food travel sharing on impulsive travel intention.

2. Literature Review

In this study, UGC food travel sharing refers to the travel sharing content related to food or with food theme posted by users on social media platforms during or after the journey, including text, pictures or videos.

2.1 Literature review on UGC food travel sharing

First, culinary tourism is not only an important part of tourism activities, but also one of the fastest growing areas of tourism in recent years. The concept of "tasting tourism" was defined by Boniface as a form of cultural tourism that focuses on the local cuisine, heritage, and lifestyle. Later, Long coined the term "culinary tourism" and highlighted its focus on adventure and unique food experiences. In summary, food tourism is a type of travel activity, and sharing food experiences should be considered as one theme in travel sharing.

Second, travel sharing is a form of travel notes that records tourism activities. With the media development, the format and reach of travel notes have changed: in ancient times, they were written and had limited transmission; traditional media like magazines expanded their communication scope. In the Web2.0 era, social media platforms have diversified travel notes and made it easier for users to use mass media. As a result, social media has gradually become the dominant way people share their travel experiences, including food, during or after their trips.

Third, user generated content (UGC), originating from the Web2.0 era, refers to user-created content like text, pictures, audio and video published online in any form. According to Zhao Yuxiang's study on the origins of user generated content (UGC), it can be categorized into four distinct types: external, introjected, identified, and integrated. Tourism activities, as an activity integrating entertainment, consumption, interpersonal communication and other elements, can stimulate tourists to produce a variety of creative motivations, so that the proportion of tourism sharing in UGC continues to rise.

To sum up, food tourism has become a popular form of user-generated content along with the growth of platform media and tourism. This study uses Zimbardo and Leippe's theoretical framework on external situational stimulation-behavioral intention to examine UGC food and tourism sharing as a stimulating factor in the Internet context.

2.2 Literature review on presence

The concept of presence can be traced back to 1976, when social psychologist John and other researchers introduced the notion of social presence in their studies to depict the extent of genuine interpersonal interaction individuals experience while engaging with others through media within a virtual environment. Over time, the perception of presence has gained significant prominence across various domains such as communication medium, distance education, and iman-machine interaction. While in the field of tourism, the sense of presence is also widespread. Juwon found that when individuals search for tourism information through the Internet, they will be affected by the informative and entertainment characteristics of the website and have a

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sense of presence.

In addition, according to the study of Song, in online shopping, consumers' sense of presence has a positive impact on imagination and emotion. At the same time, Klein showed that the sense of presence helps to improve consumers' experience and perception of advertisements, thus enhancing the persuasive power of advertisements. Therefore, we can infer that when individuals browse user generated content (UGC) food travel sharing on Internet platforms, there may be a sense of presence. This sense of presence may have a positive impact on the individuals who watch the travel sharing, and stimulate their travel intention similar to the purchase intention.

2.3 Literature review on impulse travel intention

Impulse travel intention stems from impulse purchase intention. The study of impulse buying began earlier, in the 1850s, which usually refers to the behavior of consumers who suddenly decide to buy goods or services without prior planning or thinking. In 2012, Christian Laesser introduced impulse consumption intention into the field of tourism, formally proposed the concept of impulse tourism, and came to the conclusion that impulse purchase behavior is prevalent in various aspects of tourism, particularly in shopping and dining experiences at tourist destinations.

3. Conceptual model and research hypothesis

3.1 Conceptual model

In order to further investigate the mechanism underlying the impact of the food travel sharing in user generated content (UGC)on impulsive travel intentions through the sense of presence, this study has developed a conceptual model based on the stimulus-organism-response (S-O-R) research paradigm in psychology. Additionally, arousal and positive emotions have been introduced as mediating variables within this framework (refer to Figure 1).

In this study, drawing upon the theory of "external situational stimulus-behavioral intention" in traditional mass media, we replace mass media with a new medium in the Internet era, namely UGC food travel sharing in this study. This serves as the external stimulus factor (S) within our research framework. Based on an extensive literature review, it is evident that additional stimuli of this study can induce a sense of presence within individuals. Furthermore, this sense of presence (O) not only indirectly influences impulse travel intention (R) through arousal and positive emotions but also directly enhances impulse travel intention (R).

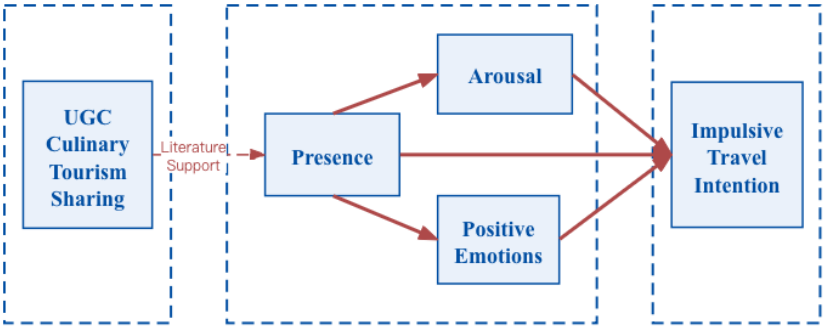


Figure 1 Conceptual Model of the UGC Food Travel Sharing on Impulse Travel Intention

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3.2 Research hypothesis

In this study, UGC food and tourism sharing is not only considered a constituent of the broader field of UGC and tourism sharing, but also a distinct area within the realm of food sharing.

Based on the research conducted by Yao Yanbo et al. regarding the influence of social media travel sharing on potential tourists' impulsive travel intentions, and in conjunction with a comprehensive review of pertinent literature pertaining to the sense of presence, this study posits that observing user generated content (UGC) containing culinary travel information can engender a heightened sense of presence within individuals. Furthermore, it is argued that such a sense of presence exerts a positive impact on impulsive travel intentions.

Secondly, the primary focus of this study revolves around the phenomenon of food travel sharing in user generated content (UGC), which exhibits distinct characteristics compared to other forms of travel-related content. Some scholars have drawn parallels between food sharing and the concept known as "food porn" in Western culture, wherein individuals derive indirect gratification through visual and auditory stimuli.

Referring to Katz's "use and satisfaction" theory and the psychological definition of compensatory satisfaction, which refers to the virtual fulfillment of an individual's desires through imagining or utilizing alternative methods, this study posits that UGC food travel sharing can effectively cater to users' visual compensatory needs by showcasing local cuisine through pictures or videos. As a form of virtual gratification, compensation aligns with the concept of spatial presence, wherein individuals perceive the virtual environment as surpassing reality.

Therefore, when considering the perspective of virtual satisfaction derived from previous research and visual compensation, it is our contention that food and travel sharing can effectively enable users to create an experience akin to being physically present in the scene. Consequently, this study posits that UGC food travel sharing has the potential to engender a sense of immersion among individuals; however, empirical testing of this proposition remains outstanding.

Based on a comprehensive review of pertinent literature on presence and the perspectives of esteemed researchers like Bogicevic and Orth, it is posited that presence can effectively stimulate consumers' purchase intention and exert a significant influence on impulse shopping behavior. Consequently, this study concludes that the sense of presence engendered by individuals perusing the food travel sharing of user generated content (UGC) will foster an ethereal perception of virtual travel destinations, thereby enhancing their trust and affinity towards these destinations. This, in turn, induces impulsive travel intentions akin to impulse shopping. Building upon this premise, the present study draws the subsequent conclusions:

H1: The sense of presence has a positive effect on impulsive travel intentions.

Research has substantiated that arousal serves as a pivotal mediating factor, establishing a connection between the perception of presence and consumer behavior. When consumers encounter an exceptionally lifelike sense of presence, they tend to experience unconscious arousal. Arousal assumes a significant role in the examination of consumer behavior. The arousal elicited by e-commerce websites and third-party reviews can positively forecast consumers' purchase intentions. In the realm of online group buying, both price discounts and the number of buyers exert an influence on arousal levels, which subsequently impact impulsive consumption behaviors. Consequently, this study posits that presence facilitates emotional evocation while arousal stimulates individuals to generate impulsive travel intentions. Therefore, we propose the following

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hypothesis in this study:

H2: Presence has a positive effect on arousal.

H3: Arousal has a positive effect on impulsive travel intentions.

Several studies have demonstrated that immersion in virtual reality systems is a significant predictor of both presence and positive emotions. In the realm of emotional motivation, it is widely accepted among tourism researchers that positive emotions elicit approach motivation, while negative emotions trigger avoidance motivation. Fredrickson's extension-construction theory further elucidates that individuals experiencing positive emotional states are more inclined to enhance their abilities and engage in exploratory actions across various domains. Moreover, Gardner & Rook revealed that consumers with abundant positive emotions exhibit higher impulsivity due to the perceived sense of freedom compared to those experiencing negative emotions.

Based on the aforementioned analysis, this study posits that the sense of presence has the potential to enhance the generation of positive emotions. Moreover, it is postulated that these positive emotions triggered by the sense of presence induced through tourist destination information may further stimulate individuals' impulsive inclination towards travel. Consequently, we propose the following hypothesis in this research:

H4: Presence has a positive effect on stimulating positive emotions.

H5: Positive emotions has a positive effect on impulse travel intention.

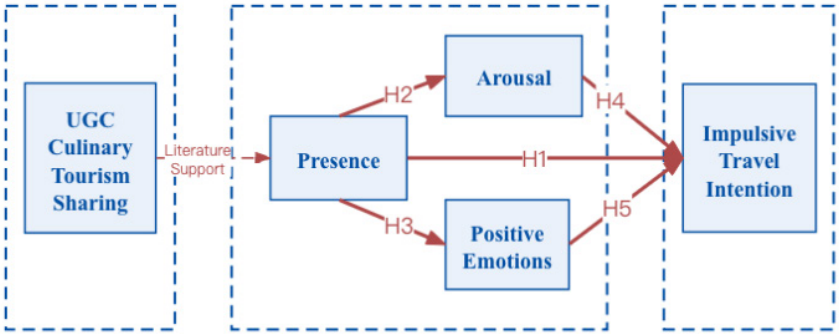


Figure 2 Conceptual Model and Research Hypothesis of the UGC Food Travel Sharing on Impulse Travel Intention

4. Method

4.1 Experimental process

The objective of this study is to examine the influence of user-generated content (UGC) on the travel intention of potential tourists, specifically in relation to food and tourism sharing. This will be achieved through the utilization of a situational experiment method and a questionnaire survey.

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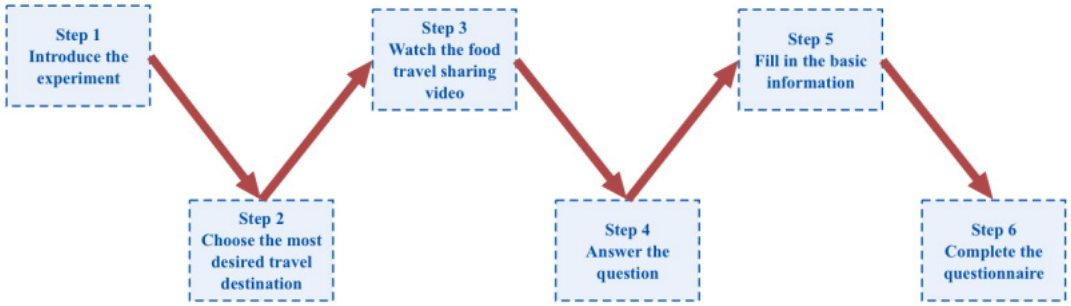


Figure 3 Questionnaire Process of the UGC Food Travel Sharing on Impulse Travel Intention

At the onset of the experiment, a comprehensive explanation was provided to the subjects regarding the experimental procedure and objectives. Emphasis was placed on highlighting the essential requirements and precautions, with an aim to secure active cooperation from all participants (step 1).

To ensure the reliability of the research findings, participants are initially requested to choose their top two preferred destinations from a randomly arranged selection of seven travel places, including those featured in the video sharing. This approach facilitates subsequent data comparison and analysis, effectively excluding any extraneous factors that may influence respondents' impulsive travel intentions toward specific destinations (step 2).

Next, the experimental material is introduced into the experiment as a stimulus, and participants are instructed to envision themselves engaging in online browsing of a travel article by clicking on a provided link (step 3). Subsequently, upon perusing the designated social media travel sharing content, participants were requested to complete a comprehensive questionnaire and respond to inquiries pertaining to their authentic browsing encounter (step 4).

Finally, in order to validate that the impulsive behavior of the subjects is indeed influenced by short videos, we collected basic information about the participants and posed questions such as "Have you previously visited Shengzhou?" and "What are your impressions of this city?". By comparing their willingness to travel to Shengzhou before watching the video, we aimed to confirm this influence. Subsequently, effective experimental data were selected after completing the questionnaire collection process (step 5). Upon completion of all questionnaire contents, the survey was submitted (step 6) for further analysis.

4.2 Research stimulus selection

Given the varying impacts of different forms of travel sharing on the sense of presence, it is more probable for video content to evoke a stronger sense of presence compared to pictures and text. To ensure consistency, this study employed a short travel video showcasing Shaoxing Shengzhou's culinary delights on the XiaoHongshu platform as an experimental design control variable. In order to address questionnaire inquiries regarding participants' impressions and visits to Shengzhou, the tourist destination featured in the short video was no longer concealed.

The selection of this destination is based on the author's comprehensive curation of travel content shared on social media platforms, such as Xiao Hongshu. There are three compelling reasons for choosing this particular destination: Firstly, the chosen social media platform offers a wealth of tourism-related resources, which greatly facilitates the design and implementation of this study. Secondly, the distinctive local cuisine

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at the destination remains unfamiliar to most experimental subjects, thereby minimizing their preconceived notions about food and reducing potential bias in experimental results. Lastly, considering that the majority of participants are young domestic individuals (China), selecting domestic cities (Chinese cities) as research targets allows for better control over economic and temporal factors that may influence impulsive travel intentions compared to foreign destinations.

4.3 Research subject selection

The primary focus group of this study comprises individuals aged 18-60, selected for two key reasons. Firstly, based on the 52nd Statistical Report on the Development of the Internet in China, as of June 2023, internet users between the ages of 20 and 59 accounted for a significant proportion (69.4%). Being frequent users of social media platforms, individuals within the age range of 18 to 60 possess proficient platform operation skills and are well-acquainted with various functionalities. This mitigates potential research bias arising from limited exposure to user-generated content (UGC). Secondly, as a formidable consumer force in this new era, this demographic exhibits a strong inclination towards embracing innovation and displays heightened sensitivity to external stimuli that can readily stimulate their consumption willingness.

4.4 Sampling method

This study employed purposive sampling methodology and established a comprehensive sampling frame based on Chinese netizens aged 18-65 who expressed no intention of traveling to Shengzhou previously. Ultimately, a total of 225 eligible participants were selected. Data collection, collation, and analysis were concluded on February 17, 2024. The survey primarily comprised closed-ended questions encompassing a set of 14 items, with 13 being single-choice queries and one being multiple-choice. The questionnaire was disseminated through various channels including WeChat Moments and the Questionnaire Star Sample Bank.

4.5 Experimental material

Table 1 Variables Used of the UGC

Construct	Variable Name	Variable Description	References
Presence	P1	While watching the video, I temporarily lost sight of what was happening in the real world.	Novak T. P., Hoffman D. L., Yung Y. F.（2015）
	P2	While watching the video, I felt like I was in the virtual environment of the video.	
	P3	While watching the video, I feel like I can share the joy of eating food with the photographer.	
	P4	After watching the short film, I suddenly had a feeling of returning to reality.	

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Arousal	A1	After watching the short film, I had a little wave going through my mind.	Novak T. P., Hoffman D. L., Yung Y. F.（2015）
	A2	After watching the video, compared to before watching, my state was calm/flat/not very touched/ touched/excited.	
	A3	After watching the video, compared to before watching, my state was not very focused/less focused/somewhat focused/more focused/very focused.	
Positive Emotion	E1	After watching the video, about this video or destination, I felt disgusted/bored/dull/interested/like.	D Watson,LA Clark, A Tellegen（1988）
	E2	After watching the video, I feel miserable/sad/dull/ happy/joyful。	
	E3	After watching the video, I feel sleepy/sluggish/ flat/awake/energetic.	
Impulsive Travel Intention	Y1	After watching the video,I got the urge to travel there.	Beatty, S. E., Ferrell, M. E（1998）
	Y2	Excluding economic, time and other factors, I will choose this travel destination in the future.	
	Y3	If I have a plan to travel, I will give priority to travel to this destination.	
	Y4	After the questionnaire, I will get more information about traveling to the destination.	

The independent variable control material utilized in this study comprises a about 2-minute short video showcasing Shaoxing Shengzhou (China) food, which is shared by tourists through XiaoHongshu. The selection of items adheres to the maturity scale employed by previous scholars and has been adjusted accordingly based on the specific context of this research (refer to Table 1 for detailed items). Among these, the presence scale primarily incorporates four items derived from Novak et al.'s presence scale, three items inspired by Novak et al.'s arousal study, and three items adapted from Watson et al.'s investigation on positive emotion. Additionally, four impulse travel intention items were selected following Beatty et al.'s approach.

The measurement was conducted utilizing a composite approach, incorporating a Likert-5 rating scale (ranging from 1= strongly disagree to 5= strongly agree) in conjunction with a multiple-choice format consisting of five words representing distinct emotional states.; specific details regarding these items are presented in Table 1.

5. Experimental result

5.1 Sample state

A total of 250 data points were collected for this study, and after excluding 25 invalid questionnaires due to careless completion or failure to provide relevant information, a final sample size of 225 valid responses was obtained. The gender distribution in the sample indicated that 37.2% were male and 62.8% were female. Regarding age distribution, respondents aged between 18 and 25 years accounted for 39.2%, while those aged between 31 and 40 years constituted approximately 17.3% (refer to Figure4). In terms of monthly income, the majority fell within the range of more than ¥1 000 to ¥10 000 yuan per month, demonstrating a uniform distribution trend (refer to Figure 3). Notably, students represented the largest proportion among respondents

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at an impressive rate of 26.22%.

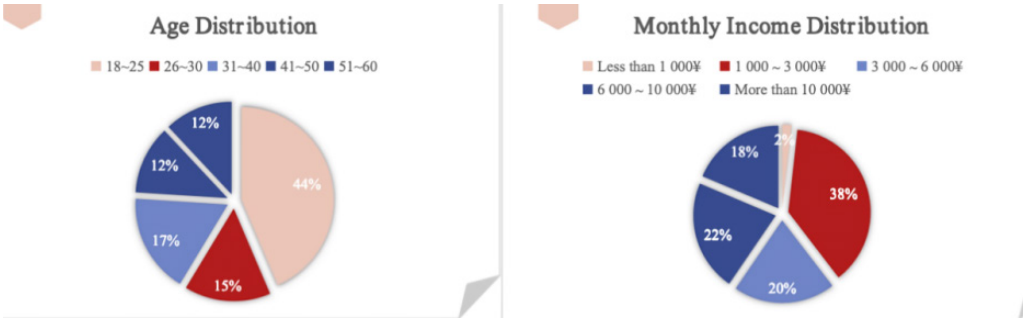


Figure 4 Results: Age and Monthly Income Distribution

5.2 Reliability and validity test

A reliability test was conducted by SPSSAU, with Cronbach's α value serving as the evaluation index. As shown in Table 2, each variable yielded a Cronbach's α value of 0.9, indicating that the questionnaire exhibits high reliability.

Table 2 Reliability and Validity Test of Variables of the UGC Food Travel Sharing on Impulse Travel Intention

Construct	Variable Name	Variable Description	CITC	Cronbach α Coefficient	Factor Loading		Communalities
					Factor 1	Factor 2	
Presence	P1	While watching the video, I temporarily lost sight of what was happening in the real world.	0.775	0.900	0.908	0.035	0.825
	P2	While watching the video, I felt like I was in the virtual environment of the video.	0.772		0.819	0.193	0.708
	P3	While watching the video, I feel like I can share the joy of eating food with the photographer.	0.828		0.820	0.300	0.762
	P4	After watching the short film, I suddenly had a feeling of returning to reality.	0.784		0.817	0.220	0.715
	A1	After watching the short film, I had a little wave going through my mind.	0.805		0.840	0.224	0.756

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Arousal	A2	After watching the video, compared to before watching, my state was calm/flat/not very touched/touched/ excited.	0.185	0.025	0.535	0.287
	A3	After watching the video, compared to before watching, my state was not very focused/less focused/somewh at focused/more focused/very focused.	0.270	0.155	0.463	0.238
Positive Emotion	E1	After watching the video, about this video or destination, I felt disgusted/bored/d ull/interested/like .	0.266	0.192	0.362	0.168
	E2	After watching the video, I feel miserable/sad/dul l/happy/joyful。	0.311	0.093	0.726	0.536
	E3	After watching the video, I feel sleepy/sluggish/fl at/awake/energeti c.	0.290	0.076	0.722	0.527
Impulsive Travel Intention	Y1	After watching the video,I got the urge to travel there.	0.805	0.854	0.192	0.766
	Y2	Excluding economic, time and other factors, I will choose this travel destination in the future.	0.775	0.856	0.128	0.748
	Y3	If I have a plan to travel, I will give priority to travel to this destination.	0.720	0.815	0.098	0.674
	Y4	After the questionnaire, I will get more information about traveling to the destination.	0.713	0.786	0.137	0.637

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	KMO	0.939
Standardized Cronbach α coefficient：0.897	Note: If the numbers in the table have colors: blue indicates that the absolute value of the load factor is greater than 0.4, and red indicates that the common degree (Communalities) is less than 0.4.	

The aim of validity research is to assess the rationality and significance of the research project. By employing factor analysis method for data validity analysis, a comprehensive evaluation is conducted based on KMO value, commonality degree, variance explained ratio value, and factor loading coefficient value. This approach enables us to unveil the level of data validity in a more professional and scholarly manner that aligns with the requirements set by Nature journal.

During the validation process, KMO and Bartlett tests were employed. As depicted in Table 2, the KMO value of 0.939 surpasses the standard threshold of 0.8, signifying that the research data is highly suitable for information extraction and indirectly reflecting its exceptional validity. However, factor load coefficient was utilized to gauge the correspondence between factors (dimensions) and items. Notably, three items - A2, A3, and E1 - exhibit a common degree below 0.4 indicating insufficient information expression for these research items.

After a comprehensive consideration of the project's theoretical background and exploratory factor analysis results, it is recommended to remove items A2, A3, and E1 for improved research validity. However, due to the limited number of variables corresponding to these items, they will not be deleted. Any deficiencies in questionnaire design will be addressed in the final reflection section.

5.3 Structural equation model analysis

To further validate the influence mechanism of user-generated content (UGC) in food and travel sharing on impulse travel intention, as well as to verify the rationality of hypotheses H1.1 to H3.3, we employed AMOS software for data analysis through a structural equation model.

Table 3 Overall fitting coefficient table

χ^2/df	RMSEA	GFI	AGFI	CFI	IFI	TLI
1.306	0.037	0.975	0.920	0.988	0.989	0.985

Based on the data presented in Table 3, it is evident that the χ^2/ df value of 1.306 falls below the threshold of 3, indicating an optimal level of fit. The RMSEA value of 0.037 is below the critical value of 0.05, suggesting a favorable fit. Moreover, the GFI score of 0.975 surpasses the acceptable threshold of 0.9, signifying a strong adaptation outcome. Similarly, with an AGFI value exceeding 0.9 at 0.920, there is further evidence supporting a satisfactory fit for our model examining sense of presence, arousal and positive emotion.

Furthermore, both CFI (Comparative Fit Index) and TLI (Tucker-Lewis Index) values demonstrate excellent adaptation results with scores above the recommended cutoff point of 0.9; specifically CFI scored at an impressive level of 0.988 while TLI achieved a commendable result at 0.985.

Overall, these findings indicate that our measurement model possesses good validity and exhibits high intrinsic quality for structural analysis purposes within this study context.

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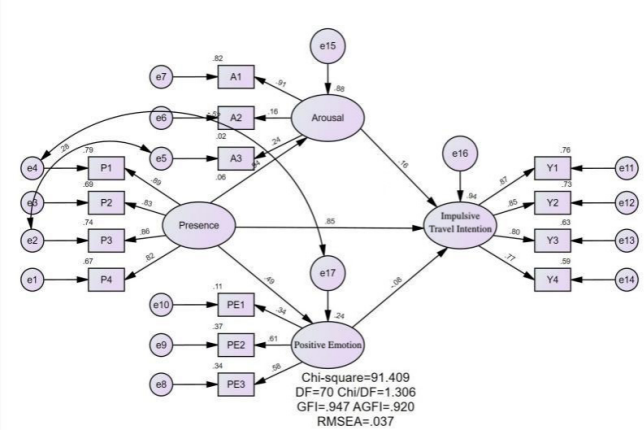


Figure 5 Structural Equation Model (SEM)

According to the findings from the analysis of the structural model (Figure 5), it was observed that presence had a significant positive impact on arousal and positive emotion (β arousal =0.94, P < 0.001; β positive emotion =0.49, P < 0.001). Additionally, presence also exhibited a significant positive influence on impulse travel intention (β impulse travel intention =0.85, P < 0.001). Therefore, we can infer that H1.2, H2.1, and H3.1 are supported by these results. However, it should be noted that the direct effects of arousal and positive emotions on impulse travel intentions did not reach statistical significance levels; thus leading us to reject H2.2 and H3.2 assumptions in this regard.

These findings suggest that the sense of presence elicited during user engagement with related to food travel sharing of user generated content (UGC) on social media platforms positively influences impulsive travel intentions. The experience of presence can evoke positive emotions in individuals, leading to impulsive travel intentions primarily driven by the influence of presence on positive emotions. However, it is worth noting that the level of arousal does not significantly impact positive emotions or their effect on impulsive travel intentions.

Therefore, based on the experimental findings, this study has made adjustments to the conceptual model that was assumed prior to conducting the experiment, as illustrated in Figure 6. It is posited that positive emotions do not significantly influence impulsive travel intentions towards sharing user-generated content (UGC) related to food and travel. However, it should be noted that due to inadequate validity testing of relevant items pertaining to positive emotions, it cannot be completely ruled out that questionnaire design may have influenced H3.2.

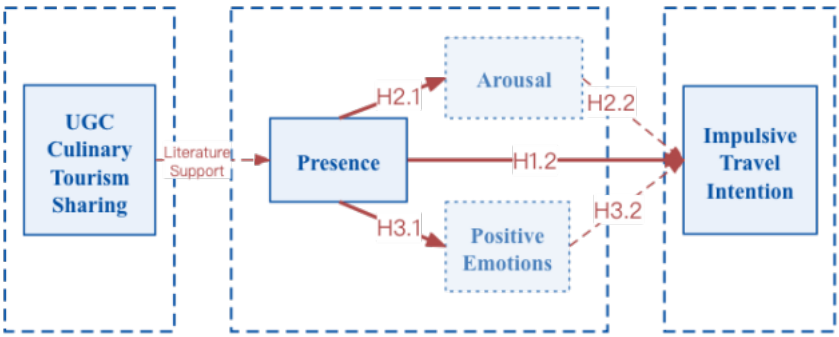


Figure 6 Adjusted Conceptual Model of the UGC Food Travel Sharing on Impulse Travel Intention

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6. Research conclusion

Taking positive emotions as the starting point, this study explores in depth the association between user generated content (UGC) food travel sharing and impulse travel intention. Through empirical experiments, this study reveals the mechanism of positive emotions' influence on impulsive travel intention. The research conclusions are as follows:

6.1 UGC food travel sharing can bring a sense of presence to individuals

When it comes to the sharing of food travel, user generated content (UGC) has a profound impact on creating an immersive experience. Although this study did not propose a specific hypothesis for this phenomenon, it is postulated that the sense of presence in virtual space, which stems from the perception of realism, contributes to individuals feeling an "immersive" experience. It is assumed that participants lacked a sense of presence towards a particular destination prior to being exposed to UGC travel videos showcasing that destination. In our experiment, after viewing these short videos, participants consistently rated their sense of presence higher than 2.9 on all four items measured using a five-point Likert rating scale. Based on these findings, we conclude that UGC food and tourism sharing can effectively evoke a strong sense of presence towards specific destinations among viewers.

This study posits that the mental image theory and the aforementioned visual compensation theory offer plausible explanations for this phenomenon. Mental imagery, as a form of knowledge representation, is stored in the human brain in the form of images and is utilized to express non-existent objects. When individuals do not have direct physical contact with an object, they construct a mental image of it through information stimulation such as words, pictures, and videos from real life. Subsequently, this mental image contributes to creating a virtual reality experience. Simultaneously, gastronomy-themed travel sharing achieves sensory compensation through visual presentation, thereby enabling visitors to perceive an immersive experience akin to firsthand participation.

6.2 Presence plays a significant key role in the influence of UGC food travel sharing on impulse travel intention

Through a comprehensive analysis of the structural equation model, we have arrived at the following conclusion: The perception of the environment plays a pivotal role in stimulating arousal and positive emotions, thereby significantly influencing the formation of impulsive travel intentions. In terms of food travel sharing, dynamic user generated content (UGC) can effectively convey an authentic experience of "food within reach," fostering an immersive sense of presence that ultimately enhances potential tourists' trust and cognitive understanding of the destination

The sense of presence exerts a favorable impact on the psychological well-being of tourists. Research findings have demonstrated that the sense of presence can elicit users' arousal and positive emotions associated with pleasure and love, which are evoked by individuals' fondness for food and travel. Although the direct influence of reality arousal and positive emotions on impulsive travel intention did not yield statistically significant experimental results in this study, according to the theory of emotional mobility system, there exists a positive correlation between arousal and positive emotions to some extent with approach motivation.

The travel intention towards a specific destination represents the prevailing trend in approaching that par-

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https://doi.org/10.37420/j.emr.2024.004

ticular location, thereby exerting a significant influence on potential tourists' inclination to explore novel travel destinations. Consequently, the sense of presence assumes a pivotal role in stimulating positive emotions among tourists.

6.3 The direct effects of arousal and positive emotions on impulsive travel intention are not significant

This study reveals that the presence of individuals has a significant positive impact on arousal and positive emotions, which aligns with the findings in the field of social psychology. However, it is worth noting that the direct influence of arousal and positive emotions on impulsive travel intention does not exhibit statistical significance, possibly due to the intricate nature of travel behavior.

Despite this experiment's limited evidence for the explicit effects of arousal and positive emotions on impulsive travel intention, their role in shaping travel behavior should not be disregarded. Previous research suggests that both arousal and positive emotions can exert a favorable influence on individual behavioral patterns. For instance, in the context of online shopping, evoking emotions has been found to enhance impulsive buying intentions, underscoring the pivotal role that emotional factors play in shaping consumer behavior. Consequently, it can be inferred that investigating the impact of arousal and positive emotions on tourist behavior within the tourism media environment is a worthwhile endeavor. When tourists are exposed to travel media replete with stimuli that elicit presence, arousal and positive emotions, they may experience heightened propensities for impulsive travel decisions.

7. Research inspiration and reflection

7.1 Research inspiration

7.1.1 Theoretical inspiration

Firstly, this study expands upon existing research regarding the impact of user generated content (UGC) on potential tourist behavior in relation to food travel sharing. Previous studies have primarily focused on the economic benefits of culinary tourism and the influence of travel sharing content on Internet platforms for potential tourists. By examining personal social media as a starting point, this study particularly emphasizes the correlation between food tourism themes within UGC, thereby enhancing current research findings and offering a fresh perspective for comprehending the interplay among social media travel sharing, food-related content, and tourist behavior.

Secondly, this study introduces the psychological concepts of presence, arousal, and positive emotions to analyze the impact of social media travel sharing on tourists' impulsive travel intentions. Additionally, it discusses the applicability of these concepts in the context of tourism media environments. This study contributes to expanding the application scope of presence, arousal, and positive emotions within social media platforms and offers a novel perspective for comprehending tourists' behavior when confronted with travel sharing.

In conclusion, this study has conducted comprehensive research and expansion on the impact of user generated content (UGC) in food travel sharing on potential tourist behavior. By introducing the concept of

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presence, it is discovered that social media travel sharing significantly influences impulsive travel intention, thereby offering a novel perspective for comprehending tourists' behavior when confronted with food and tourism sharing. Furthermore, this study also examines the applicability of arousal and positive emotions in the context of travel media environment, thus providing a valuable reference for future research endeavors.

7.1.2 Practical inspiration

In the Web2.0 era, personal social media plays an important role in destination marketing. Its characteristics of low cost, efficient communication and wide coverage make it an ideal platform for tourism marketing. Research has found that travel sharing can predict individual impulse travel intention, so encouraging tourists to share their travel experience on personal social media can effectively attract potential tourists.

On the other hand, the destination culinary tourism exerts a substantial influence on travel intention. Even in the absence of any initial inclination to visit a particular destination, sharing food videos can evoke a sense of presence and elicit positive emotions, thereby stimulating the desire to embark on a journey. Empirical studies have demonstrated that an overwhelming majority of participants who viewed such videos expressed a keen interest in traveling. Consequently, gastronomy assumes an indispensable role in promoting tourism.

In conclusion, in the future online promotion of tourist destinations, it is crucial to focus on constructing immersive virtual scenes and evoke a strong sense of presence to ignite the longing within potential tourists. This approach not only enhances the likelihood of converting travel intentions into actual behavior but also effectively guides impulsive decision-making among tourists. Moreover, when combined with personal social media platforms, travel marketers can successfully engage prospective visitors and amplify destination awareness and influence.

7.2 Research reflection and future outlook

Firstly, in terms of research design, this study solely focuses on specific types of user generated content (UGC) food travel sharing, disregarding influential factors such as wind patterns and intricate elements like music, lens language, and interpretation methods presented in video formats. Consequently, the generalizability of this study to encompass a wide range of social media platforms showcasing UGC food travel sharing videos is limited. Secondly, in terms of hypothesis proposal, this study lacks sufficient theoretical grounding and fails to fully consider factors such as interactivity and emotional tendencies within the context of scenes. Additionally, it overlooks the upper limit of arousal required to stimulate positive emotions. Consequently, the conceptual model constructed in this study exhibits several inconsistencies that need further refinement. Thirdly, due to time constraints, the sample data collected in this study is relatively limited, which hinders its ability to provide sufficient empirical support for the conceptual model. Additionally, certain deficiencies in the questionnaire design and sample collection process have resulted in inadequate validity of some questions, thereby disregarding their significance during structural model testing.

Based on the aforementioned reflections, the author intends to undertake a distinct investigation encompassing various facets of user generated content (UGC) travel sharing, diverse forms of UGC food travel sharing, as well as incorporating elements such as background music, lens language, and interpretation methods in food travel sharing videos for subsequent research. The objective is to continuously enhance the discourse on factors influencing presence, arousal, and positive emotions while concurrently optimizing ques-

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https://doi.org/10.37420/j.emr.2024.004

tionnaire design, augmenting data collection efforts, and furnishing ample theoretical frameworks, models, and empirical evidence to substantiate future investigations.

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