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Factors effecting tourists' behavioral intentions through short tiktok video. Mediating effect of flow experience and satisfaction

Congying Liu[a] ✉ | **Ahmad Edwin Bin Mohamed**[a] | **Muhammad Zulqarnain Arshad**[b]

[a]School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia, Malaysia.
[b]School of Business Management, College of Business, Universiti Utara Malaysia, Malaysia.

Abstract The tourism industry is a key factor in the economic growth of countries such as China. This study explores the effect of information quality on TikTok, the most popular platform for short videos, and how it influences the flow experience, satisfaction, and tourists' intention to visit Chongqing, China. This study investigated the function of flow experience and satisfaction as mediators in the context of Chinese tourism. This research is based on the stimulus–organism–response (S-O-R) model, which is the primary theoretical framework. The data collection was conducted using a cross-sectional approach, primarily focusing on TikTok users in China through the Questionnaire Star platform. Of the 384 questionnaires that were distributed, 337 were considered valid and were included in the research. This study utilized partial least squares structural equation modeling (PLS-SEM) to assess the hypotheses and verify the reliability and validity of both the measurement model and structural model. The findings indicate that information quality significantly influences tourists' inclination to take action and emphasize the relevance of flow experience and satisfaction in mediating this connection. This research not only enriches the theoretical understanding by extending the S-O-R model but also has practical implications for scholars in the fields of tourism, policymakers, and government agencies. The research concludes by outlining the limitations and future directions.

Keywords: tourists' behavioral intentions, information quality, flow experience, satisfaction, TikTok tourism, S-O-R Model

1. Introduction

Rapid advancements in technology, internet usage, and social networking have significantly enhanced the impact of social media on consumer decision-making across various domains. In recent years, short-form videos have gained popularity, with their origin dating back to 2014. Short videos, typically lasting less than 60 seconds, are ideal for playback on mobile devices and easy sharing across various social platforms (Qin et al., 2022). TikTok (Douyin in Chinses name), as the leading short video platform, has rapidly captured the hearts of people of all ages over the years (Chu et al.,2022). Since this short-form platform launched in 2017, TikTok has experienced rapid global popularity. With its availability in 150 countries, TikTok boasts 750 million daily active users worldwide and has been downloaded more than 4 billion times (Iqbal, 2024).

In the modern landscape of social media, TikTok has revolutionized how industries communicate with consumers, reshaping traditional methods of engagement (Huang et al., 2024). Particularly in the fiercely competitive tourism sector, TikTok has garnered significant attention from researchers owing to its profound impact. Since its inception, TikTok has played an increasingly significant role in shaping the perception of tourist destinations, altering tourists' behaviors, and mediating tourists' overall experience. For instance, Chongqing, a popular city on TikTok, has garnered significant attention because of its ability to produce 3D cityscape videos, attracting numerous views and "likes". In addition, publication data have revealed that Chongqing is the top destination visited during the May Day holiday in China (ByteDance, 2021). Another notable example on TikTok is the Xi'an Grand Tang Dynasty Ever-Bright city, which also gained considerable attention through a video featuring a female dancer dressed in the Tang Dynasty attiring to dense gracefully like a spinning top. This video has propelled Xi'an to become a highly sought-after destination among tourists (Du et al., 2020). The popularity of Xi'an and Chongqing on TikTok underscores the impact of short TikTok tourism videos on tourists. Therefore, it is evident that the widespread popularity of short videos has introduced a novel approach to promoting modern tourism.

In the tourism domain, where tourists engage in intricate information search and consumption processes, further research is warranted to explore the influence of short videos on behavioral intentions. Nevertheless, only a few recent studies (e.g., the research of scientists) have proven that cell phones are bad. Qin et al., 2022; Liu et al., 2023) explored the impact of TikTok's quality on tourists' behavioral intentions. This study fills the research gap on Tiktok's short-term tourism videos in

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Chinese marketing and tourists' behavioral intentions by analyzing how short-term tourism videos provide information quality and its effects on individuals' behavioral intentions toward tourists' destinations. Moreover, this research builds on the stimulus–organism–response (S-O-R) paradigm to evaluate information quality as an independent variable, with flow experience and satisfaction as the mediators and tourists' behavioral intention as the independent variable.

2. Literature Review and Theoretical Foundation

This part of the study provides a detailed overview of the literature that is directly related to the research of this study; thus, it sets the theoretical groundwork for the formation of its models and hypotheses. Based on a vast number of studies and literature, the S-O-R framework, information quality, flow experience, satisfaction, and tourists' behavioral intentions are presented and analyzed in detail.

2.1. The S-O-R framework

An S-O-R model was presented by environmental psychologists Mehrabian and Russell in 1974 and is a basic instrument for analyzing user behavior across different areas. The aforementioned approach claims that the external stimuli or cues that the person perceives from the environment trigger his internal appraisal state (organism), which then determines whether the response to these stimuli is positive or negative (Mehrabian and Russell, 1974). The stimuli (S) are the external factors that can trigger or affect the individual (Eroglu et al., 2001). The organism usually functions as a go-between, participating in the relationship between the stimulus and the response (Mehrabian & Russell, 1974). Various scholars in past studies have pointed out that mediators (O) represent the emotional approach that is the main reason for the behavior of individuals (R), which can be either approach or avoidance (Mehrabian & Russell, 1974). Hence, the avoidance outcome necessitates activities such as evading, escaping, or leaving, whereas positive actions are connected with approach behavior.

The S-O-R framework is extensively employed in analyzing user behaviors. Being a well-established model, previous studies have utilized it to elucidate consumer loyalty, purchase intention, engagement, and so on. Based on this model, Zhu et al. (2020) investigated the impacts of information quality and social presence (S) on consumer purchase intention (R) through trust and satisfaction. Moreover, Zhu et al. (2020) examined the effects of online environment cues (S) on customers' online repurchase intentions (R) in the e-commerce sector, mediated by online trust (O). In addition, Sultan et al. (2021) demonstrated the influence of perceived marketing communication (S) on behavioral intention (R), mediated by hedonic attitudes and utilitarian attitudes (O). In previous studies, the S-O-R framework served as a pivotal analytical tool for elucidating the intricate processes of human behavior. It was employed to predict users' subsequent behaviors or intentions. Therefore, the present study utilizes the S-O-R framework to delve into the psychological processes underlying the influence of TikTok quality on tourists' flow experience and satisfaction, ultimately shaping their behavioral intentions.

Regarding tourism, the stimulus–organism–response (S-O-R) model is a good way to comprehend how information quality, flow experience, satisfaction, and tourist behavior are interconnected (Eroglu et al., 2003). The stimulus in this model is the quality of the information given to tourists, which is measured by the accuracy, relevance, completeness, and timeliness of the information. Tourists' internal states are affected by high-quality information, which is an external force. Tourists obtain accurate, interesting and thorough information about a place, which is the main reason for them being fully immersed and enjoying themselves (Alagarsamy et al., 2022). This feeling of flow, which is the same as the organism's inner state, is very important because it makes people interested in planning and exploring (Sarılgan et al., 2022).

When tourists are engaged at this high level through well-selected material, their happiness levels rise. Another internal state in the S-O-R model is satisfaction, which shows how well the information given and the general experience match tourists' wants and expectations (Shi et al., 2023). High-quality information makes the planning process easy and fun, which adds to this pleasure and improves the overall experience. This higher level of satisfaction from a better flow experience has a direct effect on tourists' plans to behave (Liu et al., 2016). Tourists who are happy and have great experience with good information are more likely to plan future visits, tell others about the place, and return to the future (Purnama et al., 2023). Therefore, people involved in tourism should prioritize improving the quality of information to create interesting and satisfying experiences that will eventually lead to good tourist behavior and loyalty (Chang, 2014). According to the discussion of the S-O-R model, the current research model can be summarized by the following assertions (Figure 1).

3. Hypothesis Development

3.1. Relationship between information quality and tourist behavioral intentions

Yoo et al. (2023) stressed the importance of information quality. This factor has driven researchers to study information quality and people's intentions (Ramayah et al., 2010). Previous studies have pointed out the strong positive link between information quality and individuals' intentions (Tung & Chang, 2008; Kim & Niehm, 2009; Ramayah, Ahmad & Lo, 2010; Prastiwi & Iswari, 2019; Halim et al., 2020).

In the context of tourism, the interaction between behavioral intentions and the quality of information is crucial (Ozdemir & Hewett, (2010). Travelers are mostly guided by the quality of information they receive, which includes timeliness,

accuracy, relevance and completeness. High-quality information is the most important factor affecting the views and contacts of travelers (Chang et al., (2011). Tourists come to mind well about a destination when they are provided with comprehensive, accurate and entertaining information concerning that location. Tourists can reduce uncertainty and improve their overall planning experience by using accurate and thorough information to help them make well-informed decisions (Filieri & McLeay, 2014). Tourists are more likely to follow through on their objectives when they have a positive encounter that builds satisfaction and trust in the information source (Chang et al., 2017). Wherever they have come across high-quality content, they are more likely to visit, recommend and revisit.

Additionally, recent studies have emphasized that information quality is an important element of social media platforms (Kim et al., 2017; Dedeoglu, 2019). This factor piques researchers' interest in studying information quality and individuals' intentions (Chamboko-Mpotaringa & Tichaawa, 2023; Chen & Tsai, 2019; Wang &Yan, 2022). However, it is difficult to draw definitive conclusions regarding short video platforms in the Chinese tourism industry due to a lack of literature. Accordingly, the present study investigated the following hypotheses:

Hypothesis 1: There is a significant relationship between information quality and tourists' behavioral intentions.

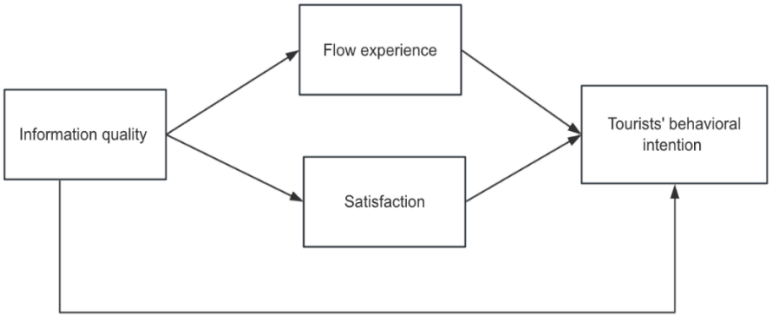


Figure 1 Research model.

3.2. Mediating role of flow experience in the relationship between information quality and tourists' behavioral intentions

Flow experience has a crucial role in linking information quality with tourists' behavioral intentions (Chen et al., 2014). The quality of information, as determined by its accuracy, relevance, completeness, and timeliness, is crucial in delivering dependable and captivating content to travelers regarding places (Ukpabi & Karjaluoto, 2018). Exposure to accurate and valuable information improves tourists' mental and emotional involvement, resulting in a state of optimal focus and immersion (Alyahya & McLean, 2022). The flow experience is distinguished by total immersion in the task, pleasure, and a lack of self-awareness and perception of time.

Tourists experience an enhanced level of satisfaction with both the information they receive and the location itself when they are in a state of flow (Kanagasapapathy, 2017; Tao et al., 2022). They are more inclined to discover captivating and valuable information, thus enhancing their total experience (Tao et al., 2022). The state of flow enhances good emotions and cultivates a more profound connection to the goal, hence amplifying the impact of the knowledge (Altunel & Erkurt, 2015). The heightened level of involvement and contentment derived from the flow experience has a direct impact on tourists' behavioral intentions. Good emotions and increased involvement result in a greater probability of visiting a place, suggesting it to acquaintances and relatives and contemplating subsequent visits (Coudounaris & Sthapit, 2017; Altunel & Erkurt, 2015). The flow experience essentially converts the quality of information into concrete actions and decisions. Currently, a limited number of studies have examined the role of flow experience as a mediator between the quality of information and the behavioral intentions of tourists, particularly in the context of short TikTok videos. Therefore, the following hypothesis is proposed:

Hypothesis 2: Flow experience mediates the relationship between information quality and tourists' behavioral intentions.

3.3. Mediating role of satisfaction between information quality and tourist behavioral intentions

The information quality and behavioral intentions of tourists are strongly related to each other through satisfaction (Rasoolimanes et al., 2021; Lee et al., 2021; The quality of information, which is a feature that consists of timeliness, relevance, correctness and completeness, is the most important factor in the case of how tourists perceive a place and what they expect from it (Hu, 2009; Laumer et al., 2017). The satisfaction of tourists is boosted when they are given the best information; hence, they feel more confident about the place.

This satisfaction is the consequence of the information's power to provide tourists with the knowledge to make the right choices, which in turn reduces uncertainty and thereby improves trips in general (Yoo et al., 2017; Lee, Jeon & Kim, 2011). Tourists who are satisfied with their experience are more likely to have a positive attitude toward the place, which, in turn, affects their behavior. The cognitive intentions of tourists are significantly increased when they are given high-quality information, which, in turn, leads to greater satisfaction (Wu & Li, 2015; Mey & Mohamed, 2010). These goals are to increase

the probability of going to the location, to let others know about it, and to make plans for the next time. Thus, visitor satisfaction is a vital link that turns the benefits of more information into concrete actions and decisions (Herrmann, Huber & Braunstein, 2000). Previous studies have highlighted the direct effect of information quality and satisfaction on behavioral intentions (Rigatti-Luchini & Mason, 2010; Yu et al., 2014; Uslu, 2020). However, few studies have tested the mediating role of satisfaction in the relationship between information quality and tourists' behavioral intentions (Rasoolimanesh et al., 2022; Chi et al., 2020). Therefore, this study tests the mediating role of satisfaction with information quality and behavioral intentions in the context of short video content on TikTok. Hence, it is hypothesized that:

Hypothesis 3: Satisfaction mediates the relationship between information quality and tourists' behavioral intentions.

4. Methodology

4.1. Study Design

An explanatory research design was employed in this research (Naseem et al. 2021). The participants were chosen through convenience sampling. The questionnaires were used to collect data, and each questionnaire contained parts that were assessed on a seven-point Likert scale ranging from "very strongly disagree" (1) to "very strongly agree" (7). The data collection process was carried out using questionnaires. A combination of SPSS and Smart PLS 4 was utilized to analyze the information that was gathered. Additionally, during the confirmatory factor analysis (CFA), indicators that did not load adequately were ignored and not included in the subsequent analysis. This was done to avoid any potential bias. In the course of the estimation process, it was discovered that the most significant analytical instrument utilized was structural equation modeling (SEM). This study contained a total of 20 questions covering all the variables involved in the study, which the respondents were asked to answer. This study incorporated items from previous studies for these variables, and the details of the items are shown in Table 1.

Table 1 Variable description.

Variables	Types	No. of items	Sources
Tourists' behavior intention	Dependent	5	Minhantar et al., (2016)
Information quality	Independent	8	Rodgers et al., (2005) and Lian (2021).
Flow experience	Mediator	4	Zhang and Daim, (2023).
Satisfaction	Mediator	3	Kim (2022).

4.2. Sapmple and Data collection

During the process of conducting a study, the procedure of selecting the proper sample size is an essential stage that can directly influence the subsequent analysis of appropriateness and statistical reliability (Lakens, 2022). For the purpose of this particular study, the population size is greater than 780 million, and it is not feasible to collect data from all TikTok users due to the sheer size of the sample, as well as the constraints of cost and resources. Therefore, sampling techniques were utilized to acquire the samples that were used in this study. In a study that was carried out by Krejcie and Morgan (1970), a table was provided that detailed the sample size of the population. The table shows that the sample size for the population that was greater than one million was 384. Additionally, Roscoe (1975) presented a guideline for choosing sample size and advised that the sample size should be greater than thirty and fewer than five hundred. As a result, a sample size of 384 was selected for this particular study since it corresponds to the range that was indicated, which guarantees that it is adequate for the study that is currently being conducted.

4.3. Descriptive Statistics: Profile of Respondents

According to the study, 58.4% of the participants were male, while 41.6% were female. The age distribution revealed that 37.9% of the population was aged 25-34 years, while 23.1% were aged 35-44 years. The age group of 45-54 years accounted for 17.0% of the total, while the age group of 18-24 years accounted for 16.4%. A minority portion (5.6%) consists of those who are above the age of 55.

In regard to jobs, most people are working for themselves, accounting for 28.4% of the participants. A total of 22.8% of the workforce is employed by enterprises, 18.8% works in government organizations or institutions, 15.9% is enrolled as full-time students, and 7.4% works as freelancers. The remaining 6.6% fall into the category of other employees. Regarding monthly income, 29.4% of individuals earn between 5001–7000 yuan, 28.9% earn between 7001–9000 yuan, and 20.7% earn more than 9000 yuan. In addition, 13.8% of individuals earn a monthly income ranging from 3000 to 5000 yuan, while 7.2% earn less than 3000 yuan.

Regarding TikTok utilization, 44.3% of the participants had used TikTok for a duration of 1-3 years, 32.4% for a duration exceeding 4 years, and 23.3% for a duration less than one year. Analysis of daily usage patterns revealed that 40.6% of individuals utilized TikTok for a duration of 1-2 hours, while 32.4% spent less than one hour on the platform. Additionally, 18.0% of users engage with TikTok for a period of 2-3 hours, and 9.0% dedicate more than 3 hours to the platform on a daily

basis. In relation to visits to Chongqing, 35.8% of individuals had visited once, 27.3% had visited twice, 22.5% had visited more than twice, and 14.3% had never visited.

5. Analysis and Results

For the purpose of analyzing the primary data, Smart-PLS software was utilized, and the assumptions specified in PLS-SEM (Arshad et al., 2023; Khan et al., 2022; Arshad et al., 2020) guided the analysis. At present, in the social sciences, PLS-SEM is a widely used technique for analysis (Arshad et al., 2024). The analysis of the measurement model and the structural model were the most important findings of the research (Malik et al., 2022; Khan et al., 2023). The analysis was systematically divided into two critical elements: the evaluation of the measurement model and the evaluation of the structural model. Cronbach's alpha, composite reliability, and average variance extracted (AVE) were used to check the reliability and validity of the measurement items. This was carried out to ensure that the measurement model was reliable. In addition, discriminant validity was checked to determine whether every construct was truly the thing that it was intended to measure. The researcher digs into the structural model by bootstrapping and the calculation of path coefficients, which are the most frequently used methods for determining the relationships between the latent variables.

5.1. Assessment of the Measurement Model

The authors implemented the methods of Hair et al. (2017) and used a two-stage process to analyze PLS-SEM. The analysis started with the evaluation of both the "Measurement Model" and the "Structural Model," which are the main components of the analytical process. Henseler et al. (2009) suggested that the first step in the process of evaluating the measurement model should be to ensure that the findings are relevant. Thus, the structural model was analyzed.

The calculation revealed that the composite reliability (CR) of the TBI-associated variables, including the INQ, FEX and SAT, was stable. The CRs for INQ, FEX, and SAT were 0.900, 0.896, and 0.870, respectively, as shown in Table 2 and Figure 2. The outcomes show a high degree of reliability in the measuring model. The Cronbach's alpha values were recorded as follows: TBI had a value of 0. 897, the INQ was 0. 877, FEX was 0. 869, SAT had a score of 0. 829. These indicators show that there is a high degree of internal consistency among the constructs, ranging from good to excellent.

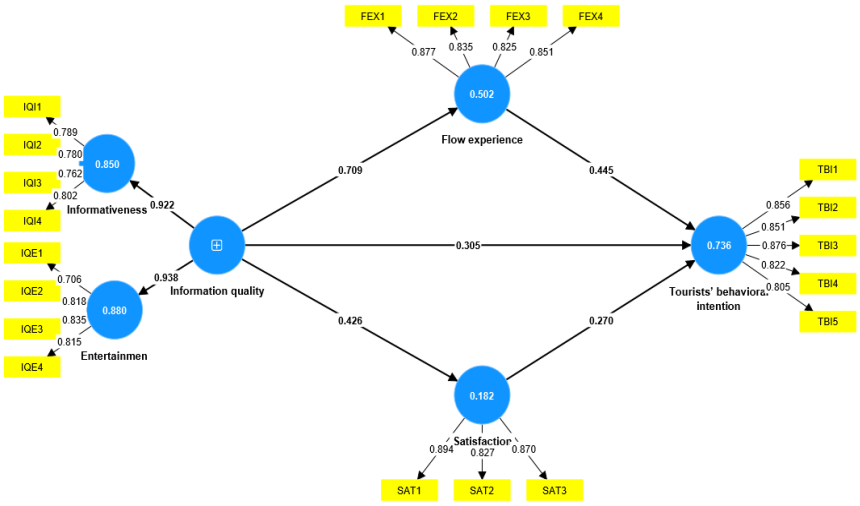


Figure 2 Measurment model.

Table 2 Variable description.

	Loadings	CA	CR	AVE
TBI	0.805-0.876	0.897	0.900	0.710
INQ	0.706-0.835	0.877	0.897	0.538
FEX	0.825-0.877	0.869	0.870	0.718
SAT	0.827-0.894	0.829	0.830	0.710

The average variance extracted (AVE) was used to test the convergent validity of the constructs. AVE, which should be 0.5 or above, refers to the grand mean value of the squared loadings of the indicators associated with the construct (i.e., the sum of the squared loadings divided by the number of indicators) (Abboh et al., 2024; Fareed et al., 2016). Table 1 reveals that the AVE means for TBI, INQ, FEX, and SAT were 0. 710, 0.538, 0.718, and 0. 747, respectively. A significant part of this concept's variance is explained by their indicators, as seen by the numbers provided; therefore, the convergent validity is high.

To identify whether the model had discriminant validity, the Fornell-Larcker criterion by Hair et al. (2014) was applied. The criteria are described in Table 3. This criterion makes it possible to compare the square root of the AVE values (values on

the diagonal) and the correlations between different constructs (values off the diagonal). The main idea of discriminant validity is that the constructs should be adequately separated so that no item will be used to measure several underlying components (Wahid et al., 2021). The investigation showed that the diagonal correlations, which are the square root of the average variance extracted (AVE), always surpassed the off-diagonal correlations for all reflective components. This proves the model's ability to correctly separate the constructs. Finally, the study demonstrated satisfactory convergent validity, which in turn confirmed the accuracy of the constructs tested using the defined assessment items. In addition, the research also demonstrated that the model was successful in distinguishing between the various constructs.

Table 3 Fornel–Larcker Criterion.

	FLX	INQ	SAT	TBI
FLX	0.938			
INQ	0.730	0.847		
SAT	0.428	0.613	0.733	
TBI	0.745	0.462	0.426	0.824

5.2. Assessment of the Structural Model

After the reliability and validity of the measurement model were verified, the study investigated the structural model (Khan et al. The researchers in this stage investigated the route coefficients and computed the R2 values, also known as coefficients of determination, to measure the extent of variance explained by the model according to the predetermined assumptions. The R2 score for TBI was 73. 6% is the percentage of variance that each model accounts for.

In terms of testing the significance of the path coefficients and identifying whether the hypotheses are valid, the researchers implement Smart-PLS bootstrapping along with a 5% significance level, one-tailed test. In terms of whether these hypotheses were significant, both "P values" and "T-statistics" were used. In addition, the researchers applied the mediation analysis method created by Baron and Kenny (1986) to study whether FEX and SAT are mediators of the relationship between INQ and TBI.

Table 4 and Figure 3 show the structural or "inner" model, which represents the path coefficients and their levels of significance. The presentation of the findings not only makes the testing of hypotheses easier but also clarifies the size and direction of the correlations between the variables; thus, the understanding of the model's implications and the relationships between the constructs is improved.

Table 4 Direct and indirect hypothesis testing.

	H	Beta	T Value	P Value	Result
H1:	INQ -> TBI	0.305	6.172	0.000	Supported
H2:	INQ-> FEX -> TBI	0.315	7.460	0.000	Supported
H3:	INQ-> SAT -> TBI	0.115	5.753	0.000	Supported

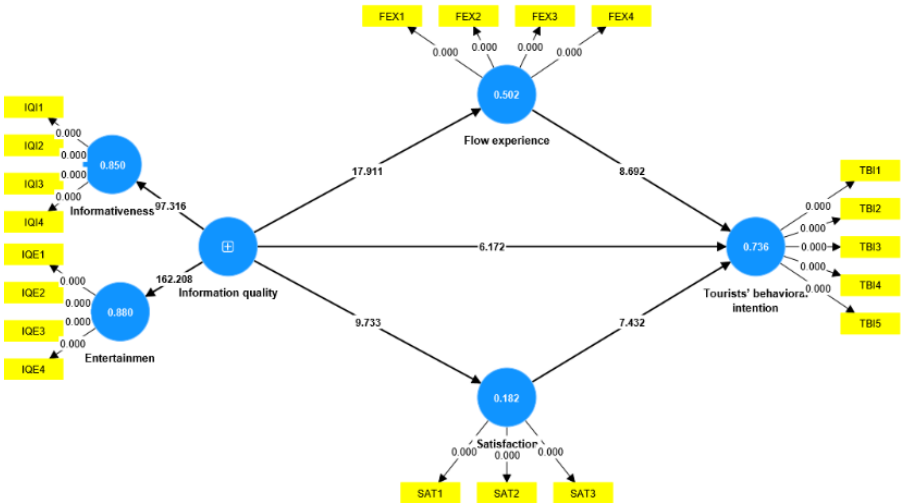


Figure 3 Structural model.

The study's findings demonstrated a robust association that substantiates the initial hypothesis (H1), positing a link between INQ and TBI. The statistical analysis revealed a strong positive relationship, with a beta coefficient of 0.305, a t value of 6.172, and a significance level below 0.01. The research established a robust correlation between a higher level of INQ and TBI, confirming the proposed hypothesis. Hypothesis 2 (H2) proposes that FEX can act as a mediator between INQ and TBI. The study confirmed the presence of a significant mediation effect, with a beta coefficient of 0.315, a t value of 7.460, and a p value

below 0.01. The findings validate this hypothesis, demonstrating that FEX acts as a mediator in the connection between INQ and TBI. Hypothesis 3 (H3) proposes that SAT can act as a mediator between INQ and TBI. The study confirmed the presence of a significant mediation effect, with a beta coefficient of 0.115, a t value of 5.753, and a p value below 0.01. The findings validate this hypothesis, demonstrating that SAT acts as a mediator in the connection between INQ and TBI.

5. Discussion and Conclusion

This study was designed to explore the mediating roles of flow experience and satisfaction in the relationship between information quality and visitors' behavioral intentions, which are affected by watching TikTok videos. Research has shown that the existence of high-quality information in TikTok videos has a significant effect on tourists' decisions to visit places depicted in those videos (Kim et al., 2017; Dedeoglu, 2019). The quality of information, which includes accuracy, relevancy, and timeliness, has a direct impact on how viewers perceive and make decisions (Qin et al., 2022). Research has suggested that flow experience, which refers to a very deep and pleasant interaction with content, is the mediator between the quality of information and behavioral intentions (Chu et al.,2022). The results indicated that tourists who are in a flow state while watching travel-related TikTok videos are more likely to have strong intentions to visit places that are featured in the videos (Huang et al., 2024). Media immersion can be the key to persuasiveness and the impact of informational content; thus, engagement and enjoyment increase. The study also investigated how flow experience and satisfaction act as mediators between information quality and behavioral intentions. Studies have shown that the state of flow positively influences satisfaction, which in turn has a strong effect on behavioral intentions (Du et al., 2020). This double mediation shows the importance of making content that is both useful and interesting to have the maximum motivational effect on visitor behavior.

6. Implications

The research studies the connection between information quality, behavioral intentions, and the mediators of flow and satisfaction. This study is designed to enhance our knowledge of how video content efficiency can be defined on today's digital platforms. The results add to the already established knowledge on consumer behavior in digital environments by stressing the importance of the quality of video content in the activation of complex psychological processes (such as flow and satisfaction), which in turn affect behavioral intentions. This is particularly relevant for understanding consumer engagement with content on ephemeral and highly captivating platforms such as TikTok.

For tourist workers in China, where TikTok (known locally as Douyin) is very popular, the results highlight the importance of focusing on high-quality, interesting, and satisfying materials. Tourism marketers should consider these factors when they are creating content strategies to attract a larger number of tourists, especially since there is considerable digital competition in China. Considering that flow experience affects satisfaction and behavioral intentions, it is better for Chinese content providers to produce videos that are not only instructive but also highly immersive and engaging. Possible techniques could include the use of storylines that are visually captivating, interactive components, or the integration of virtual reality aspects that are expected to increase audience engagement and satisfaction. Policymakers and tourism boards in China might use these findings to set standards or support projects that will help in the creation of better digital content. The promotion of certain places or attractions on TikTok can be achieved by focusing on improving the viewer's flow experience and satisfaction, which may result in an increase in tourist visits.

7. Limitation

Although this research has made substantial progress in its field, it is not exempt from its limitations. An inherent limitation is the dependence on self-administered surveys completed by TikTok users, which may have created bias. A more comprehensive strategy could entail collecting data from multiple sources that see and produce TikTok videos. Moreover, it is important to note that although our model explained a notable part of the variability in the endogenous variables, especially 73.6% of the variance in tourists' behavioral intentions, despite these findings, we do have some other variables that can affect these results. To improve the model's explanatory capacity, future research could incorporate additional independent variables, mediators, or moderators.

The study utilized a cross-sectional approach to collect data. To improve the comprehensiveness and applicability of the connections between the variables under investigation, future research could utilize longitudinal designs or comparative studies. Furthermore, future studies might replicate this research in different settings and diverse developing countries to validate the generalizability of the results. While this research focused primarily on tourists' behavioral intentions, future studies could also explore tourists’ revisit intentions to provide a more comprehensive perspective on tourism.

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Ethical considerations

The authors adhered to institutional guidelines for this research.

Conflict of Interest

It is stated that there is no conflict of interest between the authors.

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