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RESEARCH ARTICLE

How Positive eWOM on Social Media Enhances Tourists' Travel Intention to Cultural Heritage Sites

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ABSTRACT

With the rise of new media, people have unprecedented access to diverse information and entertainment, yet cultural heritage sites, due to their historical nature, are increasingly overlooked. This declining interest poses a serious threat to the transmission and continuity of cultural heritage, highlighting the need to revitalize public engagement with these sites. This study examines how social media can effectively enhance tourists' intentions to visit cultural heritage sites. This study ised a quantitative approach with 242 respondents from Hebei Province, China, the results indicate that source credibility, source of information, and argument quality significantly boost positive eWOM and travel intention, while information duplication has no notable impact. Gender also moderates eWOM's influence, with female tourists showing greater responsiveness. These insights provide strategic guidance for promoting cultural heritage through social media platforms.

1. INTRODUCTION

Traditionally, research on travel intention has explored how destinations cultivate lasting relationships with tourists by enhancing product or service quality (Acharya et al., 2021). However, the emergence of social media has shifted this approach, emphasizing its capacity to foster interaction and relevance in the tourism market (Shen et al., 2020). Social media provides travelers with abundant destination information and facilitates experience sharing, which significantly shapes travel intentions (Liu et al., 2020; Shen et al., 2020). This form of digital interaction, known as electronic word-of-mouth (eWOM), involves online comments—both favorable and critical—about destinations or products, reaching a wide audience (Babić Rosario et al., 2020).

The positive impact of eWOM is particularly significant in cultural heritage tourism, as shared experiences on social media build trust and emotional connections with potential tourists, enhancing their intention to visit (Nanggong & Mohammad, 2020; Shen et al., 2020). Cultural heritage sites, which symbolize history and national identity, play a vital role in connecting the past with the present (Sypnowich, 2021; Yao et al., 2023). However, modernization has led to declining interest among younger generations, threatening the preservation of these sites and diminishing cultural identity (Zuo et al., 2023; Spennemann, 2022; Banda et al., 2024).

Social media has been recognized as an effective tool to enhance interest in cultural heritage sites by fostering cultural identity and emotional connection (Ginzarly & Teller, 2021). Appealing destination imagery shared online can stimulate tourist interest, with studies confirming a positive correlation between eWOM and travel intention (Abbasi et al., 2023; Song et al., 2021). Most research, however, focuses on psychological factors influencing eWOM, such as empathy, nostalgia, and attitudes toward cultural heritage (Campos et al., 2023; Briliana et al., 2021; Xu et al., 2023). For instance, Campos et al. (2023) highlighted how social media creators sharing historical stories enhance eWOM, while

Briliana et al. (2021) found that nostalgia evoked by videos strengthens emotional attachment, increasing eWOM.

Despite these insights, limited research examines how information characteristics on social media—such as quality, credibility, and source—objectively influence eWOM and its impact on travel intention in cultural heritage tourism (Xu et al., 2023). Research in other fields, like online shopping and digital payments, shows that these information characteristics significantly shape eWOM outcomes and consumer behavior (Verma & Dewani, 2021; Izogo et al., 2023). For example, Duong Hanh Tien (2018) found that the source and credibility of information influenced eWOM across shopping platforms. However, similar research in cultural heritage tourism remains scarce (Fang, 2014; Xu et al., 2023).

This study aims to address this gap by investigating how information characteristics on social media influence eWOM for cultural heritage sites and whether such positive eWOM further enhances tourists' travel intention.

2. LITERATURE REVIEW

2.1 Electronic word of mouth (eWOM)'s on tourist's travel intention

Electronic word-of-mouth (eWOM) on social media significantly shapes tourists' travel intentions, as shown in numerous studies (Sotiriadis & Van Zyl, 2013; Fang, 2014). Positive eWOM enhances tourists' perceptions of destinations, thereby boosting their intention to visit (Zarrad et al., 2015; Izogo et al., 2023). For example, Jalilvand et al. (2013) demonstrated that credible and high-quality eWOM reduces perceived risks, strengthening travel intention. Similarly, research on Chinese tourists revealed that eWOM significantly affects attitudes, subjective norms, and perceived behavioral control, collectively influencing travel decisions (Li et al., 2026). Additionally, Aprilia and Kusumawati (2021) emphasized that positive eWOM not only shapes attitudes but also increases willingness to choose destinations through social influences. Izogo et al. (2023) further highlighted its role in building trust and minimizing decision uncertainty.

In China, the influence of eWOM is particularly significant due to its highly developed internet infrastructure and the abundance of historical and cultural heritage sites (Chen, 2024; Maags, 2021). Chinese tourists increasingly rely on online reviews when selecting destinations, but relevant research remains limited. Post-pandemic concerns over safety and trust further highlight the importance of positive eWOM in shaping travel choices. This study aims to address this gap by analyzing how eWOM influences Chinese tourists' travel intentions.

2.2 Influence of information characteristics on eWOM

The influence of information characteristics on electronic word-of-mouth (eWOM) is a crucial factor in understanding its role in tourism decision-making (Song et al., 2021). First, information credibility is one of the primary factors impacting the effectiveness of eWOM (Daowd et al.,2021). With the widespread use of social media, tourists can more easily access and share information, shaping their travel intention accordingly (Wang & Park, 2023). Studies indicate that consumers tend to trust information from credible sources, and this trust can significantly enhance their interest in, and intention to visit, a destination (Wang & Park, 2023).

Secondly, the quality of information has a direct impact on eWOM's effectiveness. High-quality short videos on social media often feature detailed descriptions and authentic experiences, which can reduce perceived risks and enhance potential travelers' intentions (Liu et al.,2023). Video bloggers who provide rich details and express genuine emotions are better able to engage potential tourists, thereby positively influencing their travel intention (Zhao et al.,2022).

Additionally, the type of information source plays an essential role. Research shows that consumers on social media are more likely to trust recommendations from friends within their social networks or reputable video bloggers (Chen & Dermawan, 2020). This social influence can significantly increase interest in cultural heritage destinations (Ma et al.,2021). Positive reviews on social media are often shared among friends, quickly reaching a wider audience and impacting the decisions of more potential tourists (Munar & Jacobsen, 2014).

Finally, information duplication also affects the effectiveness of eWOM. When the same information is echoed across multiple platforms, this "information cocoon" effect enhances its credibility and influence, making it easier for consumers to accept and trust the content (Babić Rosario et al.,2020). Such duplication not only reinforces consumers' impressions of a destination but also encourages them to take actions like planning trips or booking itineraries (Gaetaniello & Petrovská, 2024).

In summary, information characteristics—credibility, quality, source, and duplication—positively influence eWOM. This, in turn, can heighten tourists' travel intention by increasing their trust and interest in a destination.

2.3 Moderating role of gender between eWOM and travel intention to cultural heritage sites

Gender differences play a significant role in how eWOM affects travel intention toward cultural heritage sites (Krishnapillai & Ying, 2017). Men and women differ in information processing, decision-making, and social interaction, leading to varying responses to eWOM (Ahn et al., 2020; Cheng et al., 2020). For instance, men are more influenced by the utility and reliability of eWOM, while women respond more to emotional resonance and social connections in bloggers' content (Khan et al., 2021; Abubakar, 2017). These gender-based differences are particularly relevant in tourism decision-making for cultural heritage sites (Miguel-Barrado et al., 2024).

In China, traditional gender roles further shape these differences in eWOM influence (Cheung, 1996; Wang et al., 2020). Women tend to rely on social media recommendations from friends or trusted bloggers, while men prioritize information reliability and utility (Gui, 2020; Kimilli, 2023). The evolving nature of eWOM communication adds complexity to understanding these dynamics (Azer & Ranaweera, 2022). Exploring gender's moderating role in the relationship between eWOM and travel intention for cultural heritage sites within the Chinese context fills a gap in the literature and provides culturally specific insights for targeted tourism marketing strategies.

2.4 Consumer word-of-mouth theory

Consumer word-of-mouth theory has been widely applied in various disciplines to understand how opinions influence decision-making. In marketing, it explores how word-of-mouth shapes brand perception and drives purchase decisions (Jasin, 2022). In e-commerce, electronic word-of-mouth (eWOM) significantly impacts consumer choices, especially in environments with information asymmetry (Liu et al., 2022). Similarly, in social psychology, the influence of others' opinions is shown to shape attitudes and behaviors in social contexts (Jost et al., 2022).

In cultural heritage tourism, this theory has been used to analyze how eWOM on social media impacts tourists' travel intentions (Pandey & Sahu, 2020). Positive eWOM significantly enhances interest and trust in destinations, thereby increasing travel intentions (Aprilia & Kusumawati, 2021). Furthermore, the quality and credibility of eWOM strongly influence tourists' decision-making processes (Jasin, 2022). These findings underscore the theory's value in understanding tourists' behavior in the digital age, particularly in the context of cultural heritage tourism.

3. RESEARCH OBJECTIVES AND HYPOTHESES

This study aims to investigate how different information characteristics—source credibility (SC), argument quality (AQ), source of information (SOI), and information duplication (ID)—influence tourists' travel intention through positive electronic word-of-mouth (eWOM). It also examines the moderating role of gender in the relationship between eWOM and travel intention (TI). By analyzing how these characteristics enhance the positive effects of eWOM, this research provides theoretical insights and practical recommendations for destination marketing and eWOM strategies.

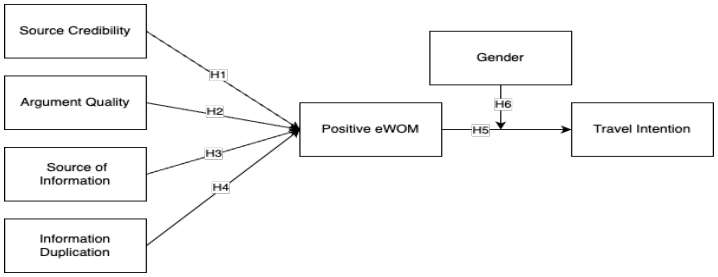

Figure 2.1: Information adoption framework.

3.1 Hypothesis

H1: Source Credibility has a significant impact on Positive eWOM.

H2: Argument Quality has a significant effect on Positive eWOM.

H3: Source of Information has a significant effect on Positive eWOM.

H4: Information Duplication has a significant effect on positive EWOM.

H5: Positive eWOM has a significant effect on Travel Intention.

H6: Gender has a moderating effect between positive eWOM and Travel Intention, and females have a positive effect on the relationship between positive eWOM and Travel Intention.

H7: Positive eWOM mediates the relationship between information credibility andtravel intention.

H8: Positive eWOM mediates the relationship between argument quality andtravel intention.

H9: Positive eWOM mediates the relationship between information sources andtravel intention.

H10: Positive eWOM mediates the relationship between information redundancy andtravel intention.

4. METHOD

4.1 Sample and procedure

Data for this study were collected from March 2023 to October 2024 in Hebei Province, China. In China, 13 out of 83 cultural heritage sites are related to Hebei Province (Table 4.1). These include significant sites such as the Summer Resort, a masterpiece of Qing Dynasty royal gardens that blends the essence of northern and southern Chinese garden art, and Punning Temple, a Tibetan Buddhist temple that symbolizes ethnic and cultural integration.

Table 4.1: List of tangible cultural legacy in Hebei province

No.	Year accepted as cultural legacy	Name
1	1987	The Great Wall of China
2	1994	Chengde Summer Resort and surrounding temples
3	2000	Royal Tombs of the Ming and Qing Dynasties
4	2009	Chinese Calligraphy
5	2009	Chinese Paper Cutting
6	2009	Dragon Boat Festival
7	2009	Traditional Chinese Wooden Building Construction Techniques
8	2010	Chinese Acupuncture and Moxibustion
9	2011	Chinese Shadow Theatre
10	2013	Chinese Bead Counting
11	2014	China Grand Canal (Hebei Section)
12	2016	The 24 Solar Terms
13	2020	Taijiquan

(Source: What are the World Heritage Sites in Hebei? https://m.maigoo.com/top/432379.html)

In this study, a survey of university students in Hebei Province was conducted using a questionnaire. The questionnaire covered demographic information, students' exposure to information about cultural heritage destinations on social media, their perceptions of the information conveyed, their views on eWOM, and their travel intention. A stratified sampling method was employed to ensure representativeness across universities in Hebei. Three universities—Hebei University, Yanshan University, and Hebei Normal University—were selected for this purpose.

To minimize sample bias, the study targeted college students from freshman to senior years across various majors. The questionnaire link was distributed via the WeChat public platform, with a 15-minute time limit for each participant. Questionnaires completed beyond this time frame were marked as invalid. Upon completion, participants received a 5 RMB coupon as a reward.

Table 3.1: The Distribution of the sample drawn from different three Universities in this study.

Universities	Proportionate stratified Sample size	Sampling procedure	Number of Sample
Hebei University	28171	$n=\frac{N}{1+N(e)^2}$	The total population of 76456 Therefore, has 242 sample size. Ref. Yamane, Taro, (1967).
Hebei Normal University	24936	$n=\frac{76456}{1+76456(0.05)^2}$	
Hebei University of Engineering	23,358	Therefore, n=241.78	

4.2. Measures

4.2.1 Source credibility

Source credibility reflects how much consumers trust the information shared on social media (Weismueller et al.,2020; Leite & Baptista, 2022). A highly credible source can significantly influence tourists' travel intention. To measure this variable, the questionnaire includes the following items: 1. I believe that the sources of information posted on social media are trustworthy; 2. I consider recommendations from friends or acquaintances to be more reliable than advertisements; 3. Reviews on social media are usually accurate; and 4. I feel that reviews on third-party platforms are more trustworthy than a brand's own promotions. Participants will respond to these items on a five-point Likert scale with options ranging from "completely disagree" to "completely agree."

4.2.2 Argument quality

Argument quality refers to the quality of the information conveyed on social media, including its accuracy, level of detail, and relevance (Nadarevic et al., 2020). High-quality arguments are effective in influencing the consumer decision-making process. In the context of tourism, well-crafted information can enhance tourists' interest in and trust toward a destination, thereby increasing their travel intention. To measure this, the following items were included in the questionnaire: 1. Information about tourist destinations on social media usually provides detailed and accurate descriptions; 2. I believe that more specific information on social media is helpful for my travel decisions; 3. High-quality reviews and content make me more inclined to choose a particular destination; and 4. The emotional expressions in the information enhance my interest in the destination. Participants will rate these items on a five-point scale from "completely disagree" to "completely agree."

4.2.3 Source of information

Source of information refers to the platforms or channels that tourists rely on to obtain travel information (Almeida-Santana et al.,2020). Different sources can influence tourists' perceptions and decisions regarding destinations (Lojo & Xu, 2020). The questionnaire includes items such as: 1. I tend to trust user-generated content on social media; 2. Recommendations from well-known travel bloggers have a strong influence on my decisions; 3. I refer to information shared by friends on social media when planning trips; and 4. Information from different social platforms is important in my destination choices. Participants will respond using a five-point scale from "completely disagree" to "completely agree."

4.2.4 Information duplication

Information duplication measures the frequency with which the same information appears across multiple platforms (Lu et al.,2023). Repeated information can enhance its credibility, thus impacting consumer decisions. To assess this variable, the questionnaire includes: 1. I am more likely to believe information I see repeated across multiple platforms; 2. Duplication of information gives me a stronger impression of a particular cultural heritage site; 3. Seeing the same information on different

social media platforms increases my trust; and 4. Seeing repeated reviews makes me more confident in my travel decision. Responses are rated on a five-point scale from "completely disagree" to "completely agree."

4.2.5 Positive eWOM

Positive evaluations and comments posted by customers on social media are referred to as positive electronic word-of-mouth (eWOM). (Gunawan et al.,2020). Positive eWOM can enhance potential tourists' interest in and trust toward cultural heritage sites. The following items in the questionnaire measure this variable: 1. I often see positive reviews about tourist destinations on social media; 2. Positive eWOM makes me more interested in visiting a cultural heritage site; 3. I believe positive eWOM influences my choice of travel destinations; and 4. Positive reviews on social media make me feel trust toward the destination.On a five-point scale ranging from "completely disagree" to "completely agree," participants score their answers.

4.2.6 Travel intention

Travel intention reflects tourists' plans and interest in visiting a particular cultural heritage site(Dabphet, 2024). A higher level of travel intention suggests a greater likelihood of actual travel. This variable is measured with items such as: 1. I am interested in visiting cultural heritage sites I see on social media; 2. Positive eWOM increases my interest in travel planning; 3. I plan to visit a cultural heritage site within the next few months; and 4. Positive reviews on social media encourage me to make travel plans immediately.

4.2.7 Gender

Gender serves as a moderating variable, potentially influencing individuals' acceptance and response to information. Understanding gender differences aids in analyzing the impact of eWOM on travel decisions. Participants are asked to indicate their gender: 1. Male 2. Female.

5. RESULTS

5.1 Demographic

A total of 242 valid questionnaires were gathered, as indicated in Table 5.1. Of the participants, 58.68% were female, which is greater than the male (41.32%). The data reveal that over half of the participants (69.1%) search for travel destinations through social media, with a preference for short videos as a source of information. TikTok (DouYin) is the dominant platform used, with 83.47% of respondents favoring it. Regarding information format (71.9%). Thus, social media has become a vital source of travel information, and video material significantly raises the perceived reliability of electronic word-of-mouth.

Table 5.1: Demographic

Item	Options	Frequency	Percentage (%)
Gender	Male	100	41.32
	Female	142	58.68
Grades	Freshman year	48	19.83
	Sophomore	76	31.4
	Junior	59	24.38
	Senior	59	24.38
You often use social media messages to see where to travel.	Not at all	38	15.7
	Seldom	37	15.29
	Sometimes	46	19.01
	Usually	47	19.42
	Often	74	30.58
You deliberately look for information about travel destinations through social media.	Not at all	42	17.36
	Seldom	48	19.83
	Sometimes	52	21.49
	Usually	46	19.01
	Often	54	22.31
What social media do you use to find WeChat ?	NO	144	59.5
	YES	98	40.5

What social media do you use to find Red Book?	NO	146	60.33
	YES	96	39.67
What social media do you use to find Weibo?	NO	151	62.4
	YES	91	37.6
What social media do you use to find TikTok（Douyin）?	NO	40	16.53
	YES	202	83.47
Do you prefer to believe in Picture with words or video messages in social media	Picture with words	68	28.1
	Video	174	71.9
Overall		242	100

5.2 Reliability and exploratory factor analysis

The quantitative data analysis involved two key steps: (1) descriptive statistics and reliability measurement using SPSS 26, and (2) PLS-SEM testing using Smart PLS to examine correlation coefficients and conduct path analysis within the structural equation model.

Table 5.2 summarizes the reliability analysis results, measured using Cronbach's alpha. Values exceeding 0.8 across all constructs indicate strong internal consistency, aligning with the standard that coefficients above 0.7 signify high reliability (Schober et al., 2021). These findings confirm the robustness and reliability of the scales used in this study.

Table 5.2: Reliability

Construct	Item	Cronbach α
Source Credibility	A1	0.874
	A2	
	A3	
	A4	
Argument Quality	B1	0.887
	B2	
	B3	
	B4	
Source of Information	C1	0.883
	C2	
	C3	
	C4	
Information Duplication	D1	0.918
	D2	
	D3	
	D4	
Positive eWOM	E1	0.861
	E2	
	E3	
	E4	
Travel Intention	F1	0.874
	F2	
	F3	
	F4	

Factor analysis was conducted to evaluate the suitability of the data (Shrestha, 2021). As shown in Table 5.3, the KMO value of 0.881 exceeds the threshold of 0.6, confirming the data's adequacy for this method (Shrestha, 2021). Additionally, the Bartlett's sphericity test yielded a significant result ($p < 0.05$), further validating the appropriateness of the data for factor analysis.

Table 5.3 KMO & Bartlett's Sphericity test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	**0.881**

Bartlett's Test of Sphericity	Approx. Chi-Square	3568.239
	Df	276
	Sig.	.000

5.3 Correlation analysis

As shown in the table 5.4, correlation analysis was conducted to examine the relationship between travel intention and five variables: positive eWOM, source credibility, argument quality, information source, and information duplication. Pearson's correlation coefficients were used to assess the strength of these relationships, with coefficients of 0.439, 0.364, 0.360, 0.281, and 0.390, respectively. Since all correlation coefficients are greater than 0, the results indicate significant positive correlations between travel intention and each of the five items—positive eWOM, source credibility, argument quality, information source, and information duplication (Gogtay & Thatte, 2017).

Table 5.4: Zero-Order correlations analysis between variables in the conceptual framework（N=242)

Construct	Travel Intention	Positive eWOM	Source Credibility	Argument Quality	Source of Information	Information Duplication
Travel Intention	1					
Positive eWOM	0.439**	1				
Source Credibility	0.364**	0.476**	1			
Argument Quality	0.360**	0.436**	0.396**	1		
Source of Information	0.281**	0.421**	0.366**	0.363**	1	
Information Duplication	0.390**	0.126	0.126	0.142*	0.046	1

5.4 Internal consistency reliability and validity

Table 5.5 provides the reliability and validity indicators for the constructs. Cronbach's alpha values exceeded 0.86, indicating high internal consistency (Hajjar, 2018). Combined reliability (CR) values were above 0.90, confirming strong construct reliability (Hajjar, 2018). Additionally, average variance extracted (AVE) values surpassed 0.70, satisfying the criteria for convergent validity and demonstrating that each construct effectively explains its variance (Hajjar, 2018). These results confirm the constructs' robust reliability and validity.

Table 5.5: Factor loadings and confidence validity statistics

Construct	Cronbach's Alpha	CR	AVE
Source of Information	0.883	0.919	0.741
Source Credibility	0.875	0.914	0.726
Information Duplication	0.918	0.942	0.802
Travel Intention	0.874	0.914	0.725
Positive eWOM Argument Quality	0.862	0.906	0.707
Argument Quality	0.887	0.922	0.746

5.5 Distinct validity

The correlation matrix (Table 5.6) confirmed that the shared variances between constructs were lower than the variances extracted from individual constructs. Additionally, the Heterogeneous-Trait-Homogeneous-Trait (HTMT) criterion supported discriminant validity, with all HTMT values remaining below 0.90 (Kendell, 1989). Together, these findings verified the measurement model's reliability and validity (Table 5.7).

Table 5.6: Results of the Fornell-Larcker criterion

Construct	Source of Information	Source Credibility	Information Duplication	Travel Intention	Positive eWOM	Argument Quality
Source of Information	**0.861**					
Source Credibility	0.364	**0.852**				
Information Duplication	0.044	0.128	**0.895**			
Travel Intention	0.282	0.364	0.394	**0.852**		
Positive eWOM	0.422	0.48	0.128	0.441	**0.841**	
Argument Quality	0.365	0.392	0.146	0.36	0.437	**0.864**

Note: The diagonal line is the square root of AVE and the lower left region is the correlation coefficient between the latent variables

Table 5.7: Discriminant validity: Heterotrait-monotrait ratio (HTMT)

Construct	Source of Information	Source Credibility	Information Duplication	Travel Intention	Positive eWOM	Argument Quality
Source of Information						
Source Credibility	0.415					
Information Duplication	0.071	0.141				
Travel Intention	0.322	0.418	0.435			
Positive eWOM	0.483	0.549	0.141	0.506		
Argument Quality	0.41	0.45	0.158	0.409	0.499	

5.6 Common method bias (CMB)

Common method bias (CMB) measures the shared variation among indicators. When independent and dependent variables share the same data source, covariance analysis in PLS-SEM models is recommended to detect CMB (Podsakoff et al., 2024). In this study, both vertical and horizontal covariances were assessed using a full covariance test based on variance inflation factors (VIFs). A VIF value above 3.3 indicates potential pathological covariance (Podsakoff et al., 2024). As none of the VIF values in this study exceeded 3.3, it is confirmed that no common method bias exists (Table 5.8).

Table 5.8: Collinearity statistic (VIF)

Construct	Source of Information	Source Credibility	Information Duplication	Gender	Travel Intention	Positive eWOM	Argument Quality	Gender x Positive eWOM
Source of Information						1.237		
Source Credibility						1.275		
Information Duplication						1.029		
Gender					1.044			
Travel Intention								
Positive eWOM					2.011			
Argument Quality						1.283		
Gender x Positive eWOM					1.957			

5.7 Model test

The path coefficients were calculated using Smart PLS version 3.3.2, as illustrated in Figure 5.1. A bootstrap procedure with 5000 samples was employed to determine the path relationships, t-values, standard errors, and explained variance of the dependent variable in the model (Yakubu, 2010).

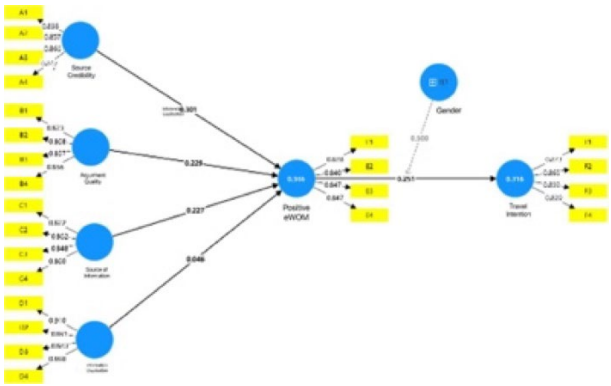

Figure 5.1: Test model. * p < 0.05 t (0.05; ∞); ** p < 0.01 t (0.01; ∞).

The path coefficients in Table 5.9 reveal significant differences in how various information characteristics influence positive electronic word-of-mouth (eWOM). Information source (path coefficient = 0.227, p < 0.05), source credibility (path coefficient = 0.301, p < 0.05), and argument

quality (path coefficient = 0.229, $p < 0.05$) all had significant positive effects on positive eWOM, while information repetition (path coefficient = 0.046, $p > 0.05$) showed no significant effect (Yakubu, 2010).

Positive eWOM also demonstrated a significant positive effect on travel intention (path coefficient = 0.251, $p < 0.05$), indicating that favorable social media reviews enhance tourists' willingness to travel (Yakubu, 2010). Gender significantly moderated this relationship (path coefficient = 0.500, $p < 0.05$), with women displaying greater sensitivity to positive eWOM, leading to increased interest and travel intentions compared to men (Yakubu, 2010).

Table 5.9: Path coefficients

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SOI -> EWOM	0.227	0.228	0.069	3.288	0.001
SC -> EWOM	0.301	0.301	0.074	4.084	0.000
SD -> EWOM	0.046	0.054	0.055	0.839	0.402
Gender -> TI	0.500	0.503	0.115	4.335	0.000
EWOM -> TI	0.251	0.251	0.089	2.815	0.005
AQ -> EWOM	0.229	0.230	0.070	3.290	0.001
Gender x EWOM -> TI	0.500	0.500	0.119	4.212	0.000

The data in Table 5.10 shows that the indirect path coefficient of information duplicity (SD) on tourism intention (TI) through positive electronic word-of-mouth (eWOM) is 0.012 and insignificant ($p > 0.05$), indicating no significant effect. In contrast, argumentation quality (AQ) has a significant positive indirect effect on tourism intention, with a path coefficient of 0.058 ($p < 0.05$). Similarly, the source of information (SOI) and the credibility of the information source (SC) also have significant positive indirect effects, with path coefficients of 0.057 and 0.076, respectively ($p < 0.05$).

Regarding total effects, the path coefficients for the source of information (0.057), credibility of the information source (0.076), and argumentation quality (0.058) are all significant ($p < 0.05$). However, the total effect of information repetitiveness remains insignificant, with a path coefficient of 0.012 ($p > 0.05$).

Table 5.10: Path coefficients

Construct		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV/)	P values
Indirect Effect	SD -> EWOM -> TI	0.012	0.015	0.016	0.711	0.477
	AQ-> EWOM -> TI	0.058	0.057	0.027	2.154	0.031
	SOI-> EWOM -> TI	0.057	0.058	0.029	1.990	0.047
	SC -> EWOM -> TI	0.076	0.076	0.034	2.248	0.025
Total Effect	SOI -> TI	0.057	0.058	0.029	1.990	0.047
	SC-> TI	0.076	0.076	0.034	2.248	0.025
	SD-> TI	0.012	0.015	0.016	0.711	0.477
	AQ -> TI	0.058	0.057	0.027	2.154	0.031

5.7 Moderator effects

The data in Table 5.9 indicates that gender significantly moderates the relationship between positive EWOM and travel intention (TI). The path coefficient for this moderating effect is 0.500, with a standard error of 0.119, a T-value of 4.212, and a significance level of $p < 0.001$. These results demonstrate that gender differences influence the extent to which positive eWOM contributes to travel intention (TI).

Hypothesis H6 suggests that females exhibit a stronger positive correlation between positive eWOM and travel intentions. The data, with a path coefficient of 0.5, confirms that female respondents are more positively influenced by EWOM compared to males, resulting in increased interest and travel intentions. This finding highlights that female audiences are more responsive to positive reviews or recommendations, demonstrating higher sensitivity that translates into stronger travel intentions. Consequently, EWOM-centered promotion strategies may be more effective in attracting and engaging female audiences.

6. DISCUSSIONS

This study, through empirical analysis, confirms that information source (H3), source credibility (H1), and argument quality (H2) have a significant positive effect on positive electronic word-of-mouth (eWOM). These findings align with prior research, indicating that high-quality information from reliable sources and content with strong credibility and persuasiveness effectively enhance consumer acceptance and facilitate the spread of positive eWOM. This result highlights the importance of information sources and content quality in shaping consumer attitudes in eWOM, underscoring the central role of information characteristics in enhancing eWOM effectiveness. However, the study found that information duplication did not have a significant effect on positive eWOM, leading to the rejection of hypothesis H4.

Additionally, this study demonstrates that positive eWOM has a significant positive impact on travel intention (H5), consistent with previous literature that underscores eWOM's key role in boosting consumer travel intention. Positive eWOM can communicate favorable consumer experiences and evaluations across social media platforms, influencing the decisions of potential tourists. The findings validate the effectiveness of electronic word-of-mouth in tourism promotion and emphasize the role of positive user reviews in fostering travel intention.

Furthermore, this study reveals that gender significantly moderates the effect of positive eWOM on travel intention, with women being more influenced by eWOM (H6). This finding aligns with existing research, which shows that women are more likely to be swayed by positive comments, enhancing their travel intention. The study suggests that gender differences should be considered in tourism marketing strategies to maximize the impact of eWOM across different gender groups, particularly in attracting female tourists, by further leveraging positive eWOM.

Moreover, the study confirms that positive eWOM significantly mediates the relationships between source credibility, argument quality, information source, and travel intention (H7, H8, and H9). This implies that these information characteristics can indirectly increase tourism intentions through positive eWOM, reinforcing eWOM's role as a bridge between information dissemination and the formation of travel intention. However, the indirect effect of information duplication on travel intention is not significant, indicating that it does not produce the intended effect through positive eWOM, resulting in the rejection of H10.

7. CONCLUSION

This study highlights the importance of information sources, source credibility, and argument quality in enhancing positive (eWOM). The results indicate that reliable information sources, credible content, and persuasive arguments increase tourists' trust and acceptance of information, thereby fostering positive eWOM (Alsheikh et al., 2021). This finding underscores that in tourism marketing, information sources and content quality are key factors shaping tourists' attitudes and intentions, contributing to the development and reinforcement of positive perceptions of cultural heritage sites (Sparks et al.,2013; Chung et al., 2015; Alsheikh et al., 2021).

Additionally, positive eWOM significantly boosts tourists' intention to visit (González-Rodríguez et al., 2022). Positive comments and shared real-life experiences on social media and other platforms can enhance tourists' interest and travel intention (González-Rodríguez et al., 2022). Through positive eWOM, potential tourists develop a stronger interest in a destination, increasing the likelihood of actual travel (González-Rodríguez et al., 2016; 2022). This demonstrates that eWOM plays a vital role in tourism marketing, acting as a key driver of tourists' travel decisions (González-Rodríguez et al., 2016).

The study also reveals the important moderating role of gender in the influence of positive eWOM on travel intention, with females showing greater susceptibility to positive evaluations (Krishnapillai & Ying, 2017). This gender difference suggests that, when implementing gender-specific marketing strategies, eWOM can be particularly effective in attracting female audiences, enhancing their travel intention (Krishnapillai & Ying, 2017). Therefore, tourism marketing efforts can better engage female tourists by reinforcing positive eWOM to maximize marketing impact (Abubakar et al.,2017).

In conclusion, this study highlights the significant influence of information characteristics and gender differences on the relationship between EWOM and tourism intention. The reliability of information sources and argument quality are key factors in enhancing the effectiveness of positive EWOM. Additionally, the strategic role of EWOM in shaping tourism intentions underscores its value in the

tourism industry. Future tourism marketing strategies can leverage these findings to boost tourist engagement and travel intentions through high-quality information dissemination and gender-targeted approaches.

8. RECOMMENDATION

Based on the findings of this study, it is recommended that future research further optimize methodology and explore additional topics. For research methodology, future studies could consider increasing the sample size or expanding the study to cover a broader geographical area to enhance the generalizability of results. Additionally, diversified data collection methods could be adopted, such as integrating quantitative and qualitative analyses and delving deeper into tourists' responses to eWOM through in-depth interviews or focus group discussions. Multi-cluster analysis can also be employed to examine the varied responses of tourists across different genders, ages, or cultural backgrounds under the influence of eWOM, enriching the understanding of tourist behavior.

In terms of research topics, further exploration of eWOM dissemination effects on specific social media platforms, particularly short video platforms, is recommended to better understand the impact of different information formats on travel intention. Additionally, research could focus on the psychological mechanisms behind the gender moderation effect, investigating why women are more sensitive to positive eWOM, thus providing theoretical support for gender-targeted strategies in tourism marketing. Future studies may also examine other potential moderating variables, such as cultural background or travel motivation, to construct a more comprehensive theoretical framework, offering practical insights for the marketing and promotion of cultural heritage sites.

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