

# **Research on the Impact of Short Video Content Marketing on Thailand Outbound Tourists' Pre-trip Behavior Intention**

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## **Abstracts**

This paper aims to investigate the influential mechanism of Chinese short video platform content marketing on outbound Thai tourists' pre-travel behavior intention by exploring the behavioral habits of tourists' access to Thailand tourism information in short video platforms and the role of short video content platforms in tourists' pre-travel. Chinese tourists who had been traveled to Thailand before selected as the research object. Based on the reviewing existing literature, this paper constructed a research framework, proposed research hypothesis, collected relevant data through using questionnaires, and analyzed 515 valid questionnaires with SPSS22.0 to draw the conclusions: short video content marketing positively promotes outbound Thai travelers' implementation, planning, and recommendation intentions. The results contributes to the existing literature by providing a theoretical reference to the study of tourists' pre-travel behavioral intentions and developing effective short-video content marketing strategies.

**Keywords:** Content marketing; Pre-travel behavioral intention; Chinese short video platform; Quantitative Research

## **Introduction**

Along with rapid economic growth and rising people's consumption in China, travel has become one of the main ways of leisure. According to the tourism data from China's National Bureau of Statistics, the number of Chinese tourists choosing outbound tourism has grown rapidly in recent years, while data from the National Tourism Authority of Thailand shows that China has become the largest source country of tourists in Thailand for two consecutive years in 2018-2019, and the Thai government has registered the particular social media accounts such as Weibo and WeChat in China to promote Thailand's tourism, respectively. It has also repeatedly invited domestic netizens, celebrities and opinion leaders to Thailand to experience the charm of Thailand's tourism. With the transformation of the Internet to the mobile Internet and the arrival of the mobile Internet era, as well as the reduction of traffic costs and the popularization of 4G and 5G technologies, short video is the category with the most user hours with cheaper traffic costs, lower reading thresholds, richer expressions, and faster network dissemination. Therefore, the value of short video industry to travel-related enterprises attract more and more attention, some of the restaurants, scenic spots and other enterprises gradually try short video content marketing and set it as a very important marketing strategy. Through short video content marketing to enhance the interaction between celebrities and users and brands, so as to enhance the brand's sense of loyalty, sense of achievement, and effectively close the distance between users and enterprises. However, the existing research regarding the relationship between the short video content marketing and the behavior of Chinese tourists traveling out of Thailand is still relatively scarce.

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This paper will attempt to explore the relationship between short video content marketing and the pre-travel behavior intention of Chinese outbound Thai tourists. The short video content marketing will be investigated from the four dimensions: entertainment content, social interaction content, knowledge content and function content. And the pre-travel behavior intention of Chinese outbound Thai tourists will be investigated from the three dimensions: planning intention, implementation intention and recommendation intention. Chinese tourists who had been traveled to Thailand selected as the research object. Questionnaire was adopted as the data collection tool and quantitative research approach was conducted to analyze the data and draw the conclusion.

## **Literature Review**

### **Short video content marketing**

Ye Yuanyuan (2022 : 3-11) believes that there is no accurate positioning for short videos in the academic circle at the present stage. On the current short video media platform, however, short videos mainly refer to videos calculated in seconds. New videos can be beautified and edited by using the mobile phone Internet terminal. SocialBeta defines short video as a new type of video that can be shared instantly on social media platforms. Chinese scholar Li Xinyi (2016 : 78-97) believes that short videos are different from conventional long videos, and their length should be limited to less than 30 seconds. Short video platforms widely recognized in China, such as Douyin and Kuaishou, also provide video content of more than five minutes, while iQiyi, Youku and Tencent Video also increase the video content to less than three minutes. Despite recent short video industry growth size is good, but the consensus of academic circles did disagree to a short video, the expression of the industry of short video layout based on their own perspective, and business has not yet formed a clear system of research, therefore, this article will comprehensive previous scholars and the definition of the published short video platform in China, will be a short video for 3 minutes video.

Liu Wenxia and Dong Yin (2022 : 11-19) point out that short video content marketing refers to the general term of content marketing activities relying on short video media as a carrier. Ye Yuanyuan (2022 : 3-11) also said that the communication of short video content marketing is more flexible, and people can browse the web conveniently through mobile phones, tablets and other devices anytime and anywhere. Short video content marketing can be continuously played on the Internet, greatly reducing the cost of its marketing, short video content marketing information tracking and collection become more convenient. proposed that the number of "fans" of video publishers and the frequency of published works have a positive correlation with the communication effect of short video, which is the main influencing factor. The authority of a video publisher has an impact on the propagation effect, and the impact is different for different types of accounts. The live broadcast behavior of video publishers has a significant positive impact on the propagation effect of short videos. The interactivity of video publishers has a positive impact on its communication effect, among which the effect of interest life is the most obvious. Based on the studies of Lai Yuanwei (2017 : 53) and Wang Xiangning (2020 : 33) et al., this paper adds knowledge content as the fourth dimension to explore on the basis of functional content, entertainment content and social interaction content.

### **Tourists' behavior intention before departure**

Fishbein and Ajzen (1975 : 842 -844) argued in the theory of rational behavior that the behavior of a particular behavior is determined by an individual's behavioral intention, which in turn depends on an individual's attitude toward the behavior. Based on this, they defined the behavioral intention as the intensity of an individual's intention to perform a particular behavior. From the perspective of the dimension of tourists' behavioral intention, the dimension of tourists' behavioral intention is divided into different use scenarios. All kinds of information received by tourists before travel may affect the behavior and intentions of tourists before travel; the dimensions of pre-trip behavioral intention vary with use scenarios, as shown in

Table 1: Table 1 Dimension division of tourists' behavioral intention

years	Scholar's name	Behavioral intention dimension division
1989	Woodside et al	Travel intention, premium payment intention and recommendation intention
2001	Bigne et al	Recommendation intention and revisit intention
2007	Xie Lishan, etc.	Referrals to others, referrals to friends and family, and repurchase intentions
2009	Wang Weizhu, Yu Wei	Word-of-mouth recommendation intention
2013	Liu Chunji, Feng Xuegang	Willingness to realize, Willing to plan, Willing to recommend
2015	Jingjing Wang, Xiangmin Zheng	Pre-tour intentions and travel intentions
2016	Tang Yinyin	Pre-tour intentions and travel intentions
2018	Liu Jun	Adopt member suggestion intention and online travel product purchase intention

Based on the above research, this paper considers that pre-travel behavioral intention refers to the intensity of travelers' intention before performing a specific behavior of outbound travel, which can be divided into three dimensions: implementation intention, planning intention and recommendation intention. The most important aspect of the intention is that after the implementation intention is determined, the traveler collects various information to improve his or her travel plan; The recommendation intention refers to the possibility that the traveler will revisit the destination based on his or her previous travels or recommend the destination to others. In summary, the research on behavioral intention is relatively mature, but the research on pre-travel behavioral intention of outbound travel is less. In the era of social media, short video content marketing will become an important marketing tool to attract consumers as a new marketing strategy. Thus, this study is going to fill the gap by investigating the impact of short video content marketing on travelers' pre-travel behavioral intentions.

## Conceptual framework and hypothesis

Travelers' implementation intentions are usually motivated by their own interests and habits, and they are usually used to collecting information about tourist destinations before traveling. Qiu Fudong (2004 : 4-17) argues that travelers' implementation intentions are usually based on their personal preferences to collect travel information and determine the travel plan and the process of executing the plan. Yan Jinmin (2021 : 75) argues that the form of content marketing makes users emotionally resonant, thus appealing to consumers in order to achieve a positive impact on travelers' choice and implementation intentions. argue that in the new media era, short video content marketing is an important tool for tourism destination marketing communication. Joint KOL (Key Opinion Leaders) marketing is one of the key features of short-video content marketing, and the content output of KOLs can have an impact on tourists' attitudinal tendencies toward a particular tourist destination before they have determined their implementation intentions. Moreover, short video content marketing can interact closely with users through comments, likes and fan groups, and the implementation intention of travelers will be influenced by short video content in the process of information interaction. Based on the above analysis, this paper proposes the following research hypotheses based on the influence of content marketing and tourist intention implementation:

H1	<b>Content marketing positively promotes tourists' pre-trip implementation intention</b>
H1a	<b>functional content positively promotes tourists' implementation intention</b>
H1b	<b>Entertainment content positively promotes tourists' implementation intention</b>
H1c	<b>Social interactive content positively promotes tourists' implementation intention</b>
H1d	<b>Knowledge content positively promotes tourists' implementation intention</b>

Evans, D. (2010) believes that content marketing can essentially promote communication with consumers, and the use of social media and other media can enhance multi-faceted and multi-level understanding. KUNZ et al. (2012 : 35-49) found through research that valuable content on a page is the key to attract users to convert into loyal brand fans. Mechrabian and Russell (1974 : 6) proposed "SOR model" on the basis of environmental psychology, namely "stimulus-organic-response" model. Among them, the stimulus will be affected by external environmental factors, the organism is the internal state of the user, and the reaction refers to the behavioral decision made by the user. The tourists already have the intention of implementation, and the video content marketing can stimulate the tourists in the behavior process of the intention of planning, so as to promote them to complete the complete travel plan. Based on the above analysis, this paper proposes the following research hypotheses according to the impact on content marketing and tourists' planning intention:

H2	<b>Content marketing positively promotes tourists' pre-trip planning intention</b>
H2a	<b>functional content positively promotes tourists' planning intention</b>
H2b	<b>Entertainment content positively promotes tourists' planning intention</b>
H2c	<b>Social interactive content positively promotes tourists' planning intention</b>
H2d	<b>Knowledge content positively promotes tourists' planning intention</b>

The recommendation intention usually completes the information transmission through the disseminator. Tourists can get in touch with the comments of others, share and experience through social media platforms, and judge the merits and disadvantages of tourist destinations according to the recommendations of others. In the theoretical model of technology acceptance behavior, external variables affect tourists' perceived usefulness and perceived ease of use, thus affecting tourists' attitudes and pre-trip behavioral intentions. The value of information conveyed by content marketing will influence tourists' pre-trip behavior intention as an external variable, and under the algorithm distribution mechanism of short video platform, tourists may continuously receive similar information, which will have a lasting impact on tourists' decision-making. Based on the above analysis, this paper proposes the following research hypotheses based on the influence of content marketing and tourists' recommendation intentions:

<b>H2</b>	<b>Content marketing positively promotes tourists' pre-trip recommendation intention</b>
<b>H2a</b>	<b>functional content positively promotes tourists' recommendation intention</b>
<b>H2b</b>	<b>Entertainment content positively promotes tourists' recommendation intention</b>
<b>H2c</b>	<b>Social interactive content positively promotes tourists' recommendation intention</b>
<b>H2d</b>	<b>Knowledge content positively promotes tourists' recommendation intention</b>

To sum up, this study summarizes the above hypotheses into the conceptual framework, as shown in Figure 1.

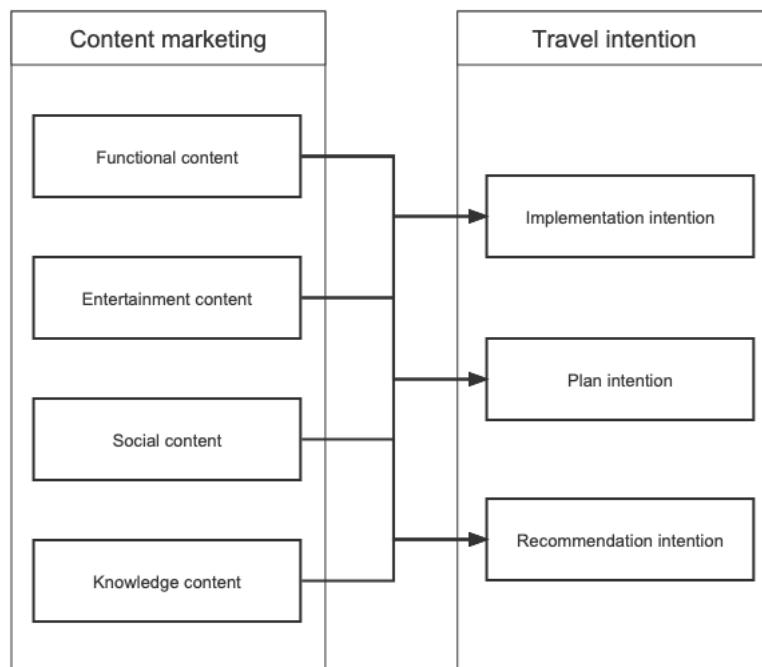


Figure 1 the Conceptual Framework

## Research Methodology

The key variables of this study include content marketing, implementation intention, planning intention and recommendation intention. In order to ensure the measurement reliability and validity, this study referred to the mature scale of existing studies such as Liu, Amett (2000) and Dodds (1991 : 27-36), and modified some scales slightly according to the characteristics of short video content marketing and the actual situation of Chinese tourists traveling to Thailand. In order to reduce the possible problems in the measurement process, 120 pre-survey questionnaires were distributed in this study with the help of the questionnaire star tool and the operation of the user research team of the short video platform and MCN organization. 103 questionnaires were effectively recovered with an overall recovery efficiency of 85.3%. The questionnaire was directed to users who had used the four apps at the same time and separately, namely, Baijiaohao, Haokanvideo, Douyin and Kuaishou, and had viewed the content of outbound tourism videos during the use.

The Cronbach<sup>α</sup> value and KMO value of the overall scale were 0.984 and 0.692, respectively, through the reliability and validity analysis of the overall scale and dimension variables. The Cronbach<sup>α</sup> values of functional content, entertainment content, social content and knowledge content in content marketing are 0.913, 0.959, 0.913, and 0.941, respectively. The Cronbach<sup>α</sup> values of implementation intention, planning intention and recommendation intention were 0.963, 0.942 and 0.927, respectively, and the results were all greater than 0.7. The KMO values were 0.738, 0.821 and 0.753. The KMO values of implementation intention, planning intention and recommendation intention were 0.912, 0.769 and 0.780 respectively. The results were all greater than 0.6 and the significance level was 0.000, indicating that the reliability and validity test results of the measurement scale used in this study were good and the reliability level was high, which could meet the requirements of academic research.

The research object is have intention to travel to Thailand to travel related personnel, with the help of the operation platform of research tools, short video through survey questionnaires out of 550, after eliminating extreme, blank questionnaire, recycling effective questionnaire 515, the overall recovery of effective rate of 93.6%, from the point of its recycling efficiently, questionnaire recovery effect is good. The analysis of The demographic characteristics of this survey sample is shown in Table 2.

Table 2 Sample Demographics

Sample basic characteristics	Feature description	frequency	percentage	Cumulative percentage
gender	male	205	39.81%	39.81%
	Female	310	60.19%	100.00%
age	25 years old and below	120	23.30%	23.30%
	26-30 years old	125	24.27%	47.57%
	31-40 years old	225	43.69%	91.26%
	40 years old and above	45	8.74%	100.00%
Education	High school and below	85	16.50%	16.50%
	Undergraduate	320	62.14%	78.64%
	Postgraduate	100	19.42%	98.06%

	PhD student	10	1.94%	100.00%
Profession	civil servant	30	5.83%	5.83%
	Enterprise managers	60	11.65%	17.48%
	Tourism service industry practitioners	25	4.85%	22.33%
	Short video related practitioners	195	37.86%	60.19%
	student	25	4.85%	65.05%
	other	180	34.95%	100.00%
disposable monthly income	5000 yuan and below	125	24.27%	24.27%
	5001-10000 yuan	155	30.10%	54.37%
	10001 yuan - 20000 yuan	130	25.24%	79.61%
	more than 20,000 yuan	105	20.39%	100.00%
Frequency of outbound travel	never had	170	33.01%	33.01%
	1-3 times a year	290	56.31%	89.32%
	3 times a year or more	55	10.68%	100.00%
Daily use of short video app time	under 10 minutes	45	8.74%	8.74%
	10 minutes - 30 minutes	45	8.74%	17.48%
	30 minutes - 1 hour	135	26.21%	43.69%
	1 hour - 2 hours	105	20.39%	64.08%
	more than 2 hours	185	35.92%	100.00%
History of using short video app	less than half a year	35	6.80%	6.80%
	Half a year - 1 year	30	5.83%	12.62%
	1 year - 2 years	105	20.39%	33.01%
	2+ years	345	66.99%	100.00%
total		515	100%	

## Empirical results

### Reliability and validity tests

In this study, reliability analysis was performed on the overall scale and each dimension variable, as shown in Tables 3 and 4. The corresponding value of the overall scale is *Cronbach's α* 0.980, and the values of functional content, entertainment content, social content and knowledge content in content marketing are *Cronbach's α* 0.915, 0.923, 0.887 and 0.922, respectively. The values of implementation intention, planning intention and recommendation intention in the former behavior intention *Cronbach's α* were 0.954, 0.890 and 0.923 respectively, and the results were all greater than 0.7.

Table 3 Overall scale reliability test results

dimension	<i>Cronbach's α</i>	based on standardization	<i>Cronbach's α</i>	number of questions
overall scale	0.980 _	0.981 _		2 9

Table 4 Reliability test results of each dimension variable

dimension n	variable	<i>Cronbach's α</i>	based on standardization	<i>Cronbach's α</i>	number of question s
content marketing	functional content	0.915		0.915	4
	entertainment content	0.923		0.925	4
	social content	0.887		0.888	3
	intellectual content	0.922		0.924	3
pre- departure behaviora l intention	Implementation intention	0.954		0.954	6
	willingness to plan	0.890		0.894	3
	Recommendatio n intention	0.923		0.928	3

This study conducted a validity analysis on the overall scale and each dimension variable, as shown in Tables 4 and 5. The KMO value of the overall scale is 0.941; the KMO values of functional content, entertainment content, social content and knowledge content in content marketing are 0.789, 0.830 and 0.739, respectively; The KMO values of implementation intention, planning intention and recommendation intention were 0.911, 0.744 and 0.838, respectively; the results were all greater than 0.6, and the significance level was 0.000.

Table 4 Overall Scale Validity Test Results

KMO Sampling Suitability	0.941
Quantity	
Bartlett's sphericity test	approximate chi-square
	3749.896
	degrees of freedom
	406
	salience _
	0.000 _

Table 5 Validity test results of variables in each dimension

**Correlation analysis**

This paper discusses the degree of correlation between functional content, entertainment content, social content, knowledge content and implementation intention, planning intention, recommendation intention and other variables, and analyzes with the help of SPSS 22.0 tools. The results show that there is a significant positive correlation between the functional content, entertainment content, social content, knowledge content and implementation intention, planning intention, recommendation intention and other variables (P value < 0.01), the result is a continuous. The next hypothesis test lays the groundwork.

Table 6 Correlation Analysis

variable	functional content	entertainment content	social content	intellectual content	Implementation intention	willingness to plan	Recommendation intention
functional content	1	0.736**	0.672**	0.846*	0.816**	0.816**	0.655**
entertainment content	0.736*	1	0.687**	0.774*	0.762**	0.706**	0.622**
social content	0.672*	0.687**	1	0.816*	0.763**	0.680**	0.758**
intellectual content	0.846*	0.774**	0.816**	1	0.912**	0.833**	0.778**
Implementation intention	0.816*	0.762**	0.763**	0.912*	1	0.916**	0.806**
willingness to plan	0.816*	0.706**	0.680**	0.833*	0.916**	1	0.796**
Recommendation intention	0.655*	0.622**	0.758**	0.778*	0.806**	0.796**	1

\*Note: \*\* indicates a significant correlation at the 0.01 level (p<0.01)

This paper reviews the degree of correlation between functional content, entertainment content, social content, knowledge content and implementation intention, planning intention,

recommendation intention and other variables, and analyzes it with SPSS22. Evaluate the results. It can be seen from Table 4 that there is a substantial positive correlation between the functional content, entertainment content, social content, knowledge content and implementation intention, planning intention, recommendation intention and other variables (P value < 0.01). This result lays the foundation for the following hypothesis testing.

## Discussion

This paper uses SPSS2.0 to test the coefficients and assumptions of the model. Regression analysis was carried out on variables such as content marketing, functional content, entertainment content, social content, knowledge content, and tourist implementation intention to verify whether there is a direct causal relationship between these variables. The results of the regression analysis are shown in the table below. 5 shown. From the results in the table, it can be seen that the regression coefficient of the content marketing model in the implementation intention is 0.884, and the significance is less than 0.001, which demonstrates that content marketing has a significant positive impact on tourists' implementation intention, so hypothesis H1 is established. The regression coefficient of the functional content model of implementation intention is 0.816, and the significance is less than 0.001, which indicates that functional content has a significant positive impact on tourists' implementation intention, so it is assumed that H1a is established; the regression coefficient of the implementation intention entertainment model is 0.762, The significance is less than 0.001, which indicates that entertainment content has a significant positive impact on tourists' intention to implement, so it is assumed that H1b is established; the regression coefficient of the social content model of implementation intention is 0.763, and the significance is less than 0.001, which indicates that social content It has a significant positive impact on tourists' implementation intention, so it is assumed that H1c is established; the regression coefficient of the knowledge model of implementation intention is 0.912, and the significance is less than 0.001, which indicates that knowledge content has a significant positive impact on tourists' implementation intention, so Suppose H1d holds.

Secondly, the regression coefficient of the content marketing model of planning intention is 0.837, and the significance is less than 0.001, which indicates that content marketing has a significant positive impact on tourists' planning intention, so hypothesis H2 is established. The regression coefficient of the functional model of planning intention is 0.816, and the significance is less than 0.001, which indicates that functional content has a significant positive impact on tourists' planning intention. Therefore, it is assumed that H2a is established; the regression coefficient of model 3 is 0.706, and the significance is less than 0.001, which means that entertainment content has a significant positive impact on tourists' planning intention, so it is assumed that H2b is established; the regression coefficient of the entertainment model of planning intention is 0.680, and the significance is less than 0.001, which shows that social content has a significant effect on tourists' planning intention. Planning intention has a significant positive impact, so it is assumed that H2c is established; the regression coefficient of the social model of planning intention is 0.833, and the significance is less than 0.001, which indicates that knowledge content has a significant positive impact on tourists' planning intention, so H2d is assumed established.

Finally, the regression coefficient of the content marketing model of recommendation intention is 0.754, and the significance is less than 0.001, which indicates that content marketing has a significant positive impact on tourists' recommendation intention, so

hypothesis H3 is established. The regression coefficient of the functional model of recommendation intention is 0.655, and the significance is less than 0.001, which indicates that functional content has a significant positive impact on tourists' recommendation intention, so it is assumed that H3a is established; the regression coefficient of the entertainment model of recommendation intention is 0.622, the significance is less than 0.001, which indicates that entertainment content has a significant positive impact on tourists' planning intention, so it is assumed that H3b holds; content has a significant positive impact on the planning intention of tourists, so it is assumed that H3c is established; the regression coefficient of the knowledge model of recommendation intention is 0.778, and the significance is less than 0.001, which indicates that knowledge content has a significant positive impact on tourists' planning intention. Therefore, H3d is assumed to hold.

Table 7 Research hypothesis validation results

		Regression coefficients	R square	R -square after adjustment	F value	Assumption number	Hypothesis: The model has a positive effect
Implementation intention	Content Marketing Model	0.884***	0.781	0.779	360.988	H1	established
	Functional Content Model	0.816***	0.666	0.663	201.532	H1a	established
	entertainment content model	0.762***	0.581	0.577	140.255	H1b	established
	social content model	0.763***	0.582	0.578	140.576	H1c	established
	knowledge content model	0.912***	0.831	0.829	497.147	H1d	established
willingness to plan	Content Marketing Model	0.837***	0.7	0.697	235.665	H2	established
	Functional Content Model	0.816***	0.666	0.663	201.445	H2a	established
	entertainment content model	0.706***	0.499	0.494	100.576	H2b	established
	social content model	0.680***	0.463	0.458	87.1	H2c	established
	knowledge content model	0.833***	0.693	0.69	228.312	H2d	established
Recommendation intention	Content Marketing Model	0.754***	0.568	0.564	132.937	H3	established
	Functional Content Model	0.655***	0.428	0.423	75.701	H3a	established
	entertainment content model	0.622***	0.387	0.381	63.705	H3b	established
	social content model	0.758***	0.574	0.57	136.106	H3c	established
	knowledge content model	0.778***	0.606	0.602	155.173	H3d	established

\*Note: \*\*\* means  $p<0.001$ , \*\* means  $p<0.01$ , \* means  $p<0.05$

## Conclusions

### (1) Short video content marketing is implementing the intention of tourists before they go

China's short video content marketing has a positive impact on tourists' pre-trip behavior. It has been verified that the entertainment content, functional content and social interaction content of short video content marketing will positively affect the pre-trip willingness of Chinese tourists. This shows that the stronger the content marketing in short videos, the stronger the willingness of Chinese outbound tourists to travel. At the same time, due to information asymmetry such as language, information, and information in cross-border travel, because tourists cannot experience it on the spot, or due to the influence of unfamiliar environments, there is insufficient information. Chinese outbound tourists will use more information before traveling. Information to determine whether you want to travel. Therefore, if the tourism-related enterprises and agencies in Thailand and other countries want to get tourists from the Chinese tourism market to the tourist destination, they can launch content

marketing on short video media in China. This kind of information influences tourists' pre-trip willingness and consumers' perceptions, attitudes and emotions. In this process of mutual communication, not only should the audience of short videos be encouraged to participate, but also the functional, entertaining, social and knowledgeable expression of video content should be emphasized, so as to guide Chinese tourists to travel to the destination before the trip. Propensity.

#### *(2) Enlightenment of content marketing operations on short video platforms*

As an important marketing tool, content marketing should be given full attention by overseas travel-related enterprises. This paper verifies that the expression of content marketing capability, entertainment, sociality and knowledge are all conducive to enhancing Chinese tourists' willingness to travel abroad. With the advent of 5G and digital media, the habit of Chinese tourists to obtain information before travel has changed, and short video has become one of the important channels for obtaining information. Travel-related companies in tourism destinations outside China, such as the National Tourism Administration of Thailand, Thailand Airlines, etc., if you want to get more Chinese tourists, you can use the video content on the Chinese short video platform as a link, as an entry point, to deeply mine user demands, carefully output various content marketing content, and focus on the food, The topics of accommodation, travel, travel, shopping, and entertainment are combined with the brands or characteristics of overseas tourism destinations or tourism-related companies, and are closely linked to shorten the psychological distance with potential tourists. Maintain a stable relationship between the two parties, formulate effective short-term, medium-term and long-term content marketing strategies, organize and carry out topics and activities around their own brands and characteristics, create good fission effects and word-of-mouth effects through excellent content marketing methods, and actively guide Chinese tourists choose themselves as their outbound tourist destinations before leaving.

## **Recommendations**

There are still some limitations in this paper. Due to the limitation of objective conditions such as time, energy and investment in research funds, the sample size and diversity of the sample population of the questionnaire survey are not complete. At the same time, the distribution of samples is through the MCN organization to link users with online methods such as WeChat groups and QQ groups. Due to the epidemic, it is impossible to assure that every questionnaire is solved completely, and there is a phenomenon that the data is filled in at will and there is no feedback. It has a certain effect. Thus, (1) the research in future could collect more empirical data to investigate and to enrich the existing empirical results.

This article only studies the impact of short video marketing content on Chinese tourists' pre-trip behavior. With the development of the times and the future recovery of the tourism industry, it is not only essential to review the pre-trip behavior of visitors, but also to conduct research during and after the trip. Thus, (2) the research in future could do more in-depth research on the influence of opinion leaders and communication forms on Chinese outbound tourists' decision-making.

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