A Study on the Attractive Characteristics of Travel-Related Tweets in Little Red Book

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Abstract:

This study focuses on the factors attracting users to browse the travel category in Little Red Book's tweets, based on the platform's increasingly developed user-generated content (UGC) business model and the characteristics of users gradually shifting from traditional forms of receiving information to searching for travel-related information on their own. We used the questionnaire survey method to analyze users' basic information, Little Red Book usage frequency, and preferred content for travel-related tweets. We distributed online questionnaires at random on WeChat, TikTok, and Little Red Book platforms. According to the study, the majority of users chose real and useful content, particularly thorough travel advice and accurate travel information. Furthermore, people are also quite worried about whether images and videos accurately depict the place. Users, on the other hand, like introductory and useful names that may immediately convey information about the destination. Title design is also one of the most significant indicators that can directly influence user engagement. In order to improve user engagement with travel-related material on the Little Red Book platform, businesses should concentrate on providing clear and succinct travel information, as well as ensuring a high-quality visual presentation and title design.

Keywords: Little Red Book; travels; tweet; attractive force; contents.

1. Introduction

This study examines the substantial effects on tourism-related industries of the rapidly expanding social software and self-media platforms.

Today's consumers actively seek out information they are interested in using platforms like Weibo, Little Red Book, and YouTube, as well as consulting user reviews. They are no longer restricted to depending on conventional marketing or corporate travel information [1, 2]. Little Red Book as a typical self-media platform, has a unique community model, 'e-com-

merce + social' as the core, user-generated content (UGC) form, that is, users can browse and share high-quality content on the platform [3]. Little Red Book is a highly sticky and active model because of its social features, which also enable users to participate, communicate, and express their thoughts on titles or tweets of interest. Users will find travel-related issues with a big number of likes to be more trustworthy. Some head bloggers, including "Fangqi kiki" and "Muqi," have more than one million admirers, as well as more than ten million likes and collects.

The analysis of consumer preferences by firms is greatly aided by this study. The number of views, likes and collects of Little Red Book tweets are important indicator of whether the tweets are liked by the public or not. Nevertheless, these indicators are highly unpredictable and subject to large swings, which frequently influences businesses as they develop their social media marketing plans. Given this, we will analyze how users interact with various travel-related materials on the Little Red Book platform in order to study the factors that attract consumers' interest the most. The study focuses on tweets that receive a lot of likes, collects, and views. It looks at how the content is presented, including titles, images, and/or videos, as well as text. It also investigates customer preferences and motives by using the questionnaire.

This study uses a questionnaire survey approach in the style of random research and was made available on the Little Red Book, WeChat Moments, and TikTok platforms. This method has the benefit of rapid information collection. And because it is distributed on numerous platforms, it can ensure the randomness of the sample and a wide coverage, so that the authenticity and validity of the questionnaire is ensured. The results of the survey will be converted into visual charts so that the researcher can easily evaluate them. This way of questionnaire surveying can capture the intuitive results of the survey.

The ultimate objective of this study is to assist tourism enterprises in the implementation of more precise market segmentation and provision of more personalized products and services to various consumer groups. On the other hand, by recognizing these influencing elements, businesses can also create suitable marketing plans for self-media platforms, which will increase the appeal of their content and maximize marketing effectiveness and competition. Ultimately, a thorough grasp of customer preferences can also assist tourism businesses in analyzing their primary markets and areas of competition, which can aid in the strategic planning and resource allocation of these businesses.

2. Literature Review

According to the 2021 study, people choose their vacation destinations by reading other people's shared travel content, a phenomenon that presents a breakthrough in new media's development alongside the Internet. The constraints of location, age, income, and other objective variables make the development of new media essential for the tourism sector [4].

In 2019, Jing Qian and Shuyi Wang wrote *An Exploration of the Application of New Shared Social Media in Tourism Destination Marketing——Take TikTok and Little Red Book for example,* the article notes that the keyword "tourism" appears in more than 600,000 tweets created by Little Red Book, and that the travel industry can benefit from Little Red Book's "social media influencer effect" and "UGC" style. The "social media influencer effect" and the "UGC" mode have the potential to increase travel locations' appeal, realize a twofold expansion in their reputation and benefits, and significantly strengthen their overall position in the market [5].

Xu Tongyu and Liu Ping in the article *Research on UGC Social Marketing Platform --Taking Xiaohongshu, Dewu, and Dianping as Examples* studied the UGC model of the e-commerce platform, but the research on the Little red Book is not comprehensive [6].

The most popular user behaviors on social media are "likes" and "collects," which allow users to express their support and positive opinions about a recipe or article. As a result, this behavior reflects the attitudes of like and supporting that users have, and content that has a wide range of expressions, high information credibility, and complete content is more likely to draw users to like and collect [7]. When searching on the Little Red Book platform for keywords like "travel tips," "self-guide trip," or "travel destinations," articles that receive a lot of likes and collects typically have the following features: the first picture is straightforward and can visually depict the features of the travel destination; it offers comprehensive advice and useful information; or the content is succinct but exquisitely illustrated. The first image is straightforward and can visually depict the features of the destination; it can also offer comprehensive advice and useful details; alternatively, the content is straightforward but beautifully illustrated. Furthermore, the title typically has a direct bearing on the destination of the trip.

Some of the top bloggers on Little Red Book, like "Fangqi kiki" and "Muqi," focus on creating visually stunning videos and cover art that showcase their trip destinations. However, their popularity also stems from the quality of their video content. For instance, these bloggers are able to effectively elicit an emotional response from their au-

dience by inserting stories or novels into their video text. This increases the amount of views and interactions on their videos.

Throughout the previous research, it can be concluded that Little Red Book is an important platform for the tourism industry in the new media marketing or operation and promotion, but the research on tourism-related content is still incomplete, by analyzing the characteristics of the existing tweets in Little Red Book, and adopting a questionnaire to conduct research on the users, so as to further study the preference of the consumers in the browsing of tourism-related tweets.

3. Research Methodology

3.1 Questionnaire Method

Data for this study were gathered by randomly distributing online surveys through the WeChat circle of friends, the Little Red Book platform, and the TikTok platform. This data gathering method offers substantial advantages, which are mostly evident in three areas: the speed of information collection, the high unpredictability of samples, and the visualization of results. First and foremost, the distribution of online questionnaires increases data collecting efficiency significantly. Compared to the traditional paper questionnaire research method, the internet platform not only streamlines questionnaire distribution and recovery, but it also reduces the time required for data processing and statistical analysis. Since the questionnaire was promoted through several social media platforms, the researcher was unable to predict the questionnaire's intended audience, effectively avoiding human involvement and selection bias while ensuring sample variety and randomization. Finally, data obtained from the web platform may be directly translated into visual charts and graphs, while questionnaire results can be presented as intuitive graphs and statistics using automated data analysis tools, making complex data easier to interpret.

In this study, a structured questionnaire was designed for three main categories of content: basic data, frequency of usage of the Little Red Book platform, and user preference survey. First, the questionnaire's basic information part included demographic variables such as age, gender, and income range. Second, the questionnaire inquired about the frequency in which Little Red Book is used to explore travel-related content, with a focus on user activity and participation in getting travel information on the site. Finally, we asked about users' preferences when browsing travel-related content, including 'When browsing travel-related content on Little Red Book, you would like to see ......' , 'What do you most want to get out of

browsing travel-related content on Little Red Book', 'How interested are you in the following titles', 'What kind of visual presentation do you prefer when browsing travel content? ', and 'What makes travel content successful for you'.

The authors´ three classes of queries are based on an understanding of uses demographics, frequency of use (which also referred to user stickiness), and user content preferences. Through these analyses, tourism-related companies can more easily analyze the basic user profiles, segment users, and design different tweets for different groups. For example, for users with a monthly income of more than 10,000 CNY, we recommend destinations with greater spending levels; for users with a monthly income of 3,000 CNY to 5,000 CNY, we recommend low-cost destinations. The goal of analyzing the frequency with which users browse travel-related information is to determine how active users are on the platform, as well as determine their reliance on the platform and propensity to consume travel content. In the user content preference category, questions are asked based on the content, visual presentation, and title, all of which are subjectively controlled by the publisher, so that content creators can design high-quality content that meets the users' needs in a more targeted manner, thereby improving the user experience and engagement.

3.2 Results of the Study

The study's questionnaire was completed by 194 respondents in total. The questionnaire's results revealed that, among those with incomes of more than 10,000 yuan, 60% of respondents were female and 49% were male. The following inferences can be made about user preferences: Travel-related businesses or individual writers should strive to offer high-quality, user-friendly visual presentations along with material that is original, engaging, and useful when publishing tweets in tiny volumes. In order to satisfy the various needs of consumers looking for travel-related content, the titles must also be sufficiently eye-catching and informative. This will boost the content's overall attractiveness and user engagement.

4. User Preference Analysis

4.1 Content Analysis

It can be concluded from the data of the questionnaire that users have a clear tendency to browse travel-related tweets in terms of their demand for content. Specifically, it can be seen in Figure 1 that 70.1% of users want to get practical travel information through tweets, including but not limited to route planning, accommodation recommen-

dations, attraction evaluations, etc. This research clearly shows that practical information in tweets is a crucial attraction for customers, allowing them to make more informed decisions when arranging their trip. 2024 research also suggests that in UGC communities such as Little Red Book, users are more likely to obtain practical information and advice from information producers and are less influenced by affective factors, and that information producers' interactive content does help users to better understand the destination and gain a richer cognitive image of the perceived destination [8].

Furthermore, the survey data shows that 70.62% of users are more concerned about the actual situation of the travel destination, and this group of users wants to see the real scene of the local scene from tweets, such as local customs, culinary specialties, traffic conditions, and so on, to facilitate their intuitive understanding of the travel destination, which can help them make travel choices. This data demonstrates that users value both authentic and intuitive material. This research also validates users' psychological need for fact-finding; by viewing actual, intuitive advice from other users, they may compare whether their trip destinations fulfill their psychological expectations, preventing them from 'falling into a trap' [9, 10].

Furthermore, 43.3% of users see travel tweets as a source of relaxation and enjoyment, implying that these users not only want to obtain useful information but also need to use the content to unwind and relieve stress. This study demonstrates the importance of trip material in terms of enjoyment and emotional regulation.

Based on the above content analysis of existing travel-related tweets in Little Red Book, in order to attract more users' attention, creators need to work on practicality, authenticity and entertainment to meet the diverse needs of user groups.
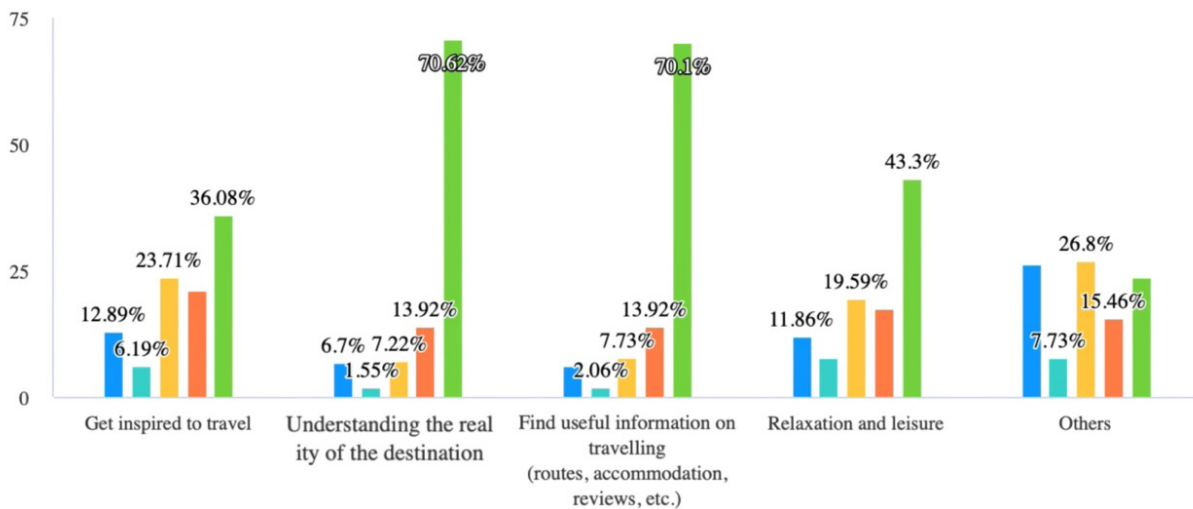

Fig. 1 Preference analysis of browsing travel-related information in Little Red Book

4.2 Visual Presentation Analysis

Little Red Book notes in the form of beautiful and eye-catching to increase the number of likes and collects, so the account needs to carefully select the cover, the picture contents have to be clear and beautiful; the text needs to be fluent and straight to the point, the length should be reasonable, with a tag topic; the text title needs to be novel, eye-catching, and topical [11].

In the examination of visual presentation, Figure 2 reveals that users' preferences for content types are also diversified. Users find genuine hand-shot photos to be 81.44% more appealing, and images and covers with readable content that represent authentic trip scenes are the most visually appealing. Second, 74.74% of the content is a combination of text, photos, and videos. This gives consumers access to a wider range of information by combining word descriptions, images, and video motions. Text material can transmit a variety of facts, including the history of the vacation destination and useful advice, in crisp, lifelike images or videos. This helps meet consumers' demands for comprehensive and in-depth travel content.

Furthermore, 53.09% of users prefer to view films or photographs shot with professional equipment, which often have a significant visual impact and appeal. For example, the two top bloggers "Fangqi Kiki" and "Muqi" stated in the introduction both employ professional equipment to shoot better compositions and high-definition images, providing viewers with a satisfying visual experience. For example, "Fangqi Kiki" and "Muqi," the two top bloggers mentioned in the introduction, use professional filming equipment and display superb composition and quality, offering viewers a pleasant visual experience.

Additionally, 33.51% of users expressed interest in the visual effects of creative design, demonstrating how compelling creativity and artistic presentation are.
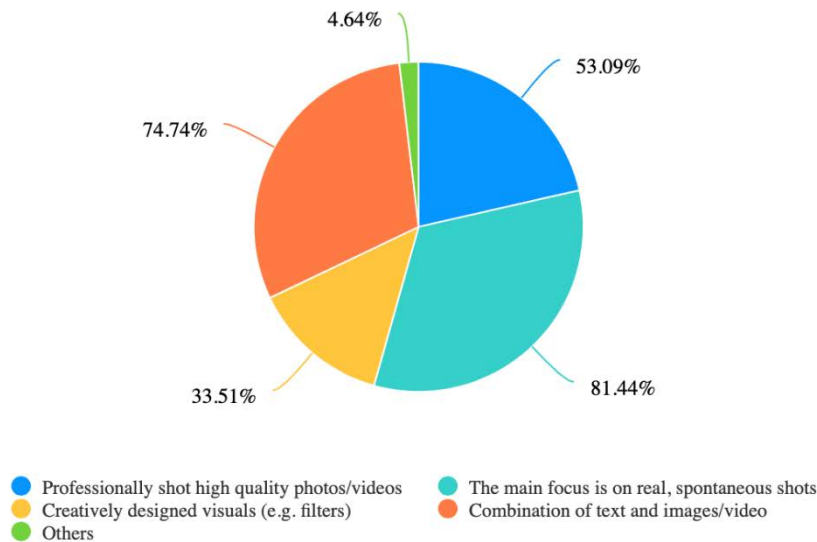

Fig. 2 Visual presentation preference analysis map

4.3 Title Analysis

Using suggested travel advice for Madrid as an example, the questionnaire examined users' preferences for various title formats. The most popular topic kinds are "Introductory" and "Practical," as demonstrated by Figure 3, where 45.36% and 45.88% of users, respectively, express a preference for these two title types. Since initial titles offer precise and helpful information, they draw a lot of people, which is consistent with the status quo analysis. For instance, titles like "Madrid's must-eat food" give users precise information that helps them picture the content of their interest, which is effective information. "Practical" titles, like "Best routes for city walk in Madrid," give the impression that the author has qualities that are both practical and actionable. They can also serve as a source for useful travel advice, including the best routes to take, time-saving travel suggestions, etc. Those who are planning a trip to Madrid will find this information helpful. This type of information is highly important for users who are planning a vacation, since it offers them practical and actionable information, such as the best routes to plan, time-saving travel recommendations, etc.

"Question" titles are intended to spark curiosity, but they are less informational than the previous two categories. To meet the objective of giving the customer useful information, care must be taken in how the question is posed. Although they emphasize emotional resonance, emotional titles are more subjective and more suited to users seeking emotional experiences and travel inspiration. For most users seeking specific travel guidance, however, they may not be as helpful as the previous two categories of titles.
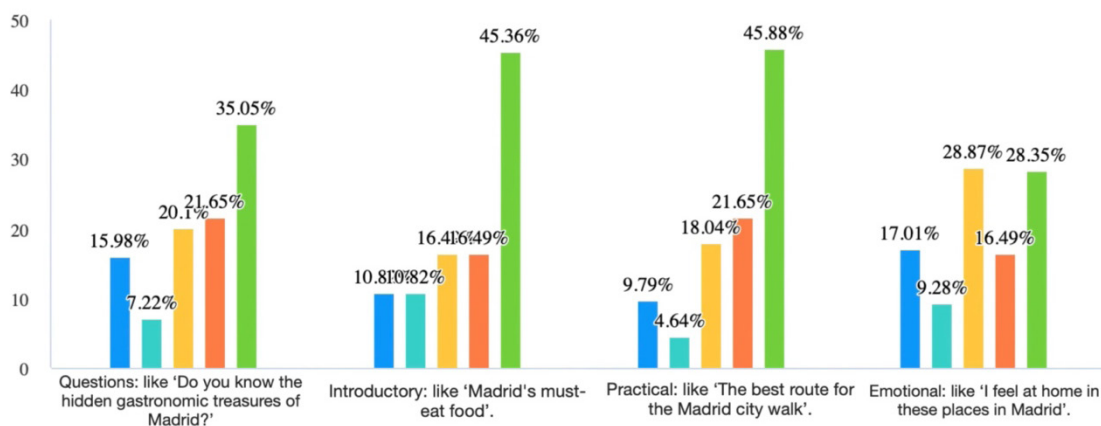

Fig. 3 Title preference analysis chart

5. Conclusion

Consumers who read travel-related tweets want useful information, and they are especially drawn to visual presentations that illustrate real-world situations, as indicated by the study's findings and analyses. The data also show that users' expectations for visual presentations are diverse, with a preference for realistic, well-lit photographs taken with professional equipment and for tweets that are combined with text explanations to offer helpful information. In the meantime, consumers are drawn in by an original and creative visual display. To guarantee that the title effectively conveys the destination's main message and so raises the content's appeal and click-through rate, title designers should take into account the specific content preferences of their target audience.

For travel-related companies wishing to post promotional tweets on the Little Red Book platform, this study is a valuable resource. Businesses may optimize content development, increase brand influence and awareness, and improve tweet viewership and interaction rates by analyzing individual users' preferences for useful information and real-life scenarios. We will be able to better target user groups, examine the demands of different customer segments, examine current and prospective markets, and produce more varied and customized marketing content in the future.

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