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The Influence of Online Information Dissemination on Tourism Intentions: A Study of China's Internet celebrity Cities

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Abstract:

This study explores the pathways through which online information dissemination impacts tourism intentions in China's internet celebrity cities. Through quantitative analysis, the study reveals how online information dissemination influences tourist attitudes and transforms them into tourism consumption intentions by enhancing city awareness, increasing information trustworthiness, and boosting online attention. The results indicate that city awareness, information trustworthiness, and online attention significantly and positively impact tourist attitudes, which in turn further strengthens consumption intentions. The study also finds that attitudes play a significant mediating role between these factors and consumption intentions. The research employs a questionnaire survey, along with reliability and validity analysis, regression analysis, and mediation effect analysis to ensure scientific and reliable results. The findings provide empirical evidence for city managers and tourism practitioners on how to enhance city tourism attractiveness through online dissemination, while also pointing out new directions for future research, with significant practical implications.

Keywords: Online information dissemination; tourism intentions; internet celebrity cities; social Media; travel decision-making.

1. Introduction

With the rapid development of internet technology, social media platforms have become important channels for the public to obtain information and express opinions. Some Chinese cities have quickly gained popularity online due to their unique cultural charm and tourism appeal, becoming "internet celebrity cities." Research on online information dissemination in these cities is of great significance for understanding the characteristics and trends of online information dissemination, as well as for proposing effective management strategies and recommendations.

The rise of internet celebrity cities has been particularly prominent in recent years. During the May Day holiday in 2023, tourism orders in Zibo increased by 2000% year-on-year, and on April 15 of the same year, the number of passengers arriving and departing at Zibo Railway Station reached 83,635, setting a historical record for the station's single-day passenger volume. Subsequently, Harbin took over the baton as an internet celebrity city. During the three-day New Year holiday in 2024, Harbin received a total of 3.0479 million tourists, generating a total tourism revenue of 5.914 billion yuan, both of which set historical peaks; on the first day of the Spring Festival holiday, Harbin's tourism orders increased by 244% year-on-year, and ticket orders increased by 40 times year-on-year. These numbers not only demonstrate the tourism popularity of internet celebrity cities but also highlight the importance of online information dissemination in the development of these cities.

Under the influence of online information dissemination, the public's tourism decision-making and consumption behavior have undergone significant changes. The internet can quickly disseminate information and directly influence the decisions of potential tourists through user-generated content. This "electronic word-of-mouth effect" allows internet celebrity cities to attract a large number of tourists in a short period, enhancing city awareness and reputation. For example, the 144-hour visa-free policy attracted many foreigners, who shared their travel experiences through social media, and these authentic, intuitive contents are often more persuasive than traditional advertising, significantly influencing the decisions of other potential tourists.

In summary, in-depth research on online information

dissemination in internet celebrity cities not only helps to better understand the characteristics and trends of online information dissemination but also provides effective strategies and recommendations for city image management and tourism industry development. This is of great significance for enhancing the comprehensive competitiveness and sustainable development of cities. By drawing on professional theories and practical cases, this research can more comprehensively and intuitively demonstrate the research problems and their background, providing strong support for research in related fields.

2. Literature Review

2.1 Definition of Internet Celebrity Cities

Although the academic community has not yet provided a unified and clear definition of "internet celebrity cities," mainly due to its recent emergence as a new term and its frequent use on social media, making its conceptual definition challenging, existing scholars' in-depth analysis of "internet celebrities" can roughly explore its concept. In "Why Are Internet Celebrities So Popular?" [2]Ao Peng pointed out that internet celebrities are "a group that gathers personal influence through online platforms and wins the enthusiastic pursuit of fans in a specific field." Following this logic, the definition of internet celebrity cities can be reasonably derived. First, like individual internet celebrities, internet celebrity cities accumulate widespread attention and influence through online platforms (such as social media, short video platforms, etc.), allowing these cities to gain massive exposure online and form a strong influence. Second, individual internet celebrities are usually pursued in specific fields (such as fashion, beauty, etc.), while internet celebrity cities showcase unique attractions in certain specific fields (such as tourist attractions, food, cultural activities, etc.), making them the focus of attention for online users and tourists. Third, due to their high online exposure and unique charm, internet celebrity cities are favored by a large number of online users and tourists, often becoming popular tourist destinations. Finally, through digital channels, internet celebrity cities can quickly gain popularity in a short period, attracting a large number of tourists and investors, thereby promoting the rapid development of the local economy and social transformation. Based on the above reasoning, an internet celebrity city is defined as a city that accumulates widespread attention and influence through online platforms and is pursued by a large number of online users and tourists for its unique charm, scenery, or cultural characteristics in specific fields (such as tourism, culture, food, etc.). These cities quickly gain popularity through digital channels, become popular tourist destinations, and drive the development of the local economy and society in a short time.

2.2 Current Research on the Impact of Online Information Dissemination on Tourism Intentions

With the rapid development of the internet, the way people obtain information has shifted from passive acceptance of fixed content to active selection of content based on algorithm recommendations, making media content more tailored to individual needs. To study the current impact of online information dissemination on people's intentions to travel to internet celebrity cities, it is first necessary to clearly define the connotation of online information dissemination in the current context. Xu Yuping's definition in "Research on the Laws of Online Information Dissemination" [3]states: "Online information dissemination is the process of transmitting digital information and achieving the purpose of information exchange and sharing by relying on computer hardware and communication equipment and using network technology." This definition succinctly explains the basic meaning of online information dissemination. However, with the rapidly changing internet, current social media platforms not only rely on traditional network technology but also integrate new technologies such as artificial intelligence algorithms. In the era of the Internet of Things, online information dissemination is more profoundly influenced by real-world events.

Therefore, this study defines online information dissemination as follows: Online information dissemination refers to the process of rapid dissemination and large-scale diffusion of information through various digital platforms and social media, using multiple hardware facilities such as mobile devices, Internet of Things devices, etc., and employing algorithm recommendations, user-generated content (UGC), multimodal dissemination (including text, images, videos, etc.) as means. In this process, information transmission relies not only on technical support but also on the influence of social culture, platform rules, and user behavior. In the context of internet celebrity cities, online information dissemination greatly influences potential tourists' travel intentions by showcasing the city's unique landscapes, cultural characteristics, and exclusive experiences. After being exposed to this information, potential tourists may be influenced by emotional impulses, social identity, and virtual experiences, and may decide whether to choose the city as a travel destination.

When discussing the impact of online information dis-

semination on tourism intentions in internet celebrity cities, the relevant theories from previous research by other scholars are indispensable.

Contact Hypothesis[4]: Proposed by Allport in 1954, this hypothesis was originally used to explain the process of reducing prejudice through contact. Although initially applied to interpersonal communication, this hypothesis is also important in media studies. Increasing media contact can deepen individuals' cognition of a certain thing or place, thereby influencing attitudes and behavioral tendencies. In the modern network environment, especially driven by social media and short video platforms, individuals' cognition of specific cities is gradually deepened through frequent information contact, which may enhance their tourism and consumption intentions.

Source Credibility Model[5]: Proposed by Hovland et al. in 1953, this model emphasizes the importance of the professionalism, credibility, and attractiveness of the information source in the effectiveness of persuasion. In the context of online dissemination, the diversity and complexity of information sources make credibility issues particularly prominent. The information about internet celebrity cities is usually disseminated through social media, opinion leaders, and user-generated content, and the credibility of the information source largely determines the audience's attitude and their tourism and consumption decisions.

Agenda-Setting Theory[6]: This theory provides a framework for understanding the effects of online information dissemination. Proposed by McCombs and Shaw in 1972, it suggests that the media, through selective reporting of certain topics, guides the public's judgment of the importance of these topics. The media does not directly tell the public what to think, but rather what to think about. With the development of social media and digital platforms, the agenda-setting effect in the online environment is more significant. Through algorithm recommendations and trending pushes, social media can significantly increase the public's attention to a certain city, thereby influencing their tourism intentions, especially in the dissemination of information about internet celebrity cities.

Theory of Planned Behavior (TPB)[7]: This theory provides a systematic explanation framework for the formation of behavioral intentions. Proposed by Ajzen in 1991, TPB suggests that behavioral intentions are jointly determined by attitudes, subjective norms, and perceived behavioral control, and they are the direct precursor to behavior. In tourism behavior research, TPB has been widely used to explain individual tourism decisions. Online information dissemination plays an important role in shaping audience attitudes and influencing their judgments on the feasibility of behavior. Especially in cities that have gained widespread attention, TPB can help explain why these cities attract more tourists and encourage them to engage in actual consumption behavior.

These four theories correspond to the influence pathways discussed later in the text, providing strong theoretical support for this research.

3. Research Methodology

3.1 Research Design

This study aims to explore the impact of online information dissemination on tourism intentions in internet celebrity cities and analyze the role of mediating variables. The research design includes the following steps:Research Method Selection

3.1.1 Research Method Selection

This study uses a questionnaire survey to collect data and employs quantitative analysis methods to process and analyze the data. The questionnaire design covers five main dimensions: city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city. Each dimension is measured using a Likert five-point scale to ensure the continuity and reliability of the data.

3.1.2 Research Framework

The research framework includes independent variables, dependent variables, and mediating variables. The independent variables include city awareness, online information channel trustworthiness, and city online attention; the dependent variable is consumption intention towards the city; the mediating variable is attitude towards the city. The hypothesis of this study is that independent variables influence dependent variables through mediating variables.

3.1.3 Research Hypotheses

Based on literature review and theoretical foundations, the following hypotheses are proposed:

Hypothesis 1 (H1): City awareness has a significant positive impact on tourists' attitudes towards the city.

Hypothesis 2 (H2): Online information channel trustworthiness has a significant positive impact on tourists' attitudes towards the city.

Hypothesis 3 (H3): City online attention has a significant positive impact on tourists' attitudes towards the city.

Hypothesis 4 (H4): Attitude towards the city has a significant positive impact on consumption intention towards the city.

Hypothesis 5 (H5): Attitude towards the city plays a mediating role between city awareness, online information channel trustworthiness, city online attention, and consumption intention towards the city.

3.1.4 Data Analysis Methods

Data analysis consists of the following main steps:
Descriptive Statistics: Basic descriptive statistics of the questionnaire sample to understand the basic characteristics of the sample.
Reliability and Validity Analysis: Test the reliability and validity of the questionnaire using Cronbach's α coefficient and confirmatory factor analysis.
Variance Analysis: Use T-tests and one-way ANOVA to explore the influence of different genders and age groups on each variable.
Regression Analysis: Use linear regression analysis to test the influence of independent variables on mediating and dependent variables.
Mediation Effect Test: Use the Bootstrap method to test the mediation effect of the mediating variable between independent and dependent variables.
Through the above research design and methods, this study will systematically analyze the influence pathways and internal mechanisms of online information dissemination on tourism intentions in internet celebrity cities, providing theoretical support for research in related fields and practical strategies for city image management and tourism marketing practices.

3.2 Data Collection

3.2.1 Data Sources

The study distributed 607 questionnaires online, with 596 actually recovered. The questionnaire screening criteria were as follows: first, questionnaires with a response time of less than 40 seconds were marked as invalid; second, questionnaires with more than 10 consecutive identical choices were marked as invalid. After final screening, 475 valid questionnaires were obtained, with an effective recovery rate of 78.25%.

3.2.2 Basic Sample Information

According to the 53rd Statistical Report on China's Internet Development released by the China Internet Network Information Center (CNNIC)[1], there is a specific gender and age distribution among Chinese internet users. As of December 2023, the male-to-female ratio of internet users in China was 51.2:48.8. The age distribution was as follows: 3.8% were under 10 years old, 14.7% were aged 10-19 years, 13.7% were aged 20-29 years, 19.2% were aged 30-39 years, 16.0% were aged 40-49 years, 16.9% were aged 50-59 years, and 15.6% were aged 60 and above.
This study randomly distributed questionnaires proportionately based on this distribution and collected valid samples. Among the samples, 52.21% were male (248 people), and 47.79% were female (227 people). In terms of age distribution, 4% were under 10 years old (19 people), 14.95% were aged 10-19 years (71 people), 14.11% were aged 20-29 years (67 people), 19.58% were aged 30-39 years (93 people), 14.74% were aged 40-49 years (70 people), 16.84% were aged 50-59 years (80 people), and 15.79% were aged 60 and above. As shown in Figure 1, the distribution proportions align with the structure of Chinese internet users, indicating that the survey data corresponds well to the actual situation.

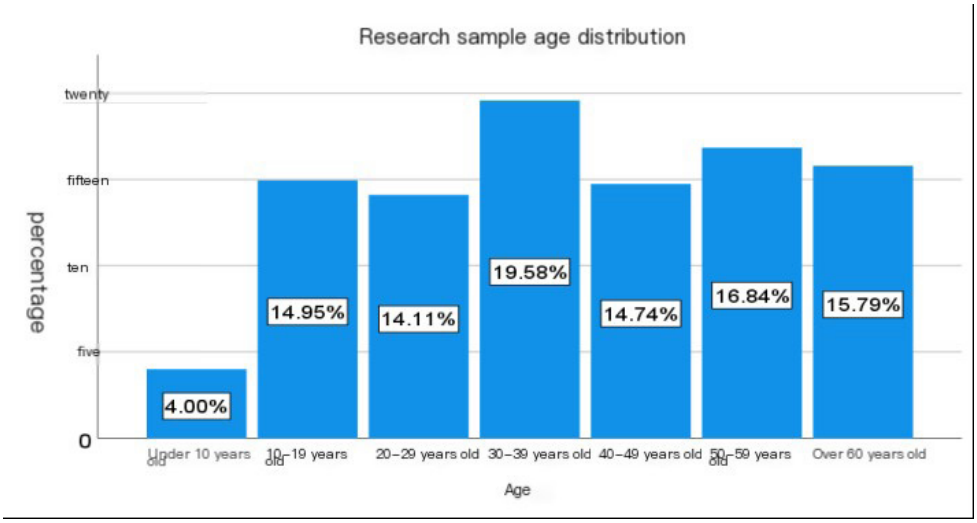

Fig. 1 Research sample age distribution

3.3 Data Analysis

3.3.1 Reliability Analysis

This study examined the reliability of each scale through Cronbach's α reliability coefficient, split-half reliability, and test-retest reliability. Generally, a reliability coefficient above 0.9 indicates excellent reliability, 0.8-0.9 is good, 0.7-0.8 is acceptable, and below 0.7 requires scale revision. The results from SPSS are in Table 1:

Table 1. Reliability Test

Scale	Number of Items	Cronbach's α	Split-half Reliability
City Awareness	3	0.906	0.909
Online Information Channel Trustworthiness	4	0.915	0.918
City Online Attention	4	0.912	0.906
Attitude Towards the City	4	0.911	0.914
Consumption Intention Towards the City	4	0.911	0.899

The Cronbach's α coefficient and split-half reliability for city awareness are 0.906 and 0.909, respectively; for online information channel trustworthiness, they are 0.915 and 0.918; for city online attention, they are 0.912 and 0.906; for attitude towards the city, they are 0.911 and 0.914; for consumption intention towards the city, the Cronbach's α coefficient is 0.911, and the split-half reliability is 0.899. Most variables have Cronbach's α coefficients and split-half reliability above 0.9, and the split-half reliability for consumption intention towards the city is 0.899, also above 0.8, meeting reliability requirements.

3.3.2 Validity Analysis

Validity refers to the effectiveness of the measurement. In the preparation of the questionnaire, professional opinions were consulted, and content validity meets the requirements. To ensure structural validity, confirmatory factor analysis was conducted using AMOS software. AVE (Average Variance Extracted) measures convergent validity, reflecting the consistency of latent variables across multiple measurement items, typically requiring an AVE value greater than 0.5 to ensure good convergent validity. CR (Composite Reliability) assesses internal consistency, requiring a value greater than 0.7 to indicate good reliability. The specific data are in Table 2:

Table 2. Validity Test

Variable	AVE	CR
City Awareness	0.7625	0.9059
Online Information Channel Trustworthiness	0.7277	0.9144
City Online Attention	0.7221	0.9122
Attitude Towards the City	0.7191	0.911
Consumption Intention Towards the City	0.7187	0.9109

In this study, all variables have AVE values exceeding 0.7, ensuring good convergent validity, indicating that each measurement item accurately reflects the characteristics of latent variables. Meanwhile, CR values exceed 0.9, showing that the scales have very high internal consistency, ensuring the reliability of the measurements.

3.3.3 Status Analysis

Since city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city are all continuous variables, descriptive statistics and one-sample T-tests were used to examine the current situation. The analysis results are in Table 3:

Table 3. Status Analysis

Variables	Cases	Mean ± SD	Test Value	T	P
City Awareness	475	3.41 ± 1.33	3	6.791	< 0.001

Online Information Channel Trustworthiness	475	3.34 ± 1.29	3	5.743	< 0.001
City Online Attention	475	3.30 ± 1.30	3	4.976	< 0.001
Attitude Towards the City	475	3.35 ± 1.28	3	6.019	< 0.001
Consumption Intention Towards the City	475	3.37 ± 1.28	3	6.322	< 0.001

As shown in the above table, the average scores for city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city are 3.41, 3.34, 3.30, 3.35, and 3.37, respectively, all significantly higher than the neutral score of 3.00. The P values from the one-sample T-test are all less than 0.05, indicating that online users hold positive attitudes towards these dimensions.

3.3.4 Difference Analysis

City awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city are influenced not only by external environments but also by individual factors. Therefore, this section examines differences across two dimensions—gender and age—based on the internet user structure from the 53rd Statistical Report on China's Internet Development.

3.3.4 .1 Gender's Influence on Each Variable

Independent sample T-tests were used to compare the differences between male and female online users in city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city. The results are in Table 4:

Table 4. Gender Differences in City Awareness and Other Variables

Variables	Male (N=248)	Female (N=227)	T	P
City Awareness	3.36 ± 1.36	3.48 ± 1.30	-1.002	0.317
Online Information Channel Trustworthiness	3.28 ± 1.28	3.40 ± 1.30	-1.03	0.304
City Online Attention	3.26 ± 1.32	3.34 ± 1.27	-0.653	0.514
Attitude Towards the City	3.30 ± 1.31	3.41 ± 1.24	-0.994	0.321
Consumption Intention Towards the City	3.34 ± 1.33	3.41 ± 1.24	-0.657	0.512

The analysis results in the above table show that there are no significant differences between males and females in city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city, with all P values greater than 0.05, indicating that gender does not affect these dimensions' results.

3.3.4 .2 Age's Influence on Each Variable

One-way ANOVA was used to compare the differences in city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city across different age groups (under 10 years, 10-19 years, 20-29 years, 30-39 years, 40-49 years, 50-59 years, 60 years and above). The results are in Table 5:

Table 5. Age Differences in City Awareness and Other Variables

Variables	Under 10 (N=19)	10-19 years (N=71)	20-29 years (N=67)	30-39 years (N=93)	40-49 years (N=70)	50-59 years (N=80)	60 years and above (N=75)	F	P
City Awareness	4.28 ± 0.36	4.23 ± 0.79	4.17 ± 0.7	4.10 ± 0.79	4.27 ± 0.57	1.77 ± 0.68	1.85 ± 0.82	189.86	< 0.001
Online Information Channel Trustworthiness	4.29 ± 0.42	4.09 ± 0.76	3.85 ± 0.77	4.16 ± 0.69	4.17 ± 0.55	1.76 ± 0.68	1.82 ± 0.79	190.13	< 0.001

City Online Attention	4.42 ± 0.33	4.00 ± 0.86	3.95 ± 0.79	4.04 ± 0.73	4.11 ± 0.55	1.69 ± 0.67	1.79 ± 0.70	184.437	< 0.001
Attitude Towards the City	4.30 ± 0.45	4.14 ± 0.72	3.93 ± 0.72	4.10 ± 0.69	4.19 ± 0.52	1.79 ± 0.70	1.80 ± 0.73	203.964	< 0.001
Consumption Intention Towards the City	4.29 ± 0.38	4.06 ± 0.76	4.06 ± 0.61	4.14 ± 0.65	4.24 ± 0.52	1.75 ± 0.70	1.84 ± 0.76	217.884	< 0.001

The results of the above analysis show that there are significant differences in city awareness, online information channel trustworthiness, city online attention, attitude towards the city, and consumption intention towards the city across different age groups, with P values all less than 0.001. To further understand these differences, Bonferroni post-hoc multiple comparisons were conducted. The results show that online users under 49 years of age scored significantly higher on these five dimensions than the user group over 50 years of age.

3.3.5 Correlation Analysis

Pearson correlation analysis was used to examine the relationships between the variables. The results are in Table 6:

Table 6. Pearson Correlation Analysis of Variables Related to Internet Celebrity Cities

Variables	1. City Awareness	2. Online Information Channel Trustworthiness	3. City Online Attention	4. Attitude Towards the City	5. Consumption Intention Towards the City
1. City Awareness	1				
2. Online Information Channel Trustworthiness	897**	1			
3. City Online Attention	888**	906**	1		
4. Attitude Towards the City	892**	915**	900**	1	
5. Consumption Intention Towards the City	911**	914**	901**	920**	1
** Significant correlation at the 0.01 level (two-tailed).					

The results in the above table indicate significant positive correlations between city awareness, online information channel trustworthiness, city online attention, and attitude towards the city, as well as between attitude towards the city and consumption intention, with correlation significance P values all less than 0.05.

3.3.6 Impact Factors Analysis

Based on correlation analysis, this study found that attitude towards the city is significantly correlated with city awareness, online information channel trustworthiness, and city online attention, while consumption intention towards the city also shows a significant correlation with attitude. However, difference analysis shows significant differences in age across these five dimensions, which may interfere with the results. Therefore, age was controlled for to accurately explore the impact of each factor on city attitudes and consumption intentions. The factor analysis in this study is divided into two parts: in the first part, the mediating variable (attitude towards the city) is treated as the dependent variable to analyze the influence of the independent variables on it. In the second part, the mediating variable is treated as an independent variable to examine its impact on the dependent variable.

3.3.6 .1 Factor Analysis of City Attitudes

The statistical method selected for the factor analysis was regression analysis. Since the dependent variable in this study—attitude towards the city—is a continuous variable (Likert scale score), linear regression analysis was chosen. With city awareness, online information channel trustworthiness, and city online attention as independent variables,

attitude towards the city as the dependent variable, and age as the control variable, a linear regression analysis was conducted. The results are in Table 7:

Table 7. Linear Regression Analysis Results

			Unstandardised coefficient	Standardised coefficient	T	P	VIF
(Constant)			0.771		4.405	<0.001	
independent variable		City Awareness	0.196	0.204	4.911	<0.001	6.772
Online Information Channel Trustworthiness		0.376	0.379	8.521	<0.001	7.762	
City Online Attention		0.244	0.248	5.849	<0.001	7.074	
control variable	(a person's) age	10-19 years	0.029	0.008	0.255	0.799	4.092
20-29 years -0.067 -0.018 -0.577						0.564	3.977
		30-39 years	-0.025	-0.008	-0.219	0.827	4.796
		40-49 years	0.010	0.003	0.083	0.934	4.034
		50-59 years	-0.399	-0.117	-2.809	0.005	6.800
		60 years and over	-0.457	-0.130	-3.244	0.001	6.358
		Under 10 years	0				
Adjusted R-square				0.879			
F				385.03			
P				<0.001			
Dependent variable: Attitude towards the city							

The following conclusions can be drawn based on the analysis results:

1.The model fit is excellent, with an adjusted R^2 of 0.879, indicating that the independent variables explain 87.9% of the variance in the dependent variable, suggesting that the regression model effectively explores the factors influencing attitudes towards the city.

2.The significance of the linear regression model is very high, with F = 385.03 and P < 0.001, indicating that at least one independent variable significantly influences attitudes towards the city. Further analysis shows:

City awareness significantly positively affects attitudes towards the city, with an influence coefficient of 0.196 (T = 4.911, P < 0.001), meaning that for every 1-point increase in city awareness, attitude increases by 0.196 points.

Online information channel trustworthiness significantly positively affects attitudes towards the city, with an influence coefficient of 0.376 (T = 8.521, P < 0.001). For every 1-point increase in trustworthiness, attitude increases by 0.376 points.

City online attention significantly positively affects attitudes towards the city, with an influence coefficient of 0.244 (T = 5.849, P < 0.001). For every 1-point increase in attention, attitude increases by 0.244 points.

The linear regression equation is as follows:

Attitude towards the city = 0.771 + 0.196 × City Awareness + 0.376 × Online Information Channel Trustworthiness + 0.244 × City Online Attention. (1)

In diagnosing the regression model, three assumptions must be satisfied: no multicollinearity, no serial correlation, and residuals following a normal distribution. The diagnostic results are as follows:

Multicollinearity Diagnosis: All VIF values for the independent variables are less than 10, indicating no significant multicollinearity, so the independent variables passed the multicollinearity diagnosis.

Serial Correlation Diagnosis: The DW statistic is 2.003, close to 2, meaning that there is no serial correlation in the data, passing the serial correlation diagnosis.

Residual Normality Diagnosis: The residuals of the linear

regression model were plotted in a histogram, and the results are in Figure 2:

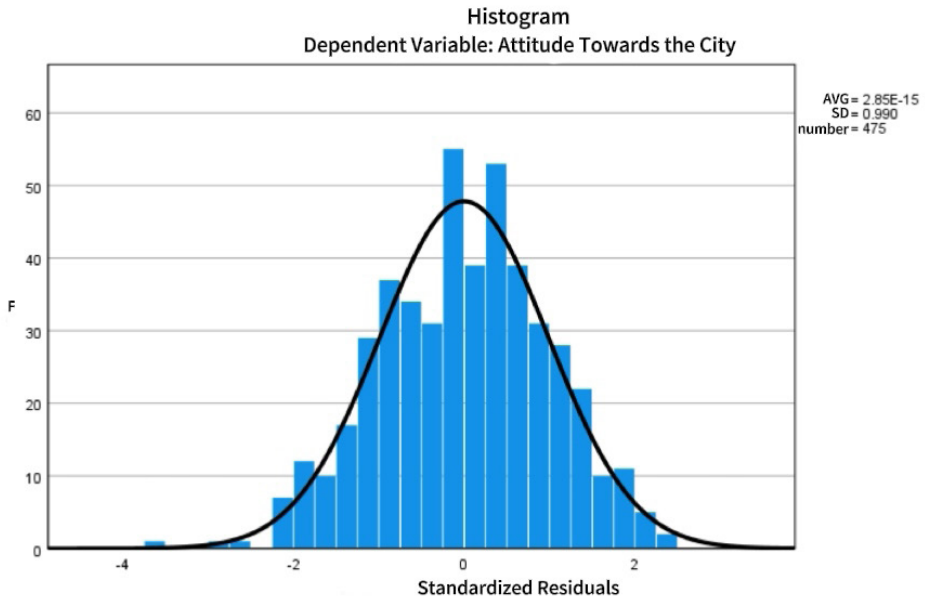

Fig 2. Residuals for City Attitude

The residual histogram roughly matches the normal curve, indicating that the residuals follow a normal distribution. This regression model passed all three diagnostic tests, and its results are real and reliable, accurately reflecting the causal relationship between the independent and dependent variables.

3.3.6 .2 Factor Analysis of Consumption Intention

Regression analysis was chosen as the statistical method for this study, as the dependent variable—consumption intention towards the city—is a continuous variable (based on the Likert scale score). Therefore, linear regression analysis was used. With attitude towards the city as the independent variable, consumption intention towards the city as the dependent variable, and age as the control variable, a linear regression analysis was conducted. The results are in Table 8:

Table 8. Regression Analysis Results

			Unstandardised coefficient	Standardised coefficient	T	P	VIF
(Constant)			1.299		7.433	<0.001	
independent variable		Attitude Towards the City	0.695	0.692	21.711	<0.001	3.615
control volume	(a person's) age	10-19 years	-0.12	-0.033	-0.987	0.324	4.036
		20-29 years	0.031	0.008	0.253	0.8	3.925
		30-39 years	-0.008	-0.002	-0.065	0.948	4.755
		40-49 years	0.029	0.008	0.236	0.814	3.997
		50-59 years	-0.796	-0.232	-5.522	<0.001	6.286
		60 years and over	-0.71	-0.202	-4.91	<0.001	6.011
		Under 10 years	0				
Adjusted R-square					0.867		
F					441.787		
P					<0.001		

Dependent variable: Consumption intention towards the city

Based on the above analysis results, the following conclusions can be drawn:

The model fit is excellent, with an adjusted R^2 of 0.867, indicating that the independent variable explains 86.7% of the variance in the dependent variable, meaning that the regression model effectively explores the factors influencing consumption intention towards the city.

The linear regression model has high significance, with F = 441.787 and P < 0.001, indicating that the independent variable has a significant impact on the dependent variable—consumption intention towards the city. Further analysis shows:

Attitude towards the city significantly positively affects consumption intention towards the city, with an influence coefficient of 0.695 (T = 21.711, P < 0.001), meaning that the more positive the attitude towards the city, the stronger the consumption intention. The relationship between the two is as follows: for every 1-point increase in attitude, consumption intention increases by 0.695 points.

The linear regression equation is as follows:

Consumption intention towards the city = 1.299 + 0.695 × Attitude Towards the City. (2)

Next, the regression model was diagnosed:

1.Multicollinearity Diagnosis: Since there is only one independent variable in the model, no multicollinearity diagnosis is needed.

2.Serial Correlation Diagnosis: The DW statistic was used to test for serial correlation, and the DW value was 1.97 (close to 2), indicating that the residuals of the model do not have significant serial correlation, passing the serial correlation diagnosis.

3.Residual Normality Diagnosis: The residuals of the linear regression model were plotted in a histogram, and the results are in Figure 3:

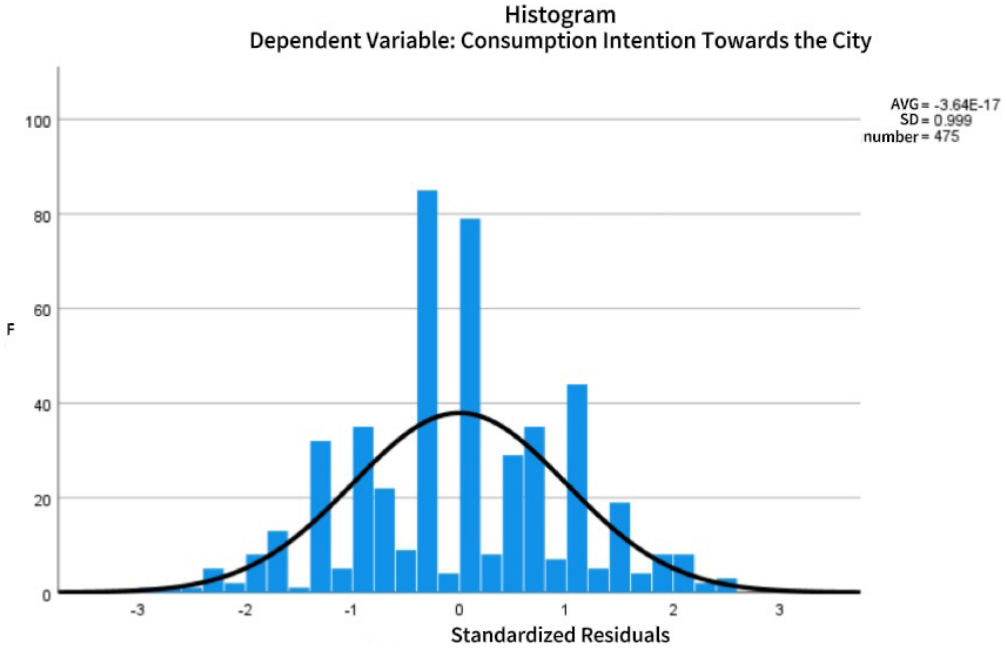

Fig 3. Residuals for City Consumption Intention

The residual histogram roughly matches the normal curve, indicating that the residuals follow a normal distribution.

This regression model passed the two diagnostics above, meaning that the final conclusions drawn from this regression model are real and reliable, truly reflecting the causal relationship between the independent and dependent variables.

3.3.7 Mediation Effect Analysis

Based on theory and literature conclusions, it is assumed that attitude towards the city mediates the relationship between city awareness, online information channel trustworthiness, city online attention, and consumption intention towards the city. The theoretical mediation model diagram is in Figure 4:

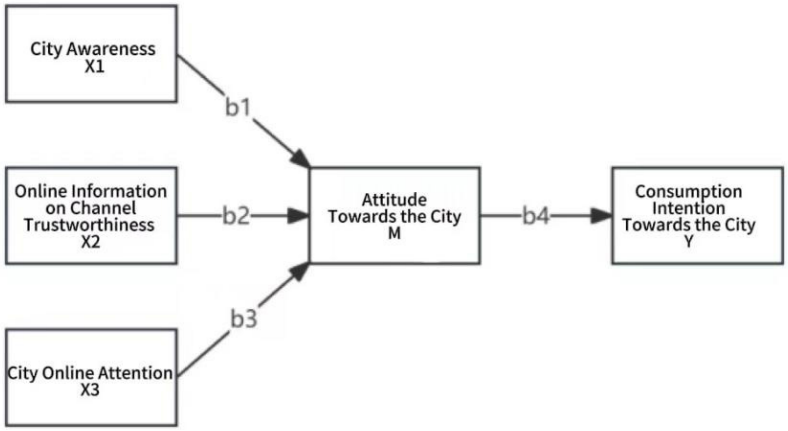

Fig 4. Theoretical Model

This study used the Bootstrap method to test the indirect effects of the independent variables on the dependent variable. The specific analysis is in Table 9:

Table 9. Mediation Effect Test Results

	X1: City Awareness	X2:Online Information Channel Trustworthiness	X3:City Online Attention
aggregate effect			
efficiency value	0.8794	0.9118	0.8921
Boot standard error	0.0183	0.0186	0.0197
significance	0	0	0
Boot CI lower bound	0.8435	0.8753	0.8533
Boot CI cap	0.9154	0.9482	0.9308
direct effect			
efficiency value	0.4279	0.445	0.3826
Boot standard error	0.0332	0.0396	0.0369
significance	0	0	0
Boot CI lower bound	0.3627	0.3673	0.3101
Boot CI cap	0.493	0.5227	0.4551
indirect effect			
efficiency value	0.4516	0.4668	0.5095
Boot standard error	0.0337	0.0365	0.0366
Boot CI lower bound	0.3817	0.3968	0.4376
Boot CI cap	0.518	0.5407	0.5802
Indirect effects of standardisation			

efficiency value	0.4679	0.4681	0.5148
Boot standard error	0.0325	0.0346	0.0352
Boot CI lower bound	0.4044	0.401	0.4439
Boot CI cap	0.5319	0.5376	0.5841

The mediation effect analysis results show that city awareness (X1), online information channel trustworthiness (X2), and city online attention (X3) have significant mediation effects on consumption intention towards the city through attitude towards the city. Specifically, the standardized mediation effect of X1 has a 95% confidence interval of [0.4044, 0.5319], with a standardized indirect effect value of 0.4679, and a 95% confidence interval for the direct effect of [0.3627, 0.4930]; the standardized mediation effect of X2 has a 95% confidence interval of [0.4010, 0.5376], with a standardized indirect effect value of 0.4681, and a 95% confidence interval for the direct effect of [0.3673, 0.5227]; the standardized mediation effect of X3 has a 95% confidence interval of [0.4439, 0.5841], with a standardized indirect effect value of 0.5148, and a 95% confidence interval for the direct effect of [0.3101, 0.4551]. All confidence intervals for mediation effects and direct effects do not contain 0, and P values are less than 0.05, indicating that both indirect and direct effects are significant, and there is no suppression effect. Comprehensive analysis indicates that when these three variables positively influence consumption intention towards the city, attitude towards the city plays a significant partial mediation role.

4. Conclusions and Recommendations

4.1 Research Conclusions

This study explores the multiple influence pathways of online information dissemination on tourism intentions in internet celebrity cities, revealing the process by which complex social and psychological mechanisms influence tourist behavior decisions. The study finds that city awareness, online information channel trustworthiness, and city online attention all positively influence tourist attitudes, which in turn further enhances consumption intentions.

Specifically, when tourists have a high level of city awareness, they are more likely to develop positive emotions and recognition, which encompasses the city's cultural characteristics, tourism resources, and unique image. Trustworthiness of information channels enhances the acceptance and persuasiveness of the information, making tourists more inclined to internalize this information and show higher positivity. Meanwhile, city online attention significantly affects tourists' attitudes and tourism intentions. Frequent exposure to and participation in related online discussions can deepen tourists' impressions, enhance city awareness, and stimulate interest and consumption impulses.

The study verifies the hypotheses: city awareness, trustworthiness, and attention significantly enhance tourists' attitudes towards internet celebrity cities, and attitude plays a significant mediating role between these factors and consumption intentions. Additionally, the study shows that gender does not significantly influence these variables, but there are significant differences across different age groups, with users under 49 years old scoring significantly higher than those over 50 years old on all dimensions. These findings provide strategic guidance for city tourism promotion.

4.1 Practical Recommendations

Government departments play a crucial role in promoting the sustainable development of internet celebrity cities. Through policy guidance, the government should ensure that while cities develop rapidly, they avoid over-reliance on online popularity, which could lead to over-exploitation of resources and potential social problems. The government should encourage authentic and positive information dissemination, combat false advertising, and exaggerated promotions to maintain the city's brand image. Local governments should also strengthen cultural heritage protection to prevent over-commercialization from damaging the city's unique culture. Through the establishment of special funds and policy support, the government can promote innovation in cultural activities and tourism projects, enhancing the city's attractiveness and competitiveness. Additionally, the government should collaborate with academic institutions and the tourism industry to conduct regular market research, timely adjust development strategies, and ensure the sustainable growth of tourism in internet celebrity cities.

Tourism industry practitioners directly influence tourists' overall experiences, and therefore need to enhance tourists' recognition and consumption intentions towards internet celebrity cities through product innovation and service improvement. By combining the city's unique cultural resources, practitioners can develop in-depth ex-

perience tourism projects, such as cultural explorations and eco-tourism, to meet diverse needs, enhance tourists' experiences, and consolidate the city's brand image. Practitioners should use digital marketing tools, collaborate with social media platforms and opinion leaders to expand the city's online influence, and guide more potential tourists to focus on and choose internet celebrity cities through user-generated content (UGC). Ultimately, by improving service quality and product appeal, tourism practitioners can effectively promote tourist consumption and drive city economic growth.

Online users play a key role in the dissemination of information about internet celebrity cities, as they are both information receivers and disseminators. By designing interactive online activities, such as check-in challenges and sharing contests, users can be encouraged to actively share their travel experiences, forming a positive electronic word-of-mouth effect, and enhancing the city's awareness and reputation. Platforms should provide customized content for users of different age groups and interests to increase participation enthusiasm and loyalty, thereby enhancing the awareness of internet celebrity cities and promoting tourism intentions.

Media and content creators have a significant impact on shaping the image of internet celebrity cities. Through authentic, comprehensive content reporting and diverse creative techniques, media should avoid excessive hype and ensure the public receives accurate information. By using feature stories and documentaries, the media can deeply showcase the city's diverse charm. Content creators can use creative videos, live broadcasts, and other forms to convey the city's lifestyle and cultural activities to a broad audience, expanding the city's influence. Through these methods, media and content creators can actively contribute to the image-building of internet celebrity cities.

4.2 Research Limitations

Despite exploring the impact of online information dissemination on tourism intentions in internet celebrity cities through various methods, this study still faces some common challenges that are difficult to completely overcome in similar research. First, the diversity and complexity of online information dissemination make it difficult to fully control the quality and credibility of information across different platforms, affecting the stability of the research results. Second, the study primarily relies on a questionnaire survey to obtain quantitative data, which can show overall trends but has limitations in capturing deep-seated psychological motivations and emotional identification at the individual level. Moreover, although the study combines multiple theoretical models to construct an analysis framework, there is still a gap between theory and practice, especially in terms of dynamic factors such as social and cultural backgrounds and economic conditions that are difficult to quantify or predict. Overall, these limitations are not shortcomings of the research itself but reflect the inevitable challenges faced in conducting academic research in a complex social environment. Future research should further expand on data source diversification, qualitative research depth, and more precise control of dynamic environments.

4.3 Future Research Directions

When studying the impact of online information dissemination on tourism intentions in internet celebrity cities, there are several areas worth further exploration in future research. First, the interactive effects of different online channels can be deeply analyzed. Existing research has explored the impact of various platforms on tourists' attitudes, but the diffusion pathways of information across multiple platforms and their role in tourism decision-making, especially the synergistic effects between social media, short video platforms, and traditional media, have not been fully studied. Second, it is crucial to expand to cross-cultural and international comparative analyses. By studying how tourists from different cultural backgrounds interpret and respond to online information dissemination, the influence of cultural differences on tourism decision-making can be revealed, such as whether internet celebrity cities in Western countries have experienced similar network-driven phenomena. Finally, future research should focus on the time effects of online information dissemination, that is, the relationship between immediate dissemination and cumulative effects. Exploring how repeated exposure to information at different time points affects tourist attitudes can help understand the long-term impact of information dissemination. By delving into these areas, future research can provide new perspectives for a more comprehensive understanding of tourism intentions in internet celebrity cities and the development of the global tourism market.

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