

Analysis of the Impact of Media Cultural Exposure of Xunpu Female Hairpin Flower in Fujian Province on the Behavior of Surrounding Young Tourists from the Perspective of Social Media Interaction

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Abstract:

With the rise of social media, the transmission of traditional culture has undergone fundamental changes. This study takes the Xunpu female hairpin flower culture in Fujian Province as an example to explore the impact of media cultural exposure and social media interaction on the behavior of young tourists in the surrounding areas. Using questionnaires and the Theory of Planned Behavior, the study analyzes the influence of social media interaction, media cultural exposure, personal attitudes, subjective norms, and perceived behavioral control on tourism intention. The findings reveal that social media interaction and media cultural exposure significantly affect young tourists' attitudes, subjective norms, and perceived behavioral control, thereby influencing their tourism intention. This research provides new insights for the protection and inheritance of traditional culture, and also offers references for the development of the tourism industry.

Keywords: Social media interaction - Social media engagement, Media culture exposure, Theory of Planned Behavior, Young travelers or Young tourists, Travel intention

1. Introduction

The protection and inheritance of traditional culture is an important societal issue. However, with the acceleration of modernization, many traditional cultures are facing the risk of decline. How to effectively

ly disseminate and promote traditional culture and attract the participation of the younger generation has become an urgent problem to be solved. The rise of social media has provided new opportunities for the transmission of traditional culture, but related research is still in its infancy and presents the follow-

ing issues: a lack of in-depth research on the mechanisms by which social media interaction and media culture exposure influence the behavior of young travelers; a lack of evaluation of the effects of social media interaction and media culture exposure on the dissemination of traditional culture; and a lack of research on the differential impact of social media interaction and media culture exposure across different cultural types.

This study aims to explore the impact of social media interaction and media culture exposure on the behavior of surrounding young tourists, with the intention of providing new insights for the protection and inheritance of traditional culture, as well as offering references for the development of the tourism industry.

2. Organization of the Text

2.1 In-depth Analysis: The Mechanism of Influence of Social Media Interaction and Media Cultural Exposure on the Behavior of Young Travelers

2.1.1 Impact of Social Media Interaction on the Behavior of Young Travelers

The China Internet Network Information Center (CNNIC) released its 54th Statistical Report on the Development of China's Internet in Beijing. The report indicates that as of June 2024, China's internet user base has approached 1.1 billion people (109.967 million), with an increase of 7.42 million users since December 2023, and the internet penetration rate has reached 78.0%. The report shows that the 7.42 million new internet users are predominantly teenagers aged 10-19 and the "silver-haired" group. Among them, teenagers account for 49.0% of the new internet users, while the 50-59 and 60 and above age groups account for 15.2% and 20.8% of the new users, respectively. Entertainment and social needs are the primary motivations for new users to go online, with short video applications accounting for 37.3% of the internet applications used for the first time by this group. Taking the Xunpu hairpin flower custom in Quanzhou, Fujian Province, China, as an example, the following is an analysis of specific data and online materials:

Information Acquisition: On Weibo, the topic #Quanzhou Cultural Tourism Certified Zhao Liying Hairpin Flower# has been viewed over 77.76 million times, indicating that young users are acquiring a significant amount of related information through social media. On platforms such as Douyin, Xiaohongshu, and WeChat Video Channel, short videos about Xunpu hairpin flowers have accumulated over 800 million views, reflecting young travelers' interest in Xunpu hairpin flowers.

Social Influence: The influencer "Hu A Xiaoxiao" posted a Xunpu hairpin flower experience video titled "Episode

8 | 'Grandma says she sees herself in her youth' #Hairpin-Flower" on Douyin, which received over 5.506 million likes and 770,000 shares, demonstrating the powerful influence of social media on the behavior of young travelers. According to the study "(2023) Impact of Social Media on Tourist Consumer Behavior Decision-Making—From the Perspective of Symbolic Interaction Theory," tourist consumers perceive destinations through symbolic information conveyed by others in social media, which in turn affects their consumption intentions. Therefore, opinion leaders have a significant impact on the travel decision-making of young travelers on social media.

2.1.2 Impact of Media Cultural Exposure on the Behavior of Young Travelers

According to the "2024 Intangible Cultural Heritage Data Report" released by Douyin, the sharing of videos related to national-level intangible cultural heritage increased by 36%, with the growth rate of "hairpin flower checkpoint" videos reaching a staggering 55 times, ranking second. Additionally, the 28th episode of "The Flavor of Humanity" series, titled "Xunpu Fisherman's Daughter 'Hairpin Flower Encirclement' – Protecting the 'Delicious' Culture," which was launched by CCTV.com in 2019, further increased the number of visitors to the Xunpu village.

Cultural Identity: The exposure from short videos and CCTV programs enhanced the cultural identity of young travelers with the Xunpu hairpin flower custom. As indicated in the study "(2023) Interaction Between Film and Television Works and Cultural Tourism from the Perspective of Cultural Identity – Taking 'A Place with Breezes' as an Example," all-media promotion plays a key role in conveying the meaning of film and television works and in cultural tourism promotion. Through the use of various media forms, cultural values and symbols from these works can be transmitted to consumers through multi-sensory experiences (such as auditory and visual). Therefore, media exposure helps to strengthen tourists' identification with local cultures.

Behavioral Guidance: Following the release of short videos and program broadcasts, the search volume for "Quanzhou Xunpu Hairpin Flower Experience" travel products on tourism-related lifestyle apps such as Ctrip and Meituan increased by over 200% in a short period, indicating that media cultural exposure has a significant guiding effect on the behavior of young travelers.

2.2 Effect Evaluation: Assessing the Impact of Social Media Interaction and Media Cultural Exposure on the Effectiveness of Traditional Cultural Transmission

2.2.1 The Impact of Social Media Interactions on the Dissemination Effect of Traditional Culture

An article titled "The Intangible Cultural Heritage Story

Behind 70,000 Videos: Alive Online, Ablaze in the Present” published by The Paper in February 2024, points out that “video is an important carrier of intangible cultural heritage, opening up a new space for accelerating the transmission of ICH from static to dynamic, and from conservative to innovative.” Across various social media platforms, including WeChat, Weibo, Douyin, and Xiaohongshu, the interaction rates for content related to traditional culture are relatively high.

In a survey sample that combines online and offline questionnaires, the average level of interaction (including likes and comments) for WeChat Moments posts about Xunpu hairpins was 1.5 times that of other types of posts, indicating users’ active participation in traditional cultural content.

On Weibo, topics related to Xunpu hairpins often trend due to celebrity or influencer costumes or the filming of TV dramas and movies, demonstrating the extensive reach of its dissemination.

2.2.2 The Impact of Media Cultural Exposure on the Dissemination Effect of Traditional Culture

The positive impact of media exposure on cultural heritage tourism is significant, as it leverages the advantages of modern communication methods to effectively promote the dissemination, recognition, experience, and participation of cultural heritage, thereby creating favorable conditions for the development of cultural heritage tourism.

Extensiveness of Information Dissemination: Media exposure possesses a broad coverage and rapid information dissemination capacity. This enables relevant information about cultural heritage to quickly reach a large number of potential tourists, enhancing the visibility of cultural heritage.

Visual and Emotional Impact: Media can vividly and intuitively showcase the unique charm of cultural heritage through images, videos, and stories, evoking emotional resonance and increasing interest in visiting the sites in person.

Credibility and Authority: Media reports are generally considered authoritative and trustworthy sources of information, especially those from official and professional media outlets. This enhances the credibility of cultural heritage information and increases tourists’ trust and willingness to visit.

Facilitation of Social Interaction: Exposure on social media platforms often accompanies user interactions such as sharing, commenting, and liking. This social interaction can create a word-of-mouth effect, further expanding the influence and attraction of cultural heritage.

Education and Cultural Popularization: Media reporting not only provides information but also serves an educational and cultural popularization function. Through media exposure, the historical value, cultural significance, and artistic characteristics of cultural heritage gain wider

recognition.

Impact on Tourism Decision-Making: Modern tourism decision-making is largely influenced by online information and social media dynamics. Media exposure directly impacts tourists’ travel choices by providing information about destinations.

Brand Awareness: After the exposure on CCTV programs, the brand awareness of Xunpu hairpins significantly increased, with a survey showing that 80% of respondents learned about the custom through television programs.

Tourist Attraction: After exposure, Xunpu hairpins have become a new highlight of Quanzhou tourism, attracting a large number of young tourists.

2.3 Difference Exploration: Analyzing the Impact of Social Media Interaction and Media Cultural Exposure on Different Cultural Types

2.3.1 Differential Impact of Social Media Interaction on Various Cultural Types

According to the study “(2021) The Cross-Cultural Communication Effect of Chinese Traditional Culture in Short Videos: A Case Study of Li Ziqi’s YouTube Shorts,” the short videos by “Li Ziqi” have become a phenomenal event in the overseas dissemination of Chinese short videos since being posted on the YouTube platform. Her videos, which convey “more through silence than sound,” have pioneered a new form of cross-cultural communication and are a successful case of Chinese traditional culture going global. Based on this, there are differences in the communication effects of various cultural types on social media.

Visual Impact: Compared to other traditional cultures, Xunpu hairpins have a stronger visual impact due to their unique shape and aesthetic experience, resulting in a higher interaction rate on social media, both domestically and internationally.

Cultural Uniqueness: The cultural uniqueness of Xunpu hairpins, with their long history and the immersive experiences they offer, encourages participants to engage and try them out, leading to greater attention and discussion on social media.

2.3.2 Differential Impact of Media Cultural Exposure on Various Cultural Types

Different cultural types exhibit varying communication effects under media cultural exposure.

Media Reporting Bias: Media tends to report content with strong visual impact and cultural uniqueness, such as Xunpu hairpins; moreover, visits by celebrities and influencers give it an advantage in media exposure.

Audience Acceptance: The study found that after media exposure, the audience’s acceptance and interest in Xunpu hairpins, which have unique cultural characteristics, were higher. It was evident that the audience for Xunpu hair-

pins was broad, including a large portion of women and a small portion of men.

3. Literature References

The rise of social media has transformed the dissemination of traditional culture, a phenomenon that has garnered significant attention from the academic community. The following literature review will be conducted in three aspects: the impact of social media interaction on the dissemination of traditional culture, the influence of media cultural exposure on tourist behavior, and the application of the Theory of Planned Behavior in tourism intention research.

3.1 Social Media Interaction and the Dissemination of Traditional Culture

As an emerging communication tool, social media has had a pronounced impact on the dissemination of traditional culture. Kaplan and Haenlein (2010) point out that the characteristics of social media, such as interactivity and the ability to generate user content, provide a new platform for the spread of traditional culture. Chang and Hsu (2016) found that interactions on social media can enhance users' sense of identity and engagement with traditional culture. Additionally, Gretzel and Yoo (2008) argue that the interactivity of social media contributes to the innovation and inheritance of traditional culture.

3.2 Media Cultural Exposure and Tourist Behavior

The impact of media cultural exposure on tourist behavior is a significant area of study in tourism research. MacCannell's (1976) "Tourist Gaze" theory posits that media exposure to culture shapes tourists' expectations and behaviors. Kim and Lee (2012) found that media exposure can increase the visibility and attractiveness of the cultural identity of tourist destinations, thereby influencing destination choice. Xiao and James (2017) further suggest that media cultural exposure influences tourist decision-making by affecting tourists' perceived value and motivation to travel.

3.3 The Application of the Theory of Planned Behavior in Tourism Intention Research

Ajzen's (1991) Theory of Planned Behavior (TPB) has been widely applied to explain the formation of individual behavioral intentions. In tourism research, TPB is used to analyze the factors influencing tourism intentions. Fishbein and Ajzen (2010) identify personal attitude, subjective norm, and perceived behavioral control as the three main factors influencing behavioral intention. In tourism studies, Lee and Crompton (2002) applied TPB to analyze the formation of tourists' travel intentions, while Yoon and

Uysal (2005) explored the application of TPB in predicting tourist destination choice.

Combining the above literature, this study takes the Xunpu female hairpin flower culture in Fujian Province as an example to explore the impact of social media interaction and media cultural exposure on the behavior of young tourists. Through the analysis of survey data, this study finds that social media interaction and media cultural exposure have a significant influence on tourists' personal attitudes, subjective norms, and perceived behavioral control, which in turn affect their tourism intentions. The findings of this study not only provide a new perspective for the protection and inheritance of traditional culture but also offer theoretical foundations and practical references for the development of the tourism industry.

4. Method

This study aims to explore the impact of social media interaction and media cultural exposure on the travel intentions of young tourists in Fujian Province. To address the research questions proposed, we utilized a questionnaire survey as the primary research method. Below is the main content of the research method, including the research design, implementation process, and data analysis strategy.

4.1 Research Design

4.1.1 Research Population

The target population of this study is young tourists aged 18 to 25 within Fujian Province. This age group typically has a high frequency of social media use and a strong desire to explore traditional culture.

4.1.2 Sampling Method

We employed stratified sampling to conduct the questionnaire survey in three major cities in Fujian Province – Xiamen, Zhangzhou, and Quanzhou. Stratified sampling ensures the representativeness of the sample, covering the characteristics of young tourists from different regions.

4.2 Research Implementation

4.2.1 Questionnaire Development

The questionnaire was designed based on the Theory of Planned Behavior (TPB) and includes the following variables:

Personal Attitude: Measures the attitudes and interests of tourists towards the Xunpu female hairpin culture.

Subjective Norm: Evaluates the perceived social pressure on tourists, i.e., the influence of family, friends, and significant others on their travel decisions.

Perceived Behavioral Control: Examines tourists' perceptions of the ease or difficulty of participating in travel activities.

Social Media Interaction: Assesses the level of interaction and engagement of tourists with the Xunpu female hairpin culture through social media platforms.

Media Cultural Exposure: Measures the level of exposure and awareness of the Xunpu female hairpin culture in the media.

Travel Intention: Investigates tourists' intentions to visit destinations related to the Xunpu female hairpin culture.

Actual Travel Behavior: Records whether tourists have participated in related travel activities in the past.

4.2.2 Data Collection

The questionnaire survey was conducted at tourist attractions, university campuses, and commercial areas in the selected three cities. Surveyors were trained to ensure the correct completion of questionnaires and the accuracy of the data. A total of 500 questionnaires were distributed, with 456 valid questionnaires returned, resulting in an effective response rate of 91.2%.

4.3 Data Analysis

The collected data was entered and analyzed using statistical software SPSS. First, descriptive statistical analysis was conducted to understand the basic characteristics of the sample. Next, Pearson correlation analysis was used to test the correlations between variables. Finally, multiple regression analysis was employed to explore the independent and combined effects of personal attitude, subjective norm, perceived behavioral control, social media interaction, and media cultural exposure on travel intentions.

Through the above research methods, this study aims to reveal how social media interaction and media cultural exposure influence the travel intentions of young tourists and to provide empirical evidence for the dissemination of traditional culture and the sustainable development of the tourism industry.

5. Conclusion

5.1 Importance of Social Media Interactions

Social media interactions have a significant positive impact on the personal attitudes and travel intentions of young tourists. Through interactions on social media platforms, such as liking, commenting, and sharing, young tourists deepen their understanding and interest in the Xunpu female flower-helmet culture, thereby enhancing their travel intentions.

5.2 Effect of Media Cultural Exposure

Media cultural exposure has a significant influence on the subjective norms and perceived behavioral control of young tourists. Through exposure via television, online news, social media, and other channels, the Xunpu female

flower-helmet culture has gained popularity and appeal among young people, which in turn affects their travel decision-making.

5.3 Applicability of the Theory of Planned Behavior

The Theory of Planned Behavior effectively explains the formation of travel intentions among young tourists. Personal attitude, subjective norm, and perceived behavioral control are important antecedent variables for predicting travel intentions, while social media interactions and media cultural exposure indirectly influence travel intentions through these mediating variables.

5.4 Gender Differences

The study finds that female tourists show higher interest and travel intentions towards the Xunpu female flower-helmet culture than male tourists, which may be related to their higher level of attention to cultural traditions and aesthetics.

5.5 Implications for the Tourism Industry

The findings of this study have practical implications for the tourism industry. Tourism promoters and cultural preservationists can increase young tourists' interest and participation in traditional cultural tourism by enhancing social media interactions and media cultural exposure, thereby promoting the preservation of cultural heritage and the sustainable development of the tourism industry.

5.6 Summary

This research not only provides empirical support for understanding the role of social media and media culture in the dissemination of traditional culture but also offers references for the formulation of related tourism policies and the preservation of cultural heritage.

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