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**THE IMPACTS OF PERCEIVED GOVERNMENT MARKET
ORIENTATION AND SOCIAL MEDIA TRAVEL
INFLUENCERS' ATTRIBUTES ON DOMESTIC TOURISTS'
VISIT INTENTION TO CHONGQING CITY: THE MEDIATING
ROLE OF TRUST**



TANG WU

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2025**

**THE IMPACTS OF PERCEIVED GOVERNMENT MARKET
ORIENTATION AND SOCIAL MEDIA TRAVEL
INFLUENCERS' ATTRIBUTES ON DOMESTIC TOURISTS'
VISIT INTENTION TO CHONGQING CITY: THE MEDIATING
ROLE OF TRUST**



**A thesis submitted to the Ghazalie Shafie Graduate School of Government in
fulfilment of the requirement for the Doctor of Philosophy/Doctor of
Management Universiti Utara Malaysia**



Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
(College of Law, Government and International Studies)
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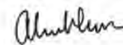
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ABSTRACT

In China, cities such as Chongqing and Xi'an are rapidly gaining popularity through social media platforms, attracting widespread attention, discussion, and a large influx of tourists. This surge in city tourism is driven not only by government market-oriented strategies but also by the social media travel influencers (SMTIs). However, limited research explores the extent to which tourists' visit intentions are influenced by perceived government market orientation (PGMO) and SMTIs. The objectives of this study, therefore, aim to examine the relationships between perceived government market orientation (PGMO), SMTIs' attributes, and tourists' visit intentions to Chongqing. In addition, the study also investigates the mediating role of trust between the SMTIs' attributes and visit intention. The research focuses on Chinese domestic tourists who have never visited Chongqing but are SMTIs followers in social media. To explain these relationships, the study employs the Stimulus-Organism-Response (SOR) model and source credibility theory as the theoretical frameworks. Data are collected through a self-administered questionnaire, using purposive sampling targeting followers on two major social media platforms, Douyin and Sina Weibo. Structural equation modelling (SEM) is conducted on 409 valid responses using SPSS (version 27) and AMOS (version 26). The results indicated that all independent variables, including PGMO, SMTIs' expertise, authenticity, and physical attractiveness, have positive relationship with tourists' visit intentions. In terms of indirect relationships, the findings revealed that trust positively mediates the relationship between SMTIs' authenticity, SMTIs' expertise, and tourists' visit intentions. However, SMTIs' physical attractiveness does not influence visit intentions through trust. This study enriches current research understanding by introducing a structural model that combines PGMO and SMTIs, with trust as a mediator to analyse tourists' visit intentions. Additionally, this research provides valuable insights for city governments and destination marketing organizations, helping them understand tourists' perceptions of government market orientation, SMTIs, and trust. The study suggests prioritizing these elements to promote city tourism growth in the age of social media.

Keywords: Perceived Government Market Orientation, Social Media Travel Influencers' Attributes, Trust, Visit Intention, Chongqing

ABSTRAK

Di China, bandar-bandar seperti Chongqing dan Xi'an mencapai populariti dengan pantas melalui platform media sosial, menarik perhatian luas, perbincangan, dan kemasukan pelancong yang ramai. Peningkatan dalam pelancongan bandar ini didorong bukan sahaja oleh strategi berorientasikan pasaran yang diterapkan oleh kerajaan tetapi juga oleh mempengaruhi pelancongan di media sosial (SMTIs). Walau bagaimanapun, kajian yang mengeksplorasi sejauh mana niat pelancong untuk melawat dipengaruhi oleh persepsi orientasi pasaran kerajaan (PGMO) dan SMTIs masih terhad. Oleh itu, objektif kajian ini bertujuan untuk meneliti hubungan di antara persepsi orientasi pasaran kerajaan (PGMO), atribut SMTIs, dan niat pelancong untuk melawat Chongqing. Selain itu, kajian ini juga menyiasat peranan kepercayaan sebagai mediator di antara atribut SMTIs dan niat pelancong untuk melawat. Penyelidikan ini memfokuskan kepada pelancong domestik China yang tidak pernah melawat Chongqing tetapi menjadi pengikut SMTIs di media sosial. Untuk menjelaskan hubungan ini, kajian ini menggunakan model *Stimulus-Organism-Response* (SOR) dan teori kredibiliti sumber sebagai kerangka teori. Data dikumpulkan melalui soal selidik yang diisi sendiri, dengan menggunakan persampelan bertujuan yang mensasarkan pengikut dua platform media sosial utama, Douyin dan Sina Weibo. *Structural Equation Modelling* (SEM) dijalankan ke atas 409 respon yang sah menggunakan SPSS (versi 27) dan AMOS (versi 26). Hasil kajian menunjukkan bahawa kesemua pembolehubah bebas, termasuk PGMO, kepakaran SMTIs, keaslian, dan daya tarikan fizikal, mempunyai hubungan positif dengan niat pelancong untuk melawat. Dari segi hubungan tidak langsung, hasil kajian mendedahkan bahawa kepercayaan secara positif telah memediasikan hubungan di antara keaslian SMTIs, kepakaran SMTIs, dan niat pelancong untuk melawat. Namun begitu, daya tarikan fizikal SMTIs tidak mempengaruhi niat pelancong untuk melawat melalui kepercayaan. Kajian ini memperkaya pemahaman penyelidikan semasa dengan memperkenalkan model struktur yang menggabungkan PGMO dan SMTIs dengan kepercayaan sebagai mediator untuk menganalisis niat pelancong untuk melawat. Di samping itu, kajian ini juga memberi pandangan yang berharga untuk kerajaan bandar dan organisasi pemasaran destinasi, bagi membantu mereka memahami persepsi pelancong terhadap PGMO, SMTIs, dan kepercayaan. Kajian ini mencadangkan elemen-elemen ini diutamakan bagi mempromosi perkembangan pelancongan bandar di era media sosial.

Kata Kunci: Persepsi Orientasi Pasaran Kerajaan, Atribut Mempengaruhi Pelancongan Media Sosial, Kepercayaan, Niat Pelancong untuk Melawat, Chongqing

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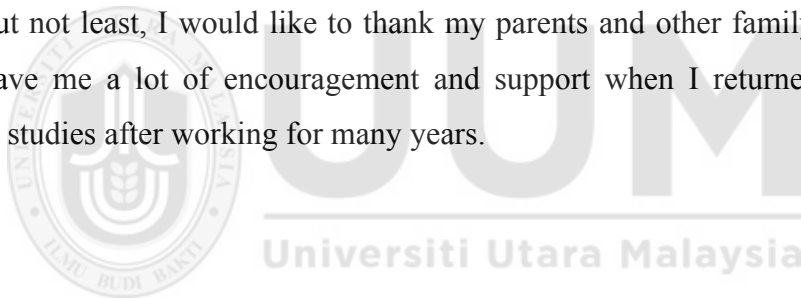


TABLE OF CONTENTS

PERMISSION TO USE	i
ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER ONE INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	9
1.3 Research Questions	16
1.4 Research Objectives	17
1.5 Significance of the Research	18
1.5.1 Theoretical significance	18
1.5.2 Managerial significance	20
1.6 Scope of the Research	21
1.7 Operational Definition	22
1.7.1 Social media influencers	22
1.7.2 Social media travel influencers	23
1.7.3 Social media travel influencers' expertise	23
1.7.4 Social media travel influencers' authenticity	23
1.7.5 Social media travel influencers' physical attractiveness	24
1.7.6 Perceived government market orientation	24
1.7.7 Trust	24
1.7.8 Trust in social media travel influencers	25
1.7.9 Visit intention	25
1.8 Structure of the Research	25
1.9 Chapter Summary	27
CHAPTER TWO LITERATURE REVIEW	28
2.1 Introduction	28

2.2 Chongqing as a City Tourism Destination	28
2.2.1 Geographical and cultural landscape of Chongqing	29
2.2.2 Justification for selecting Chongqing as a study focus	35
2.3 Visit Intention	38
2.3.1 The concept of visit intention	38
2.3.2 Antecedents of visit intention	41
2.4 Perceived Government Market Orientation	43
2.4.1 Perceived government market orientation in city tourism	43
2.4.2 Impact of perceived government market orientation on visit intention	46
2.5 Social Media Travel Influencers	48
2.5.1 The concept of social media travel influencers	48
2.5.2 Source media travel influencers' attributes	53
2.5.2.1 Expertise	56
2.5.2.2 Authenticity	58
2.5.2.3 Physical attractiveness	61
2.6 Trust	64
2.6.1 The definitions of trust	64
2.6.2 Trust as a mediating role	67
2.7 Underpinning Theories	69
2.7.1 Stimulus-Organism-Response	70
2.7.2 Source credibility theory	73
2.8 Research Framework	75
2.9 Hypotheses Development	78
2.9.1 Perceived government market orientation and visit intention	78
2.9.2 Social media travel influencers' attributes and visit intention	80
2.9.3 Social media travel influencers' attributes and trust	82
2.9.4 Trust and visit intention	85
2.9.5 Mediating effect of trust	86
2.10 Summary	88
CHAPTER THREE METHODOLOGY	89
3.1 Introduction	89
3.2 Research Philosophy	90
3.3 Research Design	93

3.4 Population and Sampling	95
3.4.1 Population	95
3.4.2 Target population and sample frame	97
3.4.3 Sampling size and sampling technique	99
3.5 Data Collection	101
3.6 Measurement and Questionnaire Design	102
3.6.1 Independent variable: perceived government market orientation	103
3.6.2 Independent variable: social media travel influencers' attributes	104
3.6.3 Mediating variable: trust	105
3.6.4 Dependent variable: visit intention	106
3.6.5 Questionnaire design	107
3.7 Data Analysis	108
3.7.1 Preliminary analysis	110
3.7.2 Descriptive statistics	112
3.7.3 Measurement model assessment	114
3.7.4 Structural model assessment	117
3.8 Pilot Study	119
3.8.1 Reliability analysis for pilot study	120
3.8.2 Validity analysis for pilot study	122
3.9 Summary	124
CHAPTER FOUR DATA ANALYSIS AND RESULTS	126
4.1 Introduction	126
4.2 Response Rate for the Survey	126
4.3 Preliminary Analysis	127
4.3.1 Data screening	128
4.3.1.1 Suspicious response	129
4.3.1.2 Detecting outliers	130
4.3.1.3 Normality test	131
4.3.1.4 Multicollinearity test	135
4.3.2 Test of common method bias	137
4.4 Descriptive Analysis	138
4.4.1 Respondents' demographic profile	139
4.4.2 Mean and standard deviation	141

4.5 Assessment of the Measurement Model	145
4.5.1 Reliability and convergent validity	146
4.5.2 Discriminant validity	149
4.5.2.1 Fornell and Larcker's criterion	150
4.5.2.2 Heterotrait-Monotrait (HTMT) ratio	152
4.5.3 Model fit	153
4.6 Structural Model	154
4.6.1 Path analysis	156
4.6.2 Mediation analysis	159
4.7 Summary	163
CHAPTER FIVE DISCUSSION AND CONCLUSIONS	166
5.1 Introduction	166
5.2 Recapitulation of the Research	166
5.3 Discussion of the Findings	169
5.3.1 The relationship between perceived government market orientation and visit intention	170
5.3.2 The relationship between social media travel influencers and visit intention	172
5.3.2.1 The relationship between SMTIs' expertise and visit intention ..	172
5.3.2.2 The relationship between SMTIs' authenticity and visit intention	174
5.3.2.3 The relationship between SMTIs' physical attractiveness and visit intention	176
5.3.2.4 The comparison of the relationship between all three SMTIs' attributes and visit intention	178
5.3.3 Mediating effect of trust	181
5.3.3.1 Mediating effect of trust in the relationship between SMTIs' expertise and visit intention	182
5.3.3.2 Mediating effect of trust in the relationship between SMTIs' authenticity and visit intention	183
5.3.3.3 Mediating effect of trust in the relationship between SMTIs' physical attractiveness and visit intention	185
5.4 Research Contribution	187

5.4.1 Theoretical significance	187
5.4.2 Managerial significance	190
5.5 Limitations and Suggestions for Future Research	194
5.6 Conclusion	197
REFERENCES	199
APPENDICES	216



LIST OF TABLES

Table 1.1 Distribution of Travel Themes from the ITB China Survey	2
Table 2.1 Chongqing Tourism Market Entities 2015-2023	33
Table 2.2 Tourism Revenue in Chongqing 2015–2023	34
Table 2.3 Studies with S-O-R Theory in Social Media Setting	72
Table 3.1 Domestic Tourists in Chongqing 2015–2023	97
Table 3.2 Measurement of Perceived Government Market Orientation	103
Table 3.3 Measurement of SMTIs' Expertise	104
Table 3.4 Measurement of SMTIs' Authenticity	104
Table 3.5 Measurement of SMTIs' Physical Attractiveness	105
Table 3.6 Measurement of Trust	106
Table 3.7 Measurement of Visit Intention	107
Table 3.8 Reliability Analysis of Pilot Study	121
Table 3.9 Rotation Sums of Squared Loadings - Total Variance Explained	122
Table 3.10 Factor Analysis of Pilot Study	123
Table 4.1 Results for Response Rate of the Questionnaires	127
Table 4.2 Results of Skewness and Kurtosis for Variables	132
Table 4.3 Results of Skewness and Kurtosis for Items	133
Table 4.4 Results of Mardia's Multivariate Normality	134
Table 4.5 Results for Multicollinearity Test	136
Table 4.6 Total Variance Explained	138
Table 4.7 Respondents' Demographic Profile	140
Table 4.8 Descriptive Statistics for Items	142
Table 4.9 Results of Internal Consistency Reliability and Convergent Validity	147
Table 4.10 Discriminant Validity (Fornell and Larcker's criterion)	151
Table 4.11 Discriminant Validity (HTMT Ratio)	152
Table 4.12 Model Fit Assessment	154
Table 4.13 Direct Hypotheses	156
Table 4.14 Results of Path Analysis	157
Table 4.15 Indirect Hypotheses	160
Table 4.16 Results of Mediation Analysis	162
Table 4.17 Summary of All Hypotheses	163
Table 5.1 Summary of Results from Main Hypotheses to Answer RQ and RO.	168

LIST OF FIGURES

Figure 2.1 Chongqing's Location in China	30
Figure 2.2 Map of Chongqing	31
Figure 2.3 Research Framework	76
Figure 4.1 Model for Structural Equation Modelling (SEM)	155



LIST OF APPENDICES

Appendix A Letter of Data Collection	216
Appendix B Questionnaire (English Version)	217
Appendix C Questionnaire (Chinese Version)	222
Appendix D Determining Sample Size from a Given Population	227



LIST OF ABBREVIATIONS

AGFI	Adjusted Goodness of Fit Index
AIID	Alpha-If-Item-Deleted
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
CMB	Common Method Bias
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index corrected
CITC	Corrected Item Total Correlation
CMIN	Cut-off Multiple Index
CR	Composite Reliability
DF	Degree of Freedom
DMOs	Destination Marketing Organizations
EFA	Exploratory Factor Analysis
GFI	Goodness of Fit Index
HTMT	Heterotrait Monotrait Ratio
ICT	Information and Communication Technologies
IFI	Incremental Fit Indices
KMO	Kaiser-Meyer-Olkin
MLE	Maximum Likelihood Estimation
NFI	Normed Fit Index
PGMO	Perceived Government Market Orientation
PNFI	Parsimony Normed Fit Index
PGFI	Parsimony Goodness-of-Fit Index
RMSEA	Rout Mean Square Error of Approximation
RMB	Ren Min Bi
SCT	Source Credibility Theory
SEM	Structural Equation Modelling
SMIs	Social Media Influencers
SMTIs	Social Media Travel Influencers
S-O-R	Stimulus-Organism-Response

TLI	Tucker–Lewis fit Index
TPB	Theory of Planned Behaviour
UGC	User-Generated-Content
VIF	Variance Inflation Factor



CHAPTER ONE

INTRODUCTION

1.1 Background of Study

City tourism has become a critical component of the global tourism industry, with cities now serving as primary destinations for a wide variety of tourists (Bock, 2015; Postma et al., 2017). City tourism, also called urban tourism, involves traveling to and exploring cities, with an emphasis on experiencing their entertainment venues, cultural attractions, and various historical landmarks (*City Tourism Performance Research*, 2018). Cities function as cultural melting pots, economic centres, and hubs for innovation, all of which provide tourists with an array of experiences that cater to varied interests, from historical exploration to culinary adventures. Unlike traditional tourism that might prioritize natural landscapes or beach resorts, city tourism capitalizes on the diversity and complexity of metropolitan areas (*Quantifying tourism in city destinations*, 2024).

Nowadays, cities are considered some of the most highly frequented destinations on a global scale. According to *Global Travel Trends* (2023), travellers have demonstrated a strong preference for "sun and beach" destinations in 2021 and 2022, as pent-up demand was unleashed following the pandemic. However, this trend shifted in 2023, with city tourism experiencing a notable resurgence. Tourism to urban destinations increased by 52% compared to 2022, significantly outpacing the

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APPENDICES

Appendix A Letter of Data Collection



GHAZALI SHAFIE GRADUATE SCHOOL OF GOVERNMENT
UUM Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
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Ref. No. : UUM/COLGIS/GSGSG/ 904724
Date: January 8, 2024

Sir/Madam

DATA COLLECTION FOR PHD THESIS

This is to certify that **TANG WU (Matric Number : 904724)** is a full time PhD student at Universiti Utara Malaysia, Sintok, Kedah.

2. He needs to collect data for his research to fulfill the requirements of his PhD programme. (Title: The Impacts of Social Media Influencers and Government Marketing Efforts Towards Visit Intention to Changqiong: A Mediating Role of Trust.)
3. It is sincerely appreciated that your organization will be able to assist him in getting the necessary information and grant his permission to collect the data for PhD research thesis.

Thank you.

"MALAYSIA MADANI"
"KEDAH SEJAHTERA - NIKMAT UNTUK SEMUA"
"KNOWLEDGE, VIRTUE, SERVICE"

Yours faithfully,

PROF. DR. RUSDI BIN OMAR
Dean
Ghazali Shafie Graduate School of Government
Universiti Utara Malaysia
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Universiti Pengurusan Terkemuka
The Eminent Management University



Appendix B

Questionnaire (English Version)

Title: The Impacts of Perceived Government Market Orientation and Social Media Travel Influencers' Attributes on Domestic Tourists' Visit Intention to Chongqing City: The Mediating Role of Trust

Respected participant,

Hello, I am Tang Wu, a PHD candidate. Firstly, thank you for your assistance and cooperation! If you have ever followed social media travel influencers on Chongqing and have never visited Chongqing before, please help by completing this survey.

The purpose of this survey is to understand the impact of social media travel influencers and perceived government market orientation on the visit intention of Chinese domestic tourists to Chongqing. The results obtained from this research will be used solely for academic purposes and will not be disclosed publicly. This survey is conducted anonymously, so please feel free to respond. If you have any questions regarding this research survey, you can directly contact me via email at 70532611@qq.com or by phone at 13502865282. Your valuable opinions are crucial to the success of this study. Once again, thank you for taking the time to participate.

Best wishes!

Tang Wu

Ph.D. Candidate

Northern University of Malaysia

Instructions:

Here is information related to visit intention to Chongqing. Based on your personal experience and favourite social media travel influencers you have ever followed, please indicate the number that best describes or reflects your response to the following statements. Use the scale rating provided, ensuring that you answer all questions. Pay particular attention to the statements highlighted in BOLD.

1= Strongly Disagree

2= Disagree

3= Somewhat Disagree

4=Neither Agree nor Disagree

5= Somewhat Agree

6= Agree

7= Strongly Agree

**Section A: Social Media Travel Influencers' (SMTIs) Expertise**

1.	SMTI is an expert.	1	2	3	4	5	6	7
2.	SMTI is a knowledgeable person.	1	2	3	4	5	6	7
3.	SMTI is a person qualified to offer.	1	2	3	4	5	6	7
4.	SMTI is a skilled person.	1	2	3	4	5	6	7

Section B: Social Media Travel Influencers' (SMTIs) Authenticity

5.	SMTI is dependable.	1	2	3	4	5	6	7
6.	SMTI is honest.	1	2	3	4	5	6	7
7.	SMTI is reliable.	1	2	3	4	5	6	7
8.	SMTI is sincere.	1	2	3	4	5	6	7
9.	SMTI is trustworthy	1	2	3	4	5	6	7

Section C: Social Media Travel Influencers' (SMTIs) Physical Attractiveness

10.	SMTI is attractive.	1	2	3	4	5	6	7
11.	SMTI is beautiful	1	2	3	4	5	6	7
12.	SMTI is sexy	1	2	3	4	5	6	7
13.	SMTI is elegant.	1	2	3	4	5	6	7

Section D: Trust

14.	I can rely on the content of the SMTI.	1	2	3	4	5	6	7
15.	I believe what the SMTI says, and he/she would not attempt to make use of the followers.	1	2	3	4	5	6	7
16.	SMTI is honest even with conflicting interests.	1	2	3	4	5	6	7
17.	SMTI would not lie even though he/she could benefit from it.	1	2	3	4	5	6	7

Section E: Perceived Government Market Orientation

18.	Chongqing's tourism policies are designed to address the practical needs of visitors.	1	2	3	4	5	6	7
19.	The city's tourism agencies in Chongqing take into account tourists' future expectations when planning.	1	2	3	4	5	6	7
20.	The tourism agencies in Chongqing take into account the evolving circumstances of tourists.	1	2	3	4	5	6	7
21.	The Chongqing government surpasses other cities in shaping its tourism image.	1	2	3	4	5	6	7
22.	The Chongqing government surpasses other cities in conducting tourism marketing activities.	1	2	3	4	5	6	7

Section F: Visit Intention

23.	I plan to visit Chongqing someday	1	2	3	4	5	6	7
24.	I intend to visit Chongqing in the near future	1	2	3	4	5	6	7
25.	I am willing to visit Chongqing	1	2	3	4	5	6	7
26.	I will make an effort to visit Chongqing	1	2	3	4	5	6	7

Section G: Demographic

1. Gender

1) Male

2) Female

2. Age

1) 20 years old and below

2) 21 - 30 years old

3) 31 - 40 years old

4) 41 - 50 years old

5) 51 and above

3. Marital status

1) Married

2) Single

4. Habitual Residence

1) Northeast region (Liaoning, Jilin, Heilongjiang)

2) East China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Taiwan)

3) North China (Beijing, Tianjin, Hebei, Shanxi and Inner Mongolia Autonomous Region)

4) Central China (Henan, Hubei, Hunan)

5) South China (Guangdong, Guangxi, Hong Kong, Macao)

6) Northwest China (Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang)

7) Southwest region (excluding Chongqing) (Sichuan, Guizhou, Yunnan, Tibet)

5. Occupation

1) Institutions/civil servants

2) Company employee

3) Businessperson

4) Worker

5) Freelancer

6) Students

7) Others

6. Salary

1) Less than RMB 5000

2) RMB5001-10000

3) RMB10001-20000

4) Above RMB 20001

7. Education

1) High school and below

2) Associate degree

3) Bachelor's degree

4) Master's degree and above



Appendix C

Questionnaire (Chinese Version)

题目:感知政府市场导向和社交媒体旅游网红特征对国内游客赴重庆市旅游意向的影响:信任的中介作用

尊敬的参与者:

您好,我是唐武,一名博士研究生。首先,感谢您的帮助和配合!如果您曾关注过社交媒体旅游网红,但从未去过重庆,请您协助完成此问卷。

本次调查的目的是了解社交媒体旅游网红和感知政府市场导向对中国国内游客赴重庆旅游意向的影响。此研究所得结果仅用于学术目的,不会公开披露。本问卷为匿名调查,请放心填写。如果您对本次研究调查有任何疑问,可通过邮箱 70532611@qq.com 或电话 13502865282 直接联系我。您的宝贵意见对本研究的成功至关重要。再次感谢您抽出时间参与本次调查。祝您万事如意!

唐武

博士研究生

马来西亚北方大学

填写说明:

以下是与重庆访问意向相关的信息。请根据您的个人经历和您关注的旅游行业社交媒体网红，指出最能描述或反映您对以下陈述的回答的数字。请使用所提供的评分表，确保您回答了所有问题。请特别注意用粗体字标出的语句。

1= 非常不同意

2= 不同意

3= 稍微不同意

4=普通

5= 稍微同意

6= 同意

7= 非常同意

A 部分: 社交媒体旅游网红的专业性

1.	旅游网红是旅游方面的专家。	1	2	3	4	5	6	7
2.	旅游网红在旅游方面知识渊博。	1	2	3	4	5	6	7
3.	旅游网红是有资格提供旅游方面信息的人。	1	2	3	4	5	6	7
4.	旅游网红在旅游方面经验丰富	1	2	3	4	5	6	7

B 部分: 社交媒体旅游网红的真实性

5.	旅游网红是可靠的。	1	2	3	4	5	6	7
6.	旅游网红是诚实的。	1	2	3	4	5	6	7
7.	旅游网红是值得依赖的。	1	2	3	4	5	6	7
8.	旅游网红是真诚的。	1	2	3	4	5	6	7
9.	旅游网红是值得信任的。	1	2	3	4	5	6	7

C 部分: 社交媒体旅游网红的外表吸引力

10.	旅游网红是很有吸引力的。	1	2	3	4	5	6	7
11.	旅游网红是很漂亮的。	1	2	3	4	5	6	7

12.	旅游网红是很性感的。	1	2	3	4	5	6	7
13.	旅游网红是很优雅的。	1	2	3	4	5	6	7

D 部分: 信任

14.	旅游网红的内容（文章或视频）值得信赖。	1	2	3	4	5	6	7
15.	我相信旅游网红所说的话，相信他（她）不会试图利用粉丝。	1	2	3	4	5	6	7
16.	尽管涉及自身利益，但旅游网红是诚实的。	1	2	3	4	5	6	7
17.	即使能从中获益，旅游网红也不会说谎。	1	2	3	4	5	6	7

E 部分: 感知政府市场导向

18.	重庆的旅游政策旨在满足游客的实际需求	1	2	3	4	5	6	7
19.	重庆市的旅游机构在规划时考虑了游客的未来期望。	1	2	3	4	5	6	7
20.	重庆的旅游机构在规划时考虑到游客不断变化的情况。	1	2	3	4	5	6	7
21.	重庆市政府在塑造旅游形象方面超越了其他城市。	1	2	3	4	5	6	7
22.	重庆市政府在开展旅游营销活动方面领先于其他城市。	1	2	3	4	5	6	7

F 部分: 旅游意向

23.	我计划某天去重庆旅行。	1	2	3	4	5	6	7
24.	我计划不久的将来去重庆旅行。	1	2	3	4	5	6	7
25.	我将愿意到重庆旅游。	1	2	3	4	5	6	7
26.	我努力去重庆旅游。	1	2	3	4	5	6	7

Section G: 人口统计变量

1. 性别

1) 男

2) 女

2. 年龄

1) 20 或 20 以下

2) 21-30 岁

3) 31-40 岁

4) 41-50 岁

5) 51 岁及以上

3. 婚姻状况

1) 已婚

2) 单身

4. 常居地

1) 东北地区（辽宁省、吉林省、黑龙江省）

2) 华东地区（上海、江苏、浙江、安徽、福建、江西、山东、台湾）

3) 华北地区（北京市、天津市、河北省、山西省和内蒙古自治区）

4) 华中地区（河南省、湖北省、湖南省）

5) 华南地区（广东省、广西壮族自治区、海南省、香港特别行政区、澳门特别行政区）

6) 西北地区（陕西省、甘肃省、青海省、宁夏回族自治区、新疆维吾尔自治区）

7) 西南地区（不含重庆）（四川省、贵州省、云南省、西藏自治区）

5. 职业

1) 事业单位/公务员

2) 公司职员

3) 商人

4) 工人

5) 自由职业者

6) 学生

7) 其他

6. 收入

1) 5000 元以下

2) 5001-10000 元

3) 10001-20000 元

4) 20001 元以上

7. 教育程度

1) 高中及以下

2) 大专

3) 本科

4) 硕士研究生及以上



Appendix D

Determining Sample Size from a Given Population

N-----S	N-----S	N-----S	N-----S	N-----S
10-----10	100-----80	280-----162	800-----260	2800-----338
15-----14	110-----86	290-----165	850-----265	3000-----341
20-----19	120-----92	300-----169	900-----269	3500-----346
25-----24	130-----97	320-----175	950-----274	4000-----351
30-----28	140-----103	340-----181	1000-----278	4500-----354
35-----32	150-----108	360-----186	1100-----285	5000-----357
40-----36	160-----113	380-----191	1200-----291	6000-----361
45-----40	170-----118	400-----196	1300-----297	7000-----364
50-----44	180-----123	420-----201	1400-----302	8000-----367
55-----48	190-----127	440-----205	1500-----306	9000-----368
60-----52	200-----132	460-----210	1600-----310	10000-----370
65-----56	210-----136	480-----214	1700-----313	15000-----375
70-----59	220-----140	500-----217	1800-----317	20000-----377
75-----63	230-----144	550-----226	1900-----320	30000-----379
80-----66	240-----148	600-----234	2000-----322	40000-----380
85-----70	250-----152	650-----242	2200-----327	50000-----381
90-----73	260-----155	700-----248	2400-----331	75000-----382
95-----76	270-----159	750-----254	2600-----335	100000-----384

Note: N is population size, S is sample size required.

Source: Krejcie and Morgan (1970)