

RESEARCH ARTICLE

Destination information coverage, richness of evaluation content, construction of marketing image and tourism destination impression: mediating role of consumer involvement

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ABSTRACT

This paper takes destination information coverage, richness of evaluation content and construction of marketing image as independent variables, cognitive involvement and behavioral involvement as mediating variables, and tourism destination impression as dependent variables. This paper systematically discusses the multi-dimensional and multi-level relationships among destination information coverage, richness of evaluation content, construction of marketing image, cognitive involvement, behavioral involvement and tourism destination impression. This study provides theoretical support for the marketing strategies of emerging tourist destinations and emphasizes the importance of social image and consumer involvement in shaping the impression of tourist destinations. The research suggests that tourism managers should make full use of social imagery and emotional marketing strategies to enhance consumers' involvement, so as to enhance the market competitiveness and attractiveness of destinations.

Keywords: destination information coverage; richness of evaluation content; construction of marketing image; tourism destination impression

1. Introduction

In the context of globalization, tourism has become a key driver of world economic growth^[1]. According to the World Tourism Economy Trends Report (2023), the number of global tourist arrivals in 2023 will reach 10.78 billion, and the total tourism revenue will reach \$5.0 trillion. In the same year, tourism's contribution to the global economy was estimated at \$3.3 trillion, or about 3% of global GDP. Despite tourism's increasingly significant contribution to the economy, destination perception plays a central role in its appeal and success. A good impression of a tourist destination can not only stimulate the interest of potential tourists and promote their travel decisions, but also directly improve the regional economy^[2]. However, in reality, many tourist destinations have serious deficiencies in image management, which is not only due to the problems of the destinations themselves, but also affected by the misunderstanding and prejudice in information transmission. In the tourism market, whether in China or abroad, there are violations of the rights and interests of tourists, endangering the safety of tourists and commercial fraud and other chaos,

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these problems not only damage the tourist experience and confidence. Many scenic spots frequently violate the legitimate rights and interests of tourists, endanger the safety of tourists, and commercial fraud and RIPS and other tourism chaos, these problems not only affect the tourist experience, hurt the confidence of tourists, but also deeply affect the local image, hit the recovering tourism industry. In addition, due to differences in cultural cognition and insufficient cultural protection, misunderstanding and even derogation of some traditional customs and cultural heritage have gradually become the key factors affecting the impression of tourist destinations^[3]. For example, Lijiang attracts a large number of tourists because of its ancient city and natural landscape, but frequent incidents of rip-offs, such as high-price fraud in dining and shopping, seriously affect the overall experience of tourists. The shrimp rip-off incident in Qingdao has attracted widespread attention across the country, and the high prices charged to tourists have led to strong public dissatisfaction. Similarly, the Thai tourism market has also exposed some problems in recent years, such as some tour guides forcing tourists to shop, participate in self-financed programs, and there are high price fraud in dining and shopping venues. Near tourist attractions in cities such as Rome and Florence, some businesses will deliberately raise prices or sell poor quality goods to tourists. Although these issues are occasionally reported in local news or on social media, their widespread dissemination has a serious negative impact on the long-term shaping of tourist destination impressions. This dissemination of information about a bad image of a tourist destination not only reduces tourist satisfaction, but also causes many potential tourists to reconsider their travel plans, negatively impacting the local economy. These factors highlight the fragility and importance of destination image management, especially the long period of image restoration required after a crisis^[4]. Therefore, exploring how to effectively enhance the image of China's tourism destinations in order to promote the sustainable development of tourism economy has become a key issue to be solved. Improving the image of tourism destinations is not only the key to improving their attractiveness and competitiveness, but also an important strategy to cope with the challenges of the global economic downturn and promote healthy economic development.

This study combines the involvement theory with the tourism destination impression formation model, which takes destination information coverage, richness of evaluation content and construction of marketing image as independent variables, cognitive involvement and behavioral involvement as mediating variables, and tourism destination impression as dependent variables. Explore how to effectively manage and optimize the impression of Chinese tourism destinations through integrated marketing communication strategies and consumer involvement mechanisms. This will not only help tourism companies better understand consumer needs, but also provide more personalized and customized tourism products and services. It will also help increase the satisfaction and loyalty of travel consumers and promote the sustainable development of the tourism industry. Through effective marketing communication strategies and consumer involvement mechanisms, the visibility and reputation of tourist destinations can be significantly improved, thus enhancing their competitiveness in the tourism market. This is of great significance for promoting the development of tourism and promoting local economic growth.

The subsequent research in this paper will be carried out in order: Section 2 will comprehensively review the existing literature and propose a hypothesis model based on this to explore the potential relationship between the variables; Section 3 will introduce the research methods in detail, including data collection sources, measurement methods of variables, etc., to ensure the scientific and accurate research; In Section 4, detailed results of data analysis will be presented to verify the validity of the hypothetical model. Finally, Section 5 will summarize the research findings and, based on the insights of the data analysis, propose targeted strategies to guide practice and advance the development of related fields.

2. Literature review and hypotheses development

2.1. Destination information coverage

In the field of tourism, the social image of the destination influences the involvement of potential tourists through various channels. Destination information coverage, including the quality, availability and comprehensiveness of information, has a direct impact on consumers' cognitive involvement. Gao, Peng, Lu, Claramunt and Xu^[5] showed that the amount of information has a significant impact on tourism decision-making, especially in the initial stage of information search. Theoretically, the availability of information increases consumers' knowledge of the destination, and this increased knowledge makes consumers more inclined to explore relevant information in depth, showing a high level of cognitive involvement^[6]. Liu, Wang and Zhang^[7] pointed out that sufficient destination information can improve consumers' understanding of tourism products and stimulate their cognitive input. In addition, information coverage is directly related to consumers' knowledge construction. Good information coverage can help consumers build a more complete knowledge framework, which is crucial for processing and absorbing new information^[8]. The high information coverage of the destination not only satisfies consumers' cognitive needs for information, but actually motivates them to take more specific actions. This link has been particularly confirmed in studies of online travel booking platforms, where richness and accessibility of information have been found to be key factors driving booking behaviour^[9]. In the tourism industry, behavioral involvement may take the form of actual visits to tourist destinations, booking behaviors, and other tourism-related preparatory activities^[10]. Comprehensive coverage of destination information, including detailed introduction of tourist attractions, thoughtful activity arrangements, practical transportation guides and rich accommodation information, has a significant effect on improving the behavioral involvement of tourists^[11]. When the cognitive involvement and behavioral involvement of consumers are high, they tend to participate in tourism activities more actively, and then actively collect more information about the destination. The accumulation of this information, in turn, profoundly affects their overall impression of the destination^[12]. To sum up, there is a close relationship between destination coverage and cognitive involvement and behavioral involvement. Therefore, this study proposes the following research hypotheses:

H1: Destination information coverage has a significant positive impact on cognitive involvement.

H2: Cognitive involvement plays a mediating role between destination information coverage and tourism destination impression.

H3: Destination information coverage has a significant positive impact on behavioral involvement.

H4: Behavioral involvement plays a mediating role between destination information coverage and tourism destination impression.

2.2. Richness of evaluation content

The extensive reviews cover a variety of aspects of the product, such as the use experience, significant benefits and potential drawbacks, and practical user advice, which together help consumers to build a comprehensive understanding of the product^[13]. Filieri^[14] found that the diversity of evaluations (the mixture of positive and negative evaluations) can increase the complexity of consumers' processing of information, and encourage consumers to think more deeply about information content, thus improving cognitive involvement. When consumers are presented with reviews that include a wide range of opinions, they tend to evaluate the information more carefully to form their own opinions. The research of Wang, Shahzad and Ashraf^[15] shows that detailed consumer evaluation can serve as a cognitive stimulus to stimulate consumers' deeper exploration of product characteristics. The detailed richness of information is a key factor that

prompts consumers to compare and reflect, helping them to make informed choices among the many options. Zeng, Guo, Zhuang, Zhang and Fan^[16] found that when product evaluation content is rich, consumers are more inclined to explore the information in depth, and such in-depth information processing activities can increase their behavioral involvement. Rich reviews not only provide detailed information needed to make decisions, but also motivate consumers to conduct more information search activities. Filieri, McLeay, Tsui and Lin^[17] showed that the richness of information has a direct impact on consumers' purchase intention. Specifically, the depth and breadth of review content has an important impact on enhancing consumers' trust in a product and motivating them to make purchases accordingly. The richness of evaluation content effectively improves the behavioral engagement of consumers by providing detailed and diverse information^[18]. This information not only satisfies consumers' needs for in-depth knowledge of the product, but also encourages them to participate more actively in the evaluation and decision-making process. To sum up, there is a close relationship between the richness of evaluation content, cognitive involvement and behavioral involvement. Therefore, the following research hypotheses are proposed in this study:

H5: The richness of evaluation content has a significant positive influence on cognitive involvement.

H6: Cognitive involvement plays a mediating role between the richness of evaluation content and tourism destination impression.

H7: The richness of evaluation content has a significant positive influence on behavioral involvement.

H8: Behavioral involvement plays a mediating role between the richness of evaluation content and tourism destination impression.

2.3. Construction of marketing image

In marketing research, image-constructiveness refers to the ability to shape and strengthen the image of a brand or destination through symbols and information transmission in marketing activities^[19]. Sreejesh^[20] points out in his brand equity model that strong brand imagery can promote consumers' in-depth processing of brand information, thus enhancing the cognitive influence of the brand. When marketing communications successfully construct a clear and attractive brand image, consumers are more likely to devote higher cognitive resources to these messages in order to better understand and evaluate them. Kuriakose^[21] pointed out that marketing image construction can effectively improve consumers' information processing ability and cognitive engagement by educating consumers about the unique values and characteristics of brands. Houghton^[22] believes that highly structured marketing campaigns can stimulate consumers' purchase behavior and brand engagement by enhancing brand personalization and emotional connection. This engagement is not only about physical purchases, but also about online interactions and word-of-mouth promotion^[23]. The study of Šerić and Mikulić^[24] shows the relationship between image-building and behavior transformation. When a brand conveys a clear and consistent brand image through marketing activities, consumers are more likely to internalize this image as part of their own values, and thus are more likely to take the actual purchase behavior. To sum up, there is a close relationship between marketing image construction, cognitive involvement and behavioral involvement. Therefore, this study proposes the following research hypotheses:

H9: The construction of marketing image has a significant positive influence on cognitive involvement.

H10: Cognitive involvement plays a mediating role between construction of marketing image and tourism destination impression.

H11: The construction of marketing image has a significant positive influence on behavioral involvement.

H12: Behavioral involvement plays a mediating role between construction of marketing image and tourism destination impression.

2.4. Consumer involvement degree

The influence of cognitive involvement on tourist destination impression can be further explained by information processing theory. According to this theory, highly engaged consumers will think more systematically and deeply when they are exposed to information related to travel destinations^[25]. This in-depth thought process enables consumers to pay more attention to the details of the information and to better understand and remember the positive features associated with the destination. A number of studies have confirmed the positive relationship between cognitive involvement and destination impression. In the field of tourism, consumers' direct experiences such as visiting attractions and experiencing local cultural activities can deepen their actual perception of the destination, thus shaping a more positive and authentic impression of the destination. When an individual's behavior is consistent with their beliefs or expectations, it increases their belief strength^[26]. In the tourism context, when the actual experience of tourists matches or exceeds their previous expectations, their positive image of the destination is strengthened. A series of studies have shown that the positive emotions and satisfaction consumers get from actual experiences directly affect their overall image of a destination^[27]. This behavioral involvement not only enhances the emotional connection of the individual, but also enhances the overall image of the destination. Therefore, the following research hypotheses are proposed in this study:

H13: Cognitive involvement has a significant positive impact on tourism destination impression

H14: Behavioral involvement has a significant positive impact on tourism destination impression

Based on the above assumptions, the following model is obtained:

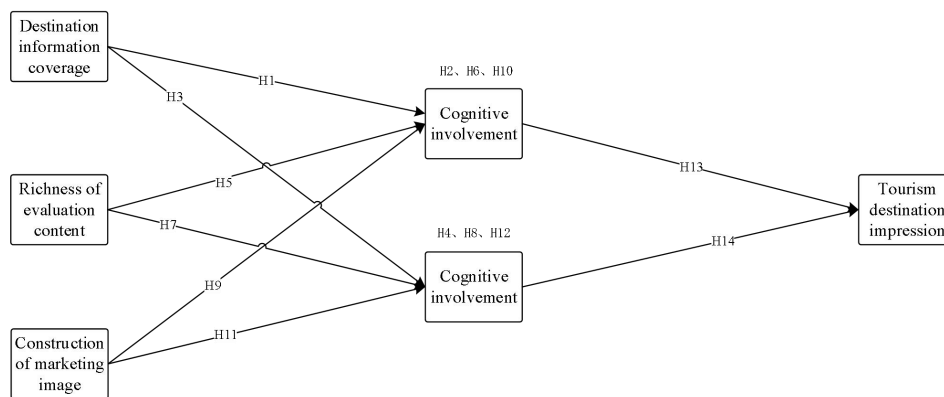


Figure 1. Hypothetical model.

3. Research methods

3.1. Data collection

With the rapid development of China's tourism industry, more and more cities have become Internet celebrity tourism destinations due to their unique charm, attracting the attention and visit of a large number of tourists at home and abroad. These destinations often become popular in a short period of time because of their rich cultural heritage, unique food experiences, innovative activities or magnificent natural landscapes, and become popular choices in the tourism market. Therefore, this study selected tourists from five new tourist destinations in China with rising popularity as research objects (see **Table 1**). In this study, a

combination of online questionnaire and paper questionnaire was used to survey 525 passengers, and the survey time was from August to October 2024. A total of 500 questionnaires were collected, the recovery rate was 95%, 7 were invalid, 493 were valid, and the effective rate was 98.6%. The number of questionnaires reached the requirement of at least three times the number of questions, so it could meet the needs of follow-up statistical analysis. The details are shown in **Table 2**.

Table 1. Research object information table.

Research object	Tourist destination description
Xi 'an	A thousand years old capital, Yongxingfang's "Wine Bowl" and "Datang City that never Sleeps"
Zibo	"Soul Grill 3-Piece Set" and "Barbecue with Temperature"
Harbin	Hogwarts Harbin Division, "Frozen Pear plate" and other features"
Changsha	Red culture punch card resort
Tianshui in Gansu Province	Tianshui Malatang has become popular on the Internet due to its unique taste and preparation process, attracting many diners to come to taste it

Table 2. Descriptive statistics

Name	Category	Frequency	Percentage
Gender	Man	274	55.6
	Woman	219	44.4
Age	Under 18 years old	73	14.8
	18-25	133	27
	26-35	107	21.7
	36-45	81	16.4
	46-55	63	12.8
	Over 56 years old	36	7.3
	Income	Less than 5000 yuan	56
5000-10000 yuan		241	48.9
10001-15000 yuan		126	25.6
15001-20000 yuan		53	10.8
Over 20000 yuan		17	3.4
Education background	High school degree or below	106	21.5
	College degree	120	24.3
	Bachelor degree	162	32.9
	Master's degree	79	16
	Doctor's degree	26	5.3
Marital status	Unmarried	98	19.9
	Be married	279	56.6
	Divorce	99	20.1
	Be bereaved of one's spouse	17	3.4
Tourism frequency	Hardly ever travel	53	10.8
	Once a year	225	45.6

Name	Category	Frequency	Percentage
	Semiannually	117	23.7
	Quarterly	67	13.6
	Once a month or more	31	6.3
Is this your first trip here?	Yes	290	58.8
	No	203	41.2

Table 2. (Continued)

3.2. Measurement

This research scale contains 6 subscales: destination information coverage, evaluation content richness, marketing image construction, cognitive involvement, behavioral involvement, and tourism destination impression. All scales in this study were rated on a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). The six items of destination information coverage refer to the scale of Gao, Peng, Lu, Claramunt and Xu ^[5] to evaluate and measure from three aspects: the comprehensiveness of purported information coverage, experience coverage and communication effectiveness. The richness of evaluation content refers to the studies of Gerlich^[28], Tsai, Liu and Chuan^[29] and Rustamov, Mamatqulov and Boymatov^[30], and measures the richness dimension of evaluation information from the perspective of comprehensiveness, interactivity and objective authenticity of evaluation information. In addition, by combining the dimensions of Brand awareness and brand reputation in Brand Image Scale, this study measures consumers' reception and understanding of marketing information. For reference, Van Bussel, Kuijsten, Mars and Van't Veer^[31] and Schiano, Harwood, Gerard and Drake^[32] applied this dimension in the research to reflect the effect of marketing activities in attracting consumers' attention and conveying brand information. Cognitive involvement and behavioral involvement refer to the studies of Sharma and Klein^[33] and Fotiadis, Stylos and Vassiliadis^[34].

4. Result analysis

4.1. Reliability analysis

As can be seen from **Table 3**, α coefficient of destination information coverage is 0.895, greater than 0.8, indicating that the reliability of this dimension is high, and CITC values of analysis items are all greater than 0.4, indicating that there is a good correlation between analysis items. The α coefficient of richness of evaluation content is 0.884, which is greater than 0.8, indicating that the data reliability of this dimension is high, and the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items. The α coefficient of construction of marketing image is 0.885, which is greater than 0.8, indicating that the data reliability of this dimension is high, and the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items. The α coefficient of cognitive involvement is 0.812, which is greater than 0.8, indicating that the data reliability of this dimension is high, and the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items. The α coefficient of behavioral involvement is 0.859, which is greater than 0.8, indicating that the data reliability of this dimension is high, and the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items. The α coefficient of tourism destination impression is 0.910, which is greater than 0.8, indicating that the data reliability of this dimension is high, and the CITC value of analysis items is greater than 0.4, indicating that there is a good correlation between analysis items.

Table 3. Cronbach reliability analysis.

Dimension	Item	CITC	The term has been deleted for the α coefficient	Cronbach' α
Destination information coverage	DIC1	0.665	0.885	0.895
	DIC2	0.812	0.863	
	DIC3	0.682	0.882	
	DIC4	0.683	0.882	
	DIC5	0.810	0.863	
	DIC6	0.679	0.883	
Richness of evaluation content	ECR1	0.671	0.869	0.884
	ECR2	0.657	0.870	
	ECR3	0.729	0.859	
	ECR4	0.718	0.861	
	ECR5	0.691	0.865	
	ECR6	0.712	0.862	
Construction of marketing image	MIC1	0.690	0.866	0.885
	MIC2	0.602	0.882	
	MIC3	0.732	0.859	
	MIC4	0.684	0.867	
	MIC5	0.797	0.850	
	MIC6	0.705	0.863	
Cognitive involvement	CI1	0.648	0.755	0.812
	CI2	0.651	0.756	
	CI3	0.600	0.779	
	CI4	0.627	0.765	
Behavioral involvement	BI1	0.740	0.808	0.859
	BI2	0.668	0.836	
	BI3	0.699	0.822	
	BI4	0.715	0.815	
Tourism destination impression	TDI1	0.716	0.899	0.910
	TDI2	0.804	0.886	
	TDI3	0.701	0.901	
	TDI4	0.750	0.894	
	TDI5	0.712	0.900	
	TDI6	0.820	0.884	

4.2. Exploratory factor analysis

In this study, SPSS software and principal component analysis were used for exploratory factor analysis. The test results in **Table 4** show that the KMO test value of the research data is 0.931, which is greater than 0.9, indicating that it is very suitable for factor analysis. The significance P-value of Bartlett sphericity test

was less than 0.05, showing significance at the level. Therefore, null hypothesis was rejected, there was correlation between variables, factor analysis was effective, and it was suitable for factor analysis.

Table 4. KMO and bartlett tests.

KMO and Bartlett tests		
KMO		0.931
Bartlett sphericity test	Approximate chi-square	8781.556
	Degree of freedom	496
	Significance	0.000

Table 5. Factor load coefficient after rotation.

		Component1	Component2	Component3	Component4	Component5	Common degree	Component1
Destination information coverage	DIC1	0.737						0.599
	DIC2	0.853						0.787
	DIC3	0.709						0.609
	DIC4	0.727						0.618
	DIC5	0.839						0.778
	DIC6	0.729						0.613
Richness of evaluation content	ECR1				0.686			0.602
	ECR2				0.715			0.586
	ECR3				0.781			0.683
	ECR4				0.726			0.661
	ECR5				0.745			0.631
	ECR6				0.795			0.684
Construction of marketing image	MIC1			0.735				0.634
	MIC2			0.672				0.537
	MIC3			0.807				0.695
	MIC4			0.740				0.624
	MIC5			0.834				0.766
	MIC6			0.777				0.657
Cognitive involvement	CI1						0.729	0.653
	CI2						0.757	0.667
	CI3						0.752	0.628
	CI4						0.735	0.638
Behavioral involvement	BI1					0.836		0.749
	BI2					0.794		0.666
	BI3					0.814		0.700
	BI4					0.807		0.717

		Component1	Component2	Component3	Component4	Component5	Common degree	Component1
Tourism destination impression	TDI1	0.753						0.650
	TDI2	0.819						0.766
	TDI3	0.743						0.633
	TDI4	0.762						0.692
	TDI5	0.714						0.643
	TDI6	0.852						0.793
characteristic root		10.194	2.730	2.394	2.266	2.117	1.657	
variance contribution rate %		31.855	8.532	7.481	7.081	6.617	5.178	
accumulating contribution rate %		31.855	40.387	47.868	54.948	61.565	66.743	

Table 5. (Continued)

According to **Table 5**, factors with eigenvalues greater than 1 were extracted by principal component analysis, and a total of 6 factors were extracted. The cumulative contribution rate of common factors was 66.743%, which was greater than 60%, indicating that the extracted common factors contained sufficient information. After rotation by the orthogonal rotation method, 32 items can be classified into 6 factors, in which the load coefficient value of each item of each factor is higher than 0.5, indicating that the corresponding relationship between each factor and item is good, and there is no high double factor load, and the observed variables are aggregated under each dimension according to the theoretical presupposition. The common degree value of all research items is higher than 0.4, which means that there is a strong correlation between research items and factors, and factors can effectively extract information. The above analysis shows that the scale selected in this paper has good construction validity.

4.3. Confirmatory factor analysis

As can be seen from **Table 6** and **Figure 2**, CMIN of the model is 585.99, DF is 449, and CMIN/DF is 1.305<3, which is ideal. RMSEA is 0.0193<0.08, and GFI, CFI, NFI and TLI are all greater than 0.9. In summary, all the indicators are in line with the standard, indicating that the model has a good fit.

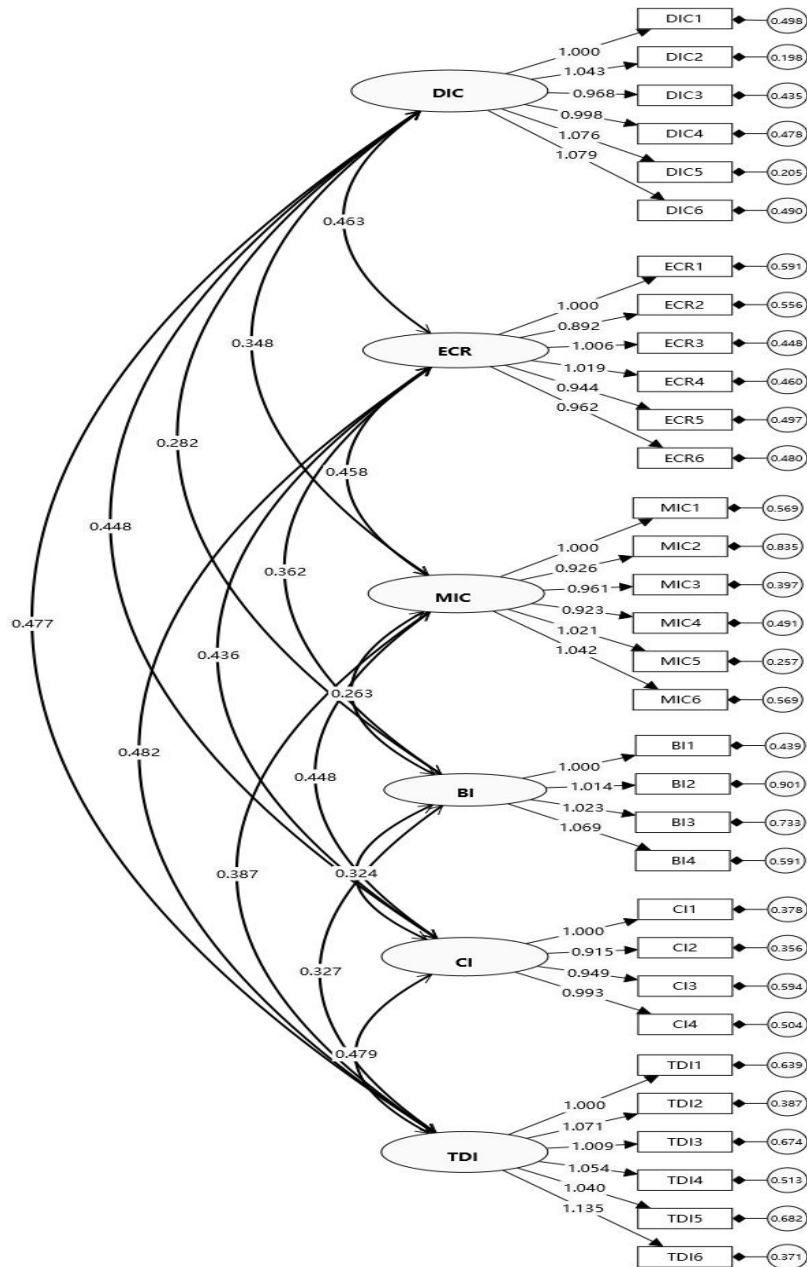


Figure 2. Model results.

Table 6. Model fitting index.

Factor	CMIN	DF	CMIN/DF	GFI	RMSEA	CFI	NFI	TLI
Ideal value	-	-	<3	>0.9	<0.08	>0.9	>0.9	>0.9
Reach the standard value	-	-	<5	>0.8	<0.10	>0.8	>0.8	>0.8
Fitted value	585.99	449	1.305	0.933	0.019	0.984	0.935	0.982

It can be seen from **Table 7** that the standardized factor load of each item is greater than 0.5, indicating that each item can well explain its dimension.

Table 7. Table of factor load coefficients.

Factor	Non-standard load factor	standard load factor	SE	t	p
BI1	1.000	0.828			
BI2	1.014	0.722	0.061	16.551	***
BI3	1.023	0.760	0.058	17.625	***
BI4	1.069	0.806	0.056	19.245	***
CI1	1.000	0.764			
CI2	0.915	0.745	0.060	15.270	***
CI3	0.949	0.667	0.071	13.399	***
CI4	0.993	0.713	0.069	14.470	***
DIC1	1.000	0.716			
DIC2	1.043	0.862	0.057	18.439	***
DIC3	0.968	0.729	0.063	15.442	***
DIC4	0.998	0.722	0.065	15.398	***
DIC5	1.076	0.864	0.059	18.315	***
DIC6	1.079	0.745	0.069	15.730	***
ECR1	1.000	0.733			
ECR2	0.892	0.704	0.060	14.933	***
ECR3	1.006	0.780	0.060	16.805	***
ECR4	1.019	0.780	0.061	16.593	***
ECR5	0.944	0.743	0.060	15.681	***
ECR6	0.962	0.755	0.059	16.204	***
MIC1	1.000	0.742			
MIC2	0.926	0.646	0.066	13.984	***
MIC3	0.961	0.787	0.055	17.333	***
MIC4	0.923	0.740	0.057	16.200	***
MIC5	1.021	0.860	0.054	18.727	***
MIC6	1.042	0.756	0.063	16.593	***
TDI1	1.000	0.754			
TDI2	1.071	0.845	0.055	19.652	***
TDI3	1.009	0.748	0.060	16.904	***
TDI4	1.054	0.803	0.058	18.135	***
TDI5	1.040	0.756	0.061	17.178	***
TDI6	1.135	0.863	0.058	19.647	***

*** $p < 0.001$

The test results of AVE and CR of the model in **Table 8** show that the combined reliability CR of each factor is greater than 0.7, indicating that all the measured items in each latent variable can consistently explain the latent variable. If AVE values are all greater than 0.5, it indicates that they have good convergent validity. In addition, it can be seen from **Table 9** that the AVE square root value of any latent variable is

greater than the correlation coefficient between this latent variable and other latent variables, indicating that the scale has good discriminative validity.

Table 8. Results of AVE and CR indexes in the model.

	Average variance extraction AVE value	CR
Tourism destination impression	0.634	0.911
Destination information coverage	0.602	0.896
Construction of marketing image	0.574	0.885
Behavioral involvement	0.608	0.858
Cognitive involvement	0.523	0.811
Richness of evaluation content	0.562	0.885

Table 9. Pearson correlation and AVE square root values.

	Tourism destination impression	Destination information coverage	Construction of marketing image	Behavioral involvement	Cognitive involvement	Richness of evaluation content
Tourism destination impression	0.796					
Destination information coverage	0.477	0.776				
Construction of marketing image	0.387	0.348	0.758			
Behavioral involvement	0.327	0.282	0.263	0.780		
Cognitive involvement	0.479	0.448	0.448	0.324	0.723	
Richness of evaluation content	0.482	0.463	0.458	0.362	0.436	0.750

4.4. Structural equation model

As can be seen from **Figure 3** and **Table 10**, CMIN of the model is 848.111, DF is 456, and CMIN/DF is 1.860<3, which is ideal. RMSEA is 0.037<0.08, and GFI, CFI, NFI and IFI indexes are all greater than 0.9. In summary, all the indicators are in line with the standard, indicating that the model has a good fit.

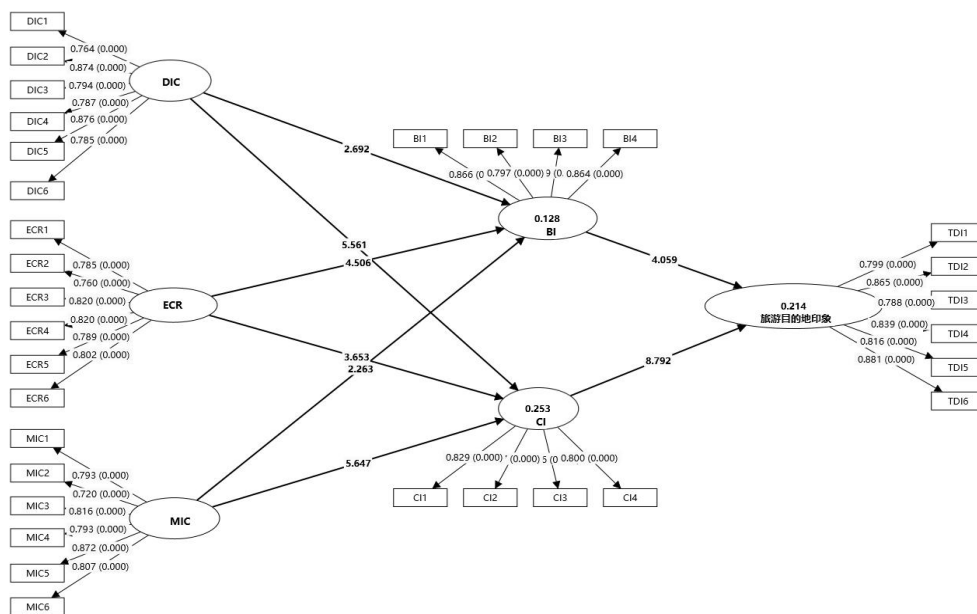


Figure 3. Structural equation model diagram.

Table 10. Model fitting index.

Factor	CMIN	DF	CMIN/DF	GFI	RMSEA	CFI	NFI	TLI
Ideal value	-	-	<3	>0.9	<0.08	>0.9	>0.9	>0.9
Reach the standard value	-	-	<5	>0.8	<0.10	>0.8	>0.8	>0.8
Fitted value	848.111	456	1.860	0.900	0.037	0.954	0.906	0.950

As can be seen from **Table 11**, the standardized path coefficient from destination information coverage to behavioral involvement is 0.130 ($T=2.692$, $p=0.004 <0.05$), indicating that destination information coverage has a significant positive impact on behavioral involvement, that is, the higher destination information coverage, the higher behavioral involvement. The standardized path coefficient from destination information coverage to cognitive involvement was 0.248 ($T=5.561$, $p=0.000 <0.05$), indicating that destination information coverage had a significant positive effect on cognitive involvement, that is, the higher the destination information coverage, the higher the cognitive involvement. The standardized path coefficient from construction of marketing image to behavioral involvement is 0.110 ($T=2.263$, $p=0.012 <0.05$), indicating that construction of marketing image has a significant positive effect on behavioral involvement, that is, the higher the construction of marketing image, the higher the behavioral involvement. The standardized path coefficient from construction of marketing image to cognitive involvement is 0.241 ($T=5.647$, $p=0.000 <0.05$), indicating that construction of marketing image has a significant positive effect on cognitive involvement, that is, the higher the construction of marketing image, the higher the cognitive involvement. The standardized path coefficient from behavioral involvement to tourism destination impression is 0.195 ($T=4.059$, $p=0.000 <0.05$), indicating that behavioral involvement has a significant positive impact on tourism destination impression, that is, the higher the behavioral involvement, the higher the tourism destination impression. The standardized path coefficient from cognitive involvement to tourism destination impression is 0.372 ($T=8.792$, $p=0.000 <0.05$), indicating that cognitive involvement has a significant positive impact on tourism destination impression, that is, the higher the cognitive involvement, the higher the tourism destination impression. The standardized path coefficient from richness of evaluation content to behavioral involvement was 0.217 ($T=4.506$, $p=0.000 <0.05$), indicating that richness of evaluation content had a significant positive effect on behavioral involvement, that is, the higher the richness of evaluation content, the higher the behavioral involvement. The standardized path coefficient from richness of evaluation content to cognitive involvement was 0.168 ($T=3.653$, $p=0.000 <0.05$), indicating that richness of evaluation content had a significant positive effect on cognitive involvement, that is, the higher the richness of evaluation content, the higher the cognitive involvement.

Table 11. Summary table of model coefficients.

Path	Standardized path coefficient	SE	T	p
Destination information coverage-> Behavioral involvement	0.130	0.048	2.692	0.004
Destination information coverage -> Cognitive involvement	0.248	0.044	5.561	0.000
Construction of marketing image -> Behavioral involvement	0.110	0.048	2.263	0.012
Construction of marketing image -> Cognitive involvement	0.241	0.042	5.647	0.000
Behavioral involvement -> Tourism destination impression	0.195	0.048	4.059	0.000
Cognitive involvement -> Tourism destination impression	0.372	0.042	8.792	0.000
Richness of evaluation content -> Behavioral involvement	0.217	0.048	4.506	0.000
Richness of evaluation content -> Cognitive involvement	0.168	0.046	3.653	0.000

4.5. Mediation effect analysis

In this paper, bootstrap method was adopted, and the sample size of bootstrap was set to 2000. At 95% confidence level, mediation effect test was performed. As shown in **Table 12**:

For the path: Richness of evaluation content -> Cognitive involvement -> Tourism destination impression, the mediating effect is significant, and the independent variable evaluation content richness has a significant impact on the dependent variable tourism destination impression, which is part of the mediating effect.

Richness of evaluation content -> Behavioral involvement ->Tourism destination impression, the mediating effect is significant, and the independent variable evaluation content richness has a significant impact on the dependent variable tourism destination impression, which is part of the mediating effect.

Destination information coverage -> Cognitive involvement -> Tourism destination impression has a significant mediating effect, and the independent variable destination information coverage has a significant impact on the dependent variable destination impression, which is part of the mediating effect.

Destination information coverage -> Behavioral involvement -> Tourism destination impression, the mediating effect is significant, and the independent variable destination information coverage has a significant impact on the dependent variable destination impression, which is part of the mediating effect.

The mediating effect of Construction of marketing image ->Cognitive involvement -> Tourism destination impression is significant, and the influence of construction of marketing image on dependent variable tourist destination impression is significant, which is part of the mediating effect.

The mediating effect of Construction of marketing image -> Behavioral involvement -> Tourism destination impression is significant, and the influence of construction of marketing image on dependent variable tourist destination impression is significant, which is part of the mediating effect.

Table 12. Path verification.

Path	Indirect effect on total effect	Indirect effect	Bias-corrected (95%)		p	Include
			Lower Bounds	Upper Bounds		
Richness of evaluation content -> Cognitive involvement -> Tourism destination impression	0.118	0.063	0.032	0.095	0.001	部分中介
Richness of evaluation content -> Behavioral involvement ->Tourism destination impression		0.043	0.019	0.071	0.004	部分中介
Destination information coverage -> Cognitive involvement -> Tourism destination impression	0.111	0.093	0.060	0.127	0.000	部分中介
Destination information coverage -> Behavioral involvement -> Tourism destination impression		0.026	0.008	0.047	0.019	部分中介
Construction of marketing image ->Cognitive involvement -> Tourism destination impression	0.106	0.090	0.059	0.124	0.000	部分中介
Construction of marketing image -> Behavioral involvement -> Tourism destination impression		0.022	0.005	0.042	0.031	部分中介

4.6. Hypothetical results analysis

All hypotheses have been tested by structured equation model. In this study, a total of 8 direct effects and 6 intermediate effects were proposed. **Table 13** shows the hypothesis results:

Table 13. Hypothesis results table.

	Hypothesis	Result
H1	Destination information coverage has a significant positive impact on cognitive involvement.	support
H2	Cognitive involvement plays a mediating role between destination information coverage and tourism destination impression.	support
H3	Destination information coverage has a significant positive impact on behavioral involvement.	support
H4	Behavioral involvement plays a mediating role between destination information coverage and tourism destination impression.	support
H5	The richness of evaluation content has a significant positive influence on cognitive involvement.	support
H6	Cognitive involvement plays a mediating role between the richness of evaluation content and tourism destination impression.	support
H7	The richness of evaluation content has a significant positive influence on behavioral involvement.	support
H8	Behavioral involvement plays a mediating role between the richness of evaluation content and tourism destination impression.	support
H9	The construction of marketing image has a significant positive influence on cognitive involvement.	support
H10	Cognitive involvement plays a mediating role between construction of marketing image and tourism destination impression.	support
H11	The construction of marketing image has a significant positive influence on behavioral involvement.	support
H12	Behavioral involvement plays a mediating role between construction of marketing image and tourism destination impression.	support
H13	Cognitive involvement has a significant positive impact on tourism destination impression	support
H14	Behavioral involvement has a significant positive impact on tourism destination impression	support

5. Conclusion and suggestion

5.1. Conclusion

By constructing and verifying a series of models, this study explores the influence mechanism of destination information coverage, richness of evaluation content and construction of marketing image on tourism destination impression, especially through the mediating role of cognitive involvement and behavioral involvement. Structural equation model (SEM) analysis further provides quantitative support for these influence relationships and helps clarify the strength and mechanism of these relationships more clearly. Overall, the richness and coverage of information play an important role in enhancing consumer engagement, especially in enhancing cognitive and behavioral engagement. By improving information coverage, tourism enterprises and destination managers can effectively improve tourists' cognition, behavior and emotional involvement, thus enhancing the attractiveness and competitiveness of tourism destinations. This conclusion provides important theoretical support and strategic suggestions for the marketing practice of tourist destinations. At the same time, in practical application, enterprises should encourage consumers to provide detailed and diversified evaluations, so as to enhance the cognition and behavioral involvement of other consumers, so as to improve the market competitiveness of products and consumer satisfaction. Emotional visual and verbal content can effectively stimulate consumers' emotional response and enhance brand loyalty and word-of-mouth communication. These findings provide important theoretical support and practical guidance for marketing strategies of brands and destinations.

5.2. Suggestion

The first is content strategy. Tourism companies can display a rich variety of destination information on official websites, social media and tourism platforms, including scenic spot introduction, history and culture, food recommendations, accommodation options, etc., to ensure the comprehensiveness and depth of information. At the same time, tourism companies can encourage visitors to share their travel experiences, such as by holding photo contests, video solicitations, and offering incentives to increase the quantity and quality of user-generated content. It can also leverage high-quality image and video content, such as 360-degree panoramic views, VR experiences, and more, to provide an immersive preview experience that piques the interest of potential visitors.

The second is the brand image strategy. By telling the story, history and culture of the destination, tourism companies can build an emotional connection with visitors and strengthen brand loyalty. At the same time, it is also necessary to actively manage and maintain online reviews, respond to and resolve negative reviews in a timely manner, and encourage satisfied visitors to share their positive experiences to form a good word of mouth. Companies can also partner with well-known bloggers, Kols or travel experts to promote destinations through their influence, increasing brand exposure and trust. It can also invite tourists to participate in offline activities, such as cultural lectures, food festivals, outdoor adventures, etc., and share activity highlights on online platforms to attract more people's attention.

Finally is data-driven strategies. Tourism enterprises can use data analysis tools to track and analyze tourists' behavior paths, preferences and interest points to provide a basis for precision marketing. It is also necessary to regularly evaluate the effectiveness of marketing activities, such as click rate, conversion rate, user satisfaction, etc., and adjust the strategy based on the evaluation results. The most important thing is to establish an effective customer feedback mechanism, collect tourists' opinions and suggestions, and continuously improve products and services.

5.3. Limitation and future research

Of course, this paper also has the following limitations: the samples are mainly concentrated in specific geographical areas or tourist groups, which limits the universality of the conclusions; The variable measurement mainly relies on self-reported questionnaire, which is easily affected by subjective bias and social expectation effect, and lacks pluralism and objectivity. At the same time, the use of cross-sectional data ignores the dynamic process of consumer involvement and destination impression over time. In addition, the research model does not include social influence, brand image, personal values and other potentially important variables, resulting in the interpretation of consumer behavior is limited. Finally, the limitation of cultural background makes it difficult for the research results to fully reflect the consumer response under different cultural and demand backgrounds in the global tourism market. Therefore, future studies need to broaden the sample range, adopt multiple measurement methods, implement longitudinal design, build a more comprehensive model, and deeply explore the differences under cross-cultural background, so as to better understand the complex relationship between consumer engagement behavior and destination impression.

Conflict of interest

The authors declare no conflict of interest.

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