

Research on the Influence of Travel Information Evaluation based on Tourists' Travel Decision-making

Julan Feng

School of Economics and Management, Southwest Petroleum University, Chengdu, China

Abstract: This study aims to explore the influence mechanism of online information evaluation on tourists' travel decision-making under the background of digitalization of the tourism industry during the "15th Five-Year Plan" period. Based on three dimensions of information evaluation quality, user information participation, and travel decision-making behavior, an analytical model is constructed. Taking mainstream tourism platforms such as Ctrip and Fliggy as cases, data is collected through questionnaires and statistical analysis methods are used to test the influence paths and effects among variables. The research results show that online information evaluation not only directly and positively affects tourists' travel decision-making but also has a significant mediating effect through user information participation behavior. This indicates that high-quality evaluation information and active user interaction jointly promote tourism consumption choices. The conclusion provides empirical evidence for tourism platforms to optimize the information ecosystem, enterprises to implement precise marketing and product upgrades, and relevant departments to promote the development of smart tourism and industry quality supervision, which is conducive to promoting the construction of a tourism power during the "15th Five-Year Plan" period.

Keywords: Tourism Platform, Internet Information Evaluation, Information Participation, Travel Decision-making.

1. Preface

The rudiments of the Internet were born in the late 1960s and early 1970s, with the original intention of American researchers attempting to establish a communication network system capable of connecting computers around the world. With the continuous development of social networks, people have gradually become accustomed to evaluating on the Internet, and Internet information evaluation has become an important phenomenon in today's society, exerting a profound influence on consumers' travel decisions. Today's travel consumers are accustomed to consulting and understanding intended travel products and services through various channels such as major travel apps and social media. Various consumer reviews can quickly form an image of the travel destination, thereby influencing decisions on travel itineraries and arrangements[1]. At the same time, the tourism industry also obtains customer feedback through Internet information evaluation, better understanding customer needs, continuously optimizing services, and enhancing core competitiveness. However, many travel enterprises and platforms have not truly realized this point. They often deliberately beautify information from the perspective of businessmen, even exaggerating or fabricating, resulting in the original intention being distorted, and consumers gradually question this form. Faced with this problem, entrepreneurs and managers have begun to reflect, shifting their focus to consumers' true feelings, paying more attention to consumers' suggestions, and making the information they release an important basis for consumers' decisions.

Against this backdrop, this paper takes the Internet evaluation of e-commerce platforms and tourist travel decision-making from the same perspective as the research objects. By collecting relevant literature from CNKI, it preliminarily understands the concepts of Internet information evaluation and information participation, as well as their impact on travel decision-making. Furthermore, it deeply investigates the mechanism of Internet information

evaluation on travel decision-making from the perspective of online consumption. The research aims to achieve the following objectives: First, through questionnaire surveys and data analysis, it enriches case studies in related fields such as Internet information evaluation. Second, based on the research conclusions, it provides development suggestions for tourism companies and travel website platforms, enabling them to deeply understand the importance of Internet information evaluation in their future development, and to make good use of it to meet consumer demands and promote long-term enterprise development. This study will further deepen the theoretical system of Internet information evaluation based on existing research, and focus on exploring its impact on travel decision-making behavior. Currently, there is a wealth of literature on the impact of Internet information evaluation both domestically and internationally, but research on how Internet information evaluation affects travel decision-making is still scarce. By analyzing the impact of Internet information evaluation on consumer travel decisions such as travel destinations and itineraries, and exploring how to leverage Internet information evaluation to improve product and service quality from the perspective of tourism industry players, this study is expected to provide theoretical and practical support for the tourism industry to enhance its competitiveness and create greater economic benefits.

2. Research Design

2.1. Research Model

In the Internet era, various media convey countless pieces of information, and users respond differently based on the different information they receive. With the continuous improvement of social economy, people's spiritual needs are also constantly increasing, especially in terms of travel choices. During the pandemic, the tourism industry suffered a blow. After the pandemic ended, the tourism industry seemed to usher in a new dawn, but people's choices of travel

destinations also seem to have become more stringent. When choosing travel destinations or making travel-related decisions, they pay more attention to reviews. They are reluctant to visit businesses and platforms with low ratings, and even if they choose businesses and platforms, they will not choose destinations with low ratings or those that have been warned against[2]. Travelers in the information age always search for different Internet information reviews to plan their trips. In such an era, businesses and platforms must

set an example by presenting and encouraging users to present their most authentic feelings and reviews, so that customers can feel sincerity and improve customer satisfaction. Only by doing so can they establish a real and reliable Internet information review platform with consumers.

This article proposes the following model for studying the impact of Internet information evaluation on tourists' travel decisions:

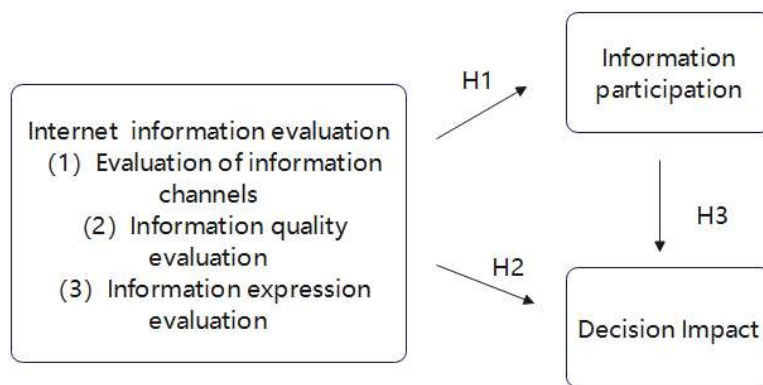


Figure 1. Conceptual model of the relationship among Internet information evaluation, information participation, and decision-making influence

2.2. Research Hypothesis

Internet information evaluation initially stimulates tourists' information participation behaviors, such as searching for more relevant information, interacting with other tourists, or comparing evaluations from different sources. Through this series of information participation processes, tourists can gain a more comprehensive understanding of the tourist destination, reduce uncertainty in decision-making, and ultimately form or adjust their travel decisions. It is evident that information participation plays a crucial role in transforming and transmitting information between Internet information evaluation and tourists' travel decisions[3].

According to the S-O-R theory, external stimuli can trigger individuals' internal psychological activities and drive their behavioral responses. In the context of this study, Internet information evaluation, as an external stimulus, activates tourists' cognitive and emotional states, thereby triggering their further information processing behavior, namely information participation. Secondly, from a practical perspective, the complexity and uncertainty of Internet information require tourists to verify the authenticity of information and reduce decision-making risks through searching, interacting, comparing, and other methods after encountering evaluations. Therefore, Internet information evaluation is an important antecedent that stimulates tourists' information participation. To further investigate whether Internet information evaluation can influence information participation and decision-making, the following hypothesis is proposed:

Internet information evaluation and information participation

In the evaluation of Internet information, users' evaluation behaviors can influence other users' information selection and behaviors, thereby affecting the dissemination and circulation of information[4]. Information participation provides users with a platform for participation and interaction, enhancing their ability to acquire and utilize information. Based on the

above analysis, the following hypothesis is proposed:

H1:Internet information evaluation has a significant positive impact on information participation;

H1a:Evaluation of information channels has a significant positive impact on information participation;

H1b:Information quality evaluation has a significant positive impact on information participation;

H1c:The evaluation of information expression has a significant positive impact on information participation;

Internet information evaluation and decision-making influence

Internet information evaluation can often intuitively reflect the overall condition of the products demanded by consumers. Positive and attractive Internet information evaluation can stimulate consumers' desire to purchase and enhance their satisfaction with the enterprise platform[5]. In summary, the following hypothesis is proposed:

H2:Internet information evaluation has a significant positive impact on decision-making;

H2a:The evaluation of information channels has a significant positive impact on decision-making;

H2b:Information quality evaluation has a significant positive impact on decision-making;

H2c:The evaluation of information expression has a significant positive impact on decision-making;

Information participation and decision-making influence

When individuals or groups engage in information participation activities such as searching, evaluating, sharing, and discussing information, they continuously acquire new information, which in turn influences their subsequent decision-making activities. Based on this, the following hypothesis is directly proposed:

H3:Information participation has a significant positive impact on decision-making;

3. Empirical Analysis

3.1. Questionnaire Design, Sample, and Data Collection

This study conducted a survey using questionnaires, covering issues related to Internet information evaluation, information participation, decision-making influence, as well as basic information. A total of 200 questionnaires were collected, of which 167 were valid.

3.1.1. Formation of the Scale

This article collects a large number of literature works from scholars both domestically and internationally, draws on scales with good reliability, validity, and high credibility, and modifies them based on the actual situation of this study and its practical significance, ensuring the accuracy of this experimental research[6]. Only then can the scales used in this article be obtained.

3.1.2. Sample Selection

This article selects well-known and widely-used travel-related platforms such as Ctrip, Fliggy, Qunar, Tongcheng, and Booking.com for investigation. It aims to study whether these enterprise platforms make good use of Internet information evaluations in their business operations to treat consumers, and whether consumers' needs are met and loyalty is achieved during their usage. Therefore, selecting these travel platforms holds significant positive significance for the research.

3.2. Reliability Analysis

Reliability analysis, also known as consistency analysis, is

primarily used to assess the reliability, consistency, and stability of a scale. The Cronbach's alpha coefficient ranges from 0 to 1. If the Cronbach's alpha coefficient is greater than 0.7, it indicates high consistency and reliability. More specifically, the range can be defined as follows: 0.7 to 0.8 indicates moderate reliability, 0.8 to 0.9 indicates good reliability, and above 0.9 indicates excellent reliability[7].

Table 1. Reliability Analysis

variable	terms	Cronbach α
Evaluation of information channels	4	0.918
Information quality evaluation	4	0.907
Information expression evaluation	4	0.836
Information participation	4	0.704
Decision impac	4	0.823

Based on the above analysis results, the Cronbach's α values for each variable are 0.918, 0.907, 0.836, 0.704, and 0.823, all of which are greater than 0.7, indicating high reliability and consistency. Each variable is relatively reliable for the study.

3.3. Validity Analysis

Validity refers to the degree to which the conclusions drawn from a measurement tool or method correspond to the actual facts of the things being measured. The results mainly depend on the "KMO and P values" to assess whether the data can be subjected to factor analysis[8]. If $KMO > 0.6$ and $P < 0.05$, it indicates that factor analysis can be performed; otherwise, validity analysis cannot be conducted. Factor analysis is generally used for validity analysis.

Table 2. Validity Analysis

	Component				
	1	2	3	4	5
Evaluation of information channels1	.627	.250	.133	.337	.245
Evaluation of information channels2	.617	.141	.201	.434	.163
Evaluation of information channels3	.732	.382	.368	.418	.121
Evaluation of information channels4	.641	.318	.328	.343	.182
Information quality evaluation1	.315	.654	.204	.244	.282
Information quality evaluation2	.322	.637	.252	.333	.331
Information quality evaluation3	.228	.688	.327	.243	.302
Information quality evaluation4	.301	.709	.194	.264	.331
Information expression evaluation1	.316	.323	.652	.238	.146
Information expression evaluation2	.444	.374	.573	.238	.177
Information expression evaluation3	.394	.419	.618	.225	.331
Information expression evaluation4	.332	.377	.679	.379	.145
information participation1	.476	.393	.397	.785	.281
information participation2	.276	.386	.327	.635	.296
information participation3	.256	.295	.267	.659	.184
information participation4	.364	.316	.382	.692	.459
decision impact1	.474	.267	.315	.158	.618
decision impact2	.359	.360	.271	.288	.606
decision impact3	.227	.250	.133	.337	.645
decision impact4	.317	.141	.201	.434	.763

3.4. Correlation Analysis

Correlation analysis is a commonly used method in statistics to measure the degree of association between two or more variables. Its core purpose is to determine whether there is a certain type of relationship between variables and to quantify the strength and direction of this relationship. This

article adopts the Pearson correlation coefficient for analysis, which measures the strength and direction of the linear relationship between two continuous variables. Its value ranges from -1 to +1, where -1 indicates a perfect negative correlation, +1 indicates a perfect positive correlation, and 0 indicates no linear correlation.

Table 3. Correlation Analysis

variable						
		Evaluation of information channels	Information quality evaluation	Information expression evaluation	information participation	decision impact
Evaluation of information channels	Pearson Correlation	1				
	Sig.(2-tailed)					
	N	167				
Information quality evaluation	Pearson Correlation	.840**	1			
	Sig.(2-tailed)	.000				
	N	167	167			
Information expression evaluation	Pearson Correlation	.779**	.814**	1		
	Sig.(2-tailed)	.000	.000			
	N	167	167	167		
information participation	Pearson Correlation	.588**	.551**	.628**	1	
	Sig.(2-tailed)	.000	.000	.000		
	N	167	167	167	167	
decision impact	Pearson Correlation	.745**	.757**	.748**	.687**	1
	Sig.(2-tailed)	.000	.000	.000	.000	
	N	167	167	167	167	167

**.Significantly correlated at the 0.01 level (two-tailed)

From the table, it can be seen that the three dimensions of Internet information evaluation, namely information channel evaluation, information quality evaluation, and information expression evaluation, have Pearson coefficients of 0.588, 0.551, and 0.628, respectively, all of which are positive, indicating a correlation between Internet information evaluation and information participation. The Pearson coefficient between information participation and decision-making influence is 0.687, confirming a correlation between information participation and decision-making influence. The Pearson coefficients between Internet information evaluation and decision-making influence are 0.745, 0.757, and 0.748, respectively, all of which are positive, further verifying a correlation between Internet information evaluation and decision-making influence.

3.5. Regression Analysis

Regression analysis is a statistical method used to study the relationship between two or more variables. In regression analysis, one or more independent variables are used to predict, explain, or control the changes in one or more dependent variables. A significance level of <0.05 indicates that the independent variable is significant at a 95% significance level, and a regression coefficient of >0 indicates a significant positive effect.

3.5.1. Regression Analysis of Internet Information Evaluation and Information Participation

This section conducts regression analysis on the participation of Internet information evaluation, considering three dimensions as independent and dependent variables respectively.

Table 4. Regression Analysis Of Internet Information Evaluation And Information Participation

dependent variable	independent variable	Non-standard regression coefficient		Standard regression coefficient	T	Sig.
		B	Std. Error	Beta		
information participation	(Constant)	1.912	0.363		5.269	0.000
	Evaluation of information channels	0.576	0.062	0.588	9.349	0.000
	(Constant)	2.135	0.373		5.726	0.000
	Information quality evaluation	0.548	0.065	0.551	8.491	0.000
	(Constant)	1.574	0.360		4.372	0.000
	Information expression evaluation	0.661	0.064	0.628	10.366	0.000

From the table, it can be seen that the significance of the three dimensions of Internet information evaluation and information participation is all less than 0.05, indicating that these three dimensions are significant at the 95% significance level with respect to the dependent variable, information

participation, thus confirming the hypothesis. Furthermore, the regression equation can be derived from the table.

3.5.2. Regression Analysis of Information Participation and Decision-making Influence

Similarly, conduct regression analysis by treating

information participation as an independent variable and examining its impact on dependent variable decisions.

Table 5. Regression Analysis Of Information Participation And Decision-making Influence

dependent variable	independent variable	Non-standard regression coefficient		Standard regression coefficient	T	Sig.
		B	Std. Error	Beta		
decision impact	(Constant)	2.389	0.270		8.832	.000
	information participation	0.613	0.051	0.687	12.129	.000

Based on the table above, it is observed that the Sig. value is 0.000, which is less than 0.05, indicating significance at the 95% significance level. This proves that the hypothesis is valid, and the independent variable information has a significant impact on the dependent variable decision-making. The regression equation is obtained.

3.5.3. Regression Analysis of the Impact of Internet Information Evaluation on Decision-making

This section conducts a regression analysis using the three dimensions of Internet information evaluation as independent variables and the impact on decision-making as the dependent variable. The results are presented in the table below:

Table 6. Regression Analysis Of Internet Information Evaluation And Decision-making Influence

dependent variable	independent variable	Non-standard regression coefficient		Standard regression coefficient	T	Sig.
		B	Std. Error	Beta		
decision impact	(Constant)	1.836	0.267		6.866	.000
	Evaluation of information channels	0.650	0.045	0.745	14.341	.000
	(Constant)	1.793	0.261		6.879	.000
	Information quality evaluation	0.671	0.045	0.757	14.859	.000
	(Constant)	1.698	0.274		6.195	.000
	Information expression evaluation	0.703	0.049	0.748	14.487	.000

From the table, it can be seen that the Sig value for the impact of the three dimensions of Internet information evaluation on decision-making is 0.000, which is less than 0.05. This verifies that the impact of the three dimensions of Internet information evaluation on decision-making is significant at a 95% significance level. Internet information evaluation has a significant impact on decision-making, and

the regression equation is obtained.

3.6. Hypothesis Testing

Based on the data sorted out through SPSS analysis above, we can verify whether the hypothesis of this paper holds true. The result is as follows:

Table 7. Hypothesis Validation Table

Hypothetical content	Verification result
H1:Internet information evaluation has a significant positive impact on information participation;	Yes
H1a:Evaluation of information channels has a significant positive impact on information participation;	Yes
H1b:Information quality evaluation has a significant positive impact on information participation;	Yes
H1c:The evaluation of information expression has a significant positive impact on information participation;	Yes
H2:Internet information evaluation has a significant positive impact on decision-making;	Yes
H2a: The evaluation of information channels has a significant positive impact on decision-making;	Yes
H2b:Information quality evaluation has a significant positive impact on decision-making;	Yes
H2c:The evaluation of information expression has a significant positive impact on decision-making;	Yes
H3:Information participation has a significant positive impact on decision-making;	Yes

4. Research Conclusion and Outlook

4.1. Research Findings

This article briefly summarizes the concepts of Internet information evaluation, information participation, and decision-making influence, establishes a basic model among the three, proposes hypotheses for different parts based on certain evidence, and finally collects data and verifies the conclusions through SPSS analysis:

4.1.1. Internet Information Evaluation Has a Significant Positive Impact on Information Participation

During the process of organizing the literature of previous scholars, it was found that some scholars have already demonstrated in their research results the relationship between Internet information evaluation and information participation, which has been verified from different perspectives: Internet information evaluation has a significant positive impact on information participation. In the above regression analysis, we can see that the three dimensions of Internet information evaluation are significantly related to the dependent variable, information participation, at a 95%

significance level, which verifies that all three hypotheses proposed in this paper regarding the three dimensions of Internet information evaluation and information participation are valid, with significant positive effects. According to the standard regression coefficients, it can be found that information expression evaluation has the greatest impact on information participation, followed by information channel evaluation. Although information quality evaluation has a lower impact compared to the other two, its influence is still considerable. These data indicate that consumers are now paying more attention to various information experiences in tourism.

4.1.2. Internet Information Evaluation Has a Significant Positive Impact on Decision-making

Based on the conclusions drawn from the research discussion and analysis in this article, it can be seen that the impact of Internet information evaluation on decision-making is significant and has a positive relationship. The results obtained from the above data analysis can verify that the hypothesis H2 proposed in this article is valid, and its sub-hypotheses are also valid. Consumers hope to obtain the information they need and are satisfied with throughout the entire process of tourism, and then based on this information, consumers gradually form their own tourism decisions. Tourism enterprises and platform websites should focus on the quality of Internet information evaluation to increase consumer recognition of tourism enterprises and platform websites, so that consumers will also increase their intention to purchase products from these tourism enterprises.

4.1.3. Information Participation and Decision-making Influence

Based on the research data presented in this article, it can be concluded that information participation has a positive and significant impact on decision-making. The results of the score data verification confirm the validity of hypothesis H3. By encouraging and stimulating consumers to engage in information participation, tourism enterprises and platform websites have gradually changed consumers' attitudes towards tourism information and decision-making. This has led to a reformation of consumers' ideas about tourist destinations in their minds, as well as a reconstruction of their requirements and expectations for these destinations. With the formation of these changes, consumers' purchase intentions have been enhanced.

4.2. Research Suggestions and Outlook

Based on the above research and conclusions, we propose the following suggestions for tourism enterprises and websites:

Tourism enterprises and platform websites should improve the quality of information that consumers can directly access, such as channel information, to present a more authentic picture of the tourist destinations to consumers. At the same time, they should strengthen the user information evaluation system and promote user participation in information sharing. With the existence of an evaluation mechanism, enterprise platforms will fear public opinion and improve their service management levels, which can directly enhance the consumer experience. Furthermore, user participation in information sharing can effectively enhance information exchange among users, achieving comprehensive coverage of user communication.

Here we also propose a future outlook: enterprises and

platform websites will build a free communication environment for tourism consumers, strengthening the connections between consumers. This will not only enable consumers to better understand tourism products but also enhance the popularity of some niche tourism destinations. Driven by these benefits, not only will enterprises and website platforms increase their industry competitiveness and enhance user loyalty, but also the development of the entire tourism industry will progress. At the same time, tourism consumers will experience satisfactory travel, achieving a win-win-win situation. Furthermore, in the future, e-commerce platforms will become more intelligent and convenient, achieving more accurate price predictions, itinerary planning, and resource allocation through artificial intelligence and big data analysis. The internet information based on e-commerce platforms will also become more precise, and the impact of internet information evaluations on consumers' travel will tend to be greater and more positive. In the future, internet information evaluations based on e-commerce platforms will have a significant positive effect on the development of the entire tourism industry.

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