Exploring the Impact of Authenticity of Tourism Products and Customer Trust in Sellers on Electronic Word of Mouth Marketing Behaviors

-- A Case Study of Generation Z Travellers

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Abstract. In the digital era, tourists tend to access travel information and refer to other people's reviews and experiences on social media platforms, so tourism products need to find appropriate ways to actively manage and promote electronic word of mouth. However, issues such as information overload, promotion of false information and authenticity of tourism products also threaten the EWOM promotion of tourism products; Moreover, there is no relevant research investigating the relationship between authenticity of tourism products, customer trust in sellers, and EWOM marketing behaviors with the mediating effect of customer satisfaction and customer trust in sellers, so this article's aim is to address the issue of EWOM promotion in the hospitality industry in the digital era. Based on the Stimulus-Organism-Response (S-O-R) model, this research investigates the impact of two variables, authenticity of tourism products and customer trust in sellers, on the EWOM marketing behaviors of tourists towards tourism products. In addition, the mediating effect of tourists' satisfaction with tourism products and customers' trust in sellers will be explored to enable tourism products to develop better EWOM marketing to further increase the attractiveness of tourism products and promote the occurrence of tourism activities. This research is a quantitative study using a questionnaire, data was collected from the Generation Z tourist group and data was analyzed using partial least squares regression. The theoretical contribution of this article is to provide theoretical knowledge about tourism product promotion and social media applications in the digital era, it extends previous research in the hospitality industry by examining the role of social media platforms and fills in the gaps in the EWOM marketing behaviors of tourists towards tourism products. The practical contribution is to increase the EWOM behaviors of tourists towards tourism products, thus promoting EWOM of tourism products. This study helps to provide a direction for the entire hospitality industry to better promote EWOM for their products.

Keywords: Authenticity of Tourism Products; Customer Trust in the Sellers; Customer Satisfaction; EWOM Marketing Behaviors.

1. Introduction

Electronic word of mouth (EWOM) is any positive or negative feedback about a product or business made by a potential, actual or former customer that is communicated to other users via the Internet[1]. As the influence of EWOM marketing in the hospitality industry begins to grow, the negative impacts it brings cannot be ignored. Many sellers realize the importance of EWOM marketing, which can lead to the emergence of false popularize, employing groups with high public attention such as "Internet celebrity" to post their likes of this travel product on social media platforms, attracting their fans or ordinary customers who browse through the product unintentionally to buy it; or taking advantage of the psychology of customers who have experienced this travel product by posting positive reviews on social media platforms, so that the seller will give them some certain benefits. All such behaviors increase the promotion of false advertising as well as inaccurate information about tourism products, which can lead to customers doubting the authenticity of tourism products and losing trust in sellers.

In the currently available research, studies have investigated the impact of social media and consumer-perceived innovativeness on customer engagement using the S-O-R model and

engagement theory[2]. But few studies have paid attention to the relationship between variables such as product authenticity, customer trust in sellers and EWOM marketing.

Therefore, this study will explore the relationship between authenticity of travel products, customer trust in sellers, and EWOM behaviors, mediated by customer satisfaction and customer trust in sellers. There are research questions: 1) How can we address customer satisfaction through product authenticity and customer trust in sellers? 2) What should companies and customers do to create a better environment for EWOM marketing?

The theoretical contribution of this article lies in enriching the theoretical knowledge of tourism product promotion and social media application in the digital era, extending previous research in the hospitality industry, delving into the roles of different social media platforms, and filling the gap in the field of EWOM marketing behavior generated by tourists for tourism products. Its practical contribution is reflected in effectively promoting the development of EWOM marketing for tourism products by stimulating tourists' EWOM marketing behaviors. Besides, this research provides new insights for the entire tourism industry to optimize EWOM marketing strategies for products.

2. Literature Review and Research Hypothesis

2.1 Literature Review

2.1.1 Authenticity of Tourism Products

At present, there is no authoritative statement about the concept definition of tourism products in the academic circle, Cao said that tourism product is a blend of attractions and services offered to tourists by tourism operators through the development and utilization of tourism resources. In a word, tourism destinations provide tourists with a variety of services required by the tourism activities of the sum[3]. The core of a tourism product is to provide a complete experience for tourists, covering all aspects from travelling to visiting to returning. The concept of authenticity in tourism can be interpreted across various dimensions. Sa said that the concept of authenticity in tourism can be interpreted across various dimensions. Tourism authenticity theories include objectivist authenticity, constructivist authenticity, existential authenticity, and postmodernist authenticity[4]. Li and Ha supposed that objectivist authenticity is concerned with whether the tourism resources and attractions themselves have real, undistorted characteristics; Constructivists see authenticity as a socially constructed concept[5]; Zheng et al conveyed that existentialists see authenticity as a self-experience of the tourist subject; postmodernist authenticity extends this further, seeing authenticity in tourism as a state of ‘hyper-authenticity’ that transcends the traditional real and the false[6].

This article based on Dang ideas, came up with authenticity in the tourism product is the process of incorporating these different types of authenticity into the tourism experience. When developing tourism products, it is vital to protect and present tourism resources in their original state to ensure objective authenticity, but also to take into account the cognitive and emotional needs of tourists and to satisfy constructivist authenticity by constructing a sense of realism that meets tourists' expectations and cultural understanding. At the same time, the tourism product should provide tourists with an opportunity to stimulate self-reflection and inner experience, prompting them to feel existential authenticity in the process of travelling. By integrating these different dimensions of authenticity, tourism products can engage travellers more deeply, enhance the quality of their experience and contribute to sustainable tourism development[7].

2.1.2 Customer Trust in the Sellers

Wongkitrungrueng defined trust as confidence in the reliability and integrity of a trading partner, trust also refers to the belief that a party keeps its word and is accountable for its obligations in a trading relationship[8]. Martínez viewed trust as a widespread assumption that the other participant in a social interaction will behave ethically and socially, without engaging in speculation[9]. Bugshan put forward that customer trust in sellers is a fundamental structure that influences marketing

literature and customer behaviors[10]. Li et al thought building customer trust in sellers is conducive to a better process for any business activity[11].

This article is based on the points of Chandrruangphen et al and Ma et al that customer trust in sellers is the bond between the customer and the seller, when the customer and the seller have a frequent interaction rate, they will develop a higher level of customer trust[12]. The ability and reliability of the seller to serve the long-term interests of the customer is the basis of the customer trust in the seller[13].

2.1.3 Customer Satisfaction

Ma et al conveyed that customer satisfaction is the degree to which the customer's expectations of the consumer product are met in the subsequent consumption process or use of the evaluation, like the degree of customer satisfaction with the consumer product[13]. Shen et al suggested that customer satisfaction is the consumer's comprehensive assessment of the quality, consumption, and utilization of products and services, grounded in their personal experience. This concept is predicated on the notion that the discrepancy between pre-purchase expectations and post-purchase perceived performance influences the perception of customer satisfaction[14]. Customer satisfaction has always been considered as an important research factor in many research areas. So there is a huge amount of literature to study the factors and relationships regarding customer satisfaction.

Based on the views of Ali et al, Cheng et al and Majeed et al, this article considers that studying customer satisfaction has many benefits for sellers in the hospitality industry, such as creating bonds and strong relationships with their customers, which in turn leads to better customer loyalty and converting potential and new customers into loyal ones[15]. Therefore, if sellers of travel products want to remain competitive in the hospitality industry, customer satisfaction is an indispensable component[16]. Satisfied customers who are satisfied with a travel product are better able to help sellers stand out from other travel products on social media[17].

2.1.4 EWOM Marketing Behaviors

Wang and Lei stated that EWOM refers to consumers' positive or negative feedback about a company, product, or service shared online, this information can be spread to other consumers through the Internet and may include various forms such as images, emojis, video, and more[18]. EWOM communication combines the characteristics of mass communication and interpersonal communication, with one-to-one, one-to-many or many-to-many modes of information dissemination constituting a multi-node, spiderweb-like communication structure. Each node can be both a point of information reception and a point of information generation and dissemination.

Based on the view of Wang and Liu, this article considers that based on the fast development of the mobile Internet, travellers generate and spread EWOM about destinations and other tourism products on the Internet, and users and the mobile Internet community are the core factors that influence the spread of EWOM about destinations[19]. And Tandon et al proposed that previous research on EWOM has focused on its credibility and usefulness in enabling travellers to make decisions about tourism products through EWOM[20].

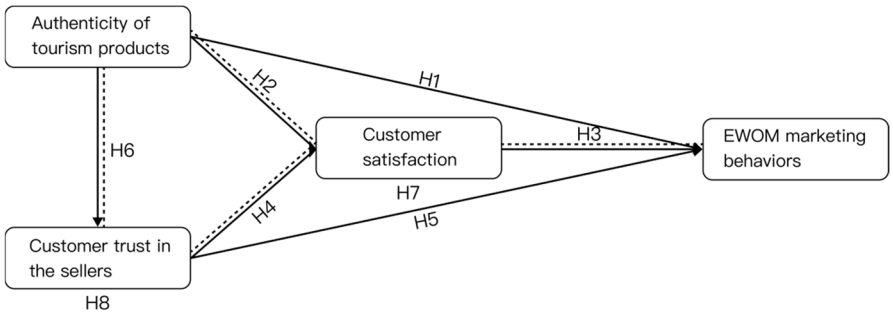

Fig 1. Model

2.2 Research Hypothesis

2.2.1 The Relationship between Authenticity of Tourism and EWOM Marketing Behaviors

Previous research has investigated the importance of authenticity in social media, and using Facebook campaigns as an example, research has seen that authenticity and involvement are key factors in the social networking behaviour of sports players on Facebook[21]. Social media is becoming a popular platform for brand communication, where brand building and product authenticity play an important role[22]. From the findings of Cuesta-Valiño et al. study, it is clear that shop authenticity has a positive influence on shop image, and that authenticity can be moulded to give a positive and positive image to the shop[23], Kim et al. also investigated the authenticity of restaurants and its impact on their image. Their study revealed that the verification of a restaurant's authenticity by local residents and chain owners positively influenced other consumers' perceptions of its authenticity and image. Furthermore, consumers' perceptions of restaurant authenticity were found to directly influence their purchase intention[24]. Besides, there is a positive relationship between brand authenticity and EWOM willingness, and authenticity can increase consumers' willingness to purchase and enhance the EWOM reputation of the product[25]. Therefore, the hypothesis is proposed in this article:

H1: Authenticity of tourism products has a positive effect on EWOM marketing behaviors.

2.2.2 The Relationship between Authenticity of Tourism Products and Customer Satisfaction

Recent studies have shown that authenticity is important to satisfaction[26]. Authenticity, which typically means the truthfulness, honesty or sincerity of the object, can be seen as ‘one of a kind’, thus encouraging tourists to travel to such destinations and have a satisfying experience, and tourism products with authenticity can help improve the attractiveness of a destination and increase tourist willingness to revisit[27]. Authenticity is a key element for successful brands, with a positive link between brand authenticity and customer satisfaction: the greater the trustworthiness and honesty of a company's communication to its customers, the higher the customer satisfaction level[28]. Additionally, customer perceptions of product quality can significantly influence image formation. Image also influences customers’ perceptions of product value. Customers who perceive high product value and are satisfied are more likely to become loyal[29]. Results from studies such as Rodríguez-López[30] also show that a higher degree of realism will generate greater value for them, translating into loyalty and preference. Therefore, the hypothesis is proposed in this article:

H2: Authenticity of tourism product has a positive impact on tourist satisfaction.

2.2.3 The Relationship between Customer Satisfaction and EWOM Marketing Behavior

Many studies have explored the impact of EWOM on customer satisfaction. It was found that satisfied consumers participate in positive EWOM, which is considered as a reliable and rich source of information to effectively detect the behaviors adopted by customers in terms of service quality[31]. Thakur [32] and Ruiz-Alba [33], among others, confirmed that customer satisfaction plays a pivotal role in motivating platform users to share positive EWOM, serving as a strong indicator of ultimate customer loyalty. Additionally, Generation Z tourists' acceptance of customer value has a more favorable impact on customer satisfaction compared to Generation X and Y. In addition, customer value has a significant effect on EWOM, and customer satisfaction has a significant effect on EWOM[34]. Therefore, the hypothesis is proposed in this article:

H3: Customer satisfaction has a positive and active effect on EWOM marketing.

2.2.4 The Relationship between Customer Trust in the Sellers and Customer Satisfaction

Customer satisfaction is something that a company uses to gain customer loyalty. Customer satisfaction is known as a powerful prerequisite for customer loyalty and a medium for customer retention[35]. Satisfaction is described as the resultant state that evaluates the actual performance in a relationship against the anticipated performance. In a number of studies on business, results were

obtained showing that satisfaction is a vital structure in the relationship between manufacturers and suppliers, while trust helps to customer service various conflicts between partners and increase satisfaction[36]. In the marketing and consumer behaviour literature, customer trust is considered to be the basic structure of satisfaction. Customer satisfaction is one of the most significant predictors of customer trust, which is integral to a successful long-term relationship[37]. Therefore, based on the findings of the previous authors, placed in this industry, the hypothesis is proposed in this article:

H4: Customer trust in sellers has a positive and active effect on customer satisfaction.

2.2.5 The Relationship between Customer Trust in the Sellers and EWOM Marketing Behaviors

Customer trust in sellers plays a pivotal role in shaping the psychological state towards generating positive or negative emotions. Some researchers define trust as an optimistic attitude towards a brand or organization. This definition suggests that customer trust in sellers is associated with positive EWOM marketing behaviors. Customers with a high level of trust in the seller usually promote the company by emphasising key attributes of the seller's products or services[38]. Research results show that if a product's EWOM can give customers a high level of reassurance, then customers will be more trust the product, which can lead to more trusting customers and frequent purchases[39]. Furthermore, Bagozzi and Dholakia[40] argued that group identity influences the intentions of others to engage in collective activities, cooperation and organisational altruism. If consumers have confidence in online information and perceive it to be reliably expandable and viable, then it is likely to increase consumer confidence in EWOM, and confidence in online confidence can positively influence consumers' willingness to write or share EWOM[41]. Therefore, we propose that customer trust in sellers may be conducive to positive word-of-mouth about e-marketing behaviors, considering these factors, Therefore, the hypothesis is proposed in this article:

H5: Customer trust in sellers has a positive and active effect on EWOM behaviors.

2.2.6 The Relationship between Authenticity of Tourism Products and Customer Trust in the Sellers

Authenticity has a direct effect on brand trust[42]. In the past, tourism authenticity research has evolved from conceptual discussions and qualitative studies to advanced empirical investigations. Notably, a positive correlation between objective, constructive, and existential authenticity and consumer trust in seller relationships has been confirmed. Positive perceptions of authenticity among consumers impact their cognitive assessments of brand credibility and attachment[43]. Customers will trust a brand if they believe it is performing as promised or expected. With a trustworthy brand, consumers are more likely to believe that the brand will try to solve the problem, even if it is expected to be a problem[44]. At the same time, numerous studies have consistently demonstrated that objective, constructive, and existential authenticity positively influence customer trust in sellers within the cultural tourism context. Therefore, the hypothesis is proposed in this article:

H6: Authenticity of travel products has a positive and active effect on customer trust in the sellers.

2.2.7 The Role of Customer Satisfaction on Tourism Product Authenticity and EWOM Marketing Behaviors

According to the results of Rodríguez-López and others[45] can be supported about the mediating role of customer satisfaction, the higher the authenticity, the greater the value that will be generated for them, which translates into loyalty and preference for them. Customer satisfaction is important in encouraging customers to communicate with family or friends through online social media, and the higher the customer satisfaction with the product, the more they will voluntarily promote and advertise EWOM[46]. But customer satisfaction is also not a guarantee of the generation of positive EWOM. Customers will only spread positive EWOM if their satisfaction leads to a commitment to the company[47]. Therefore, the hypothesis is proposed in this article:

H7: Customer satisfaction mediates the authenticity of tourism products as well as EWOM marketing behaviors.

2.2.8 The Role of Customer Trust in the Sellers on the Authenticity of Tourism Products and Customer Satisfaction

Trust serves as a mediating factor in a model encompassing all aspects of the consumer-brand relationship. Or trust is the result of a range of effects, including the various forms of evaluations that consumers conduct and their commitment, or even their loyalty[48]. Customer trust mediates the relationship between satisfaction and customer loyalty[49]. Therefore, the hypothesis is proposed in this article:

H8: Customer trust in the seller plays an intermediary role in the authenticity of tourism products and customer satisfaction.

3. Method

3.1 Data Collection

The target market of this research was the Generation Z tourists. Generation Z tourists are the young people who were born between 1995 and 2009, and these groups have been influenced by the revolution of technology and are more willing to experience more automatic tourism activities, they can get the information through new social media. Moreover, this group are more easily influenced by the KOC or KOL when making decisions, like to share their travel experiences and focus on the quality of products. Therefore, this group was selected as the target market for the research. In addition, this research adopted purposive sampling to do an online research, all respondents were tourists of generation Z, which ensured the accuracy of the research direction. At the beginning of this research, 80 questionnaires were sent out to fill out first, and the survey results could first examine the variables and direction, the final optimized questionnaire included. The next step involved conducting formal research by distributing 260 questionnaires. After excluding invalid responses, such as those completed in less than a minute or containing numerous repeated answers, we obtained 226 valid questionnaires, resulting in an effective response rate of 86.9%.

3.2 Variable Measurement

The measured variables in this research referred to the maturity scale, which has been tested for reliability and validity, and were constantly adjusted according to the question formulation to ensure that each question was clear and understandable. The questionnaires contained two parts and the first part was about demographic information of the respondents as shown in Table.1. The second part had 16 questions to measure the authenticity of tourism products, customer trust in sellers, customer satisfaction and EWOM marketing behaviors. The measurement of authenticity of tourism products referred to and revised the research scale of Lee et al.[50] and used 5 questions for measurement. The level of customer trust in sellers was measured using the Wei et al.[51] scale, which was measured using 4 questions. The measurement of customer satisfaction referred to and revised the research scale of Soft et al[52]. and was measured with 3 questions. Two questions were extracted from Hasan et al.'s scale[53] and Liang et al.'s scale[54], and a total of four questions were used to measure EWOM marketing behaviors. All variables were measured on a 5-point Likert scale, with 1 being ‘strongly disagree’ and 5 being ‘strongly agree’.

3.3 Data Analysis Tools

Data analysis used IBM SPSS 30.0 to analyse demographic information, and used Smart PLS 4.1 which could analyse complex model and give a more accurate estimate to do data analysis.

Table 1. Descriptive statistical analysis (N=226)

Item	Type	Frequency	Percentage	Item	Type	Frequency	Percentage
Gender				Tourism frequency			
	Male	112	49.56%		Every week	44	19.47%
	Female	114	50.44%				
Age					Every half year	73	31.86%
	15-19	41	18.14%		Every year	32	14.16%
	20-24	120	53.1%		Many years	0	0%
	25-29	65	28.76%		Never	1	0.44%
Highest education level attained				Time spent daily on social media			
	High school	23	10.18%		Less than 30 minutes	29	12.83%
	Secondary/vocational school	18	7.96%		30minutes-1 hour	34	15.04%
	Junior college/vocational school	55	24.34%		1 hour-3 hours	36	15.93%
	Bachelor	67	29.65%		3-5 hours	45	19.91%
	Master	34	15.04%		5-8 hours	44	19.47%
	Ph.D.	29	12.83%		More than 8 hours	38	16.81%

4. Findings

4.1 Model Test

This research used Smart PLS 4.1 to analyses the measured variables. From Table.2, Crronbach's α values for the four variables in this research ranged from 0.846 to 0.896, all of them were more than 0.7, and all items' Std. Loading were more than 0.6, it showed good consistency among the measurement items, and the scale could test the construct[54].

In addition, the values of AVE of these four variables ranged from 0.706~0.765, more than 0.5, and the value of CR ranged from 0.907~0.923, more than 0.7, it showed that scale had the ideal convergent validity and strong internal structural consistency[55]. In order to deeply estimate the differential validity of the model, this study adapted the tested results of Heterotrait-Monotrait ratio, the results were shown in Table.3, it was clear that all the values of Heterotrait-Monotrait ratio were less than 0.9[55], it was proved that the research model had good discriminative validity.

Additionally, this research used Harman single factor test[56] to examine common method variance (CMV) and variance inflation factor (VIF) of PLS algorithm to test linear problem, the values of VIF which are more than 3.3 convey collinearity and common method bias[57]. However, the statistical analysis revealed that the Variance Inflation Factor (VIF) for the four variables ranged between 1.926 and 2.757, all well below the threshold of 5. This indicates that there are no issues of collinearity or common method bias, as illustrated in Table 4.

4.2 Test the Structural Model

The study used bootstrapping of Smart PLS 4.1 (Sample size=5000) to test the model. The path results were displayed in Fig. 2 and Table. 5. Authenticity of tourism products (β=0.223, P<0.01), customer satisfaction (β=0.280, P<0.001) and customer trust in sellers (β=0.312, P<0.001) had a positive and significant influence on EWOM marketing behaviors, implying support for H1, H3 and H5. Authenticity of tourism products (β=0.353, P<0.001) and customer trust in sellers (β=0.206, P<0.05) had a significant and positive influence on customer satisfaction to support H2 and H4. In addition, authenticity of tourism products (β=0.611, P<0.001) had a positive and significant effect on customer trust in sellers to support H6.

Table 2. Measurement model test

Construct and items	Std. loading	Crronbach's α	CR	AVE
Authenticity of tourism products (ATP)		0.896	0.923	0.706
ATP1 I think sellers in the hospitality industry actively allow consumers to have the right to know about their products.	0.797			
ATP2 I think the adverts for hospitality products are sincere.	0.865			
ATP3 I don't think it's an exaggeration to advertise a travel product.	0.821			
ATP4 I think adverts for travel products are reliable.	0.859			
ATP5 I think the current price of the travel product is reasonable and reliable.	0.856			
Customer trust in the sellers (CTS)		0.879	0.917	0.733
CTS1 I think sellers in the hospitality industry are generally responsible.	0.855			
CTS2 I think sellers in the hospitality industry are generally reliable.	0.842			
CTS3 I think sellers in the hospitality industry are generally trustworthy.	0.831			
CTS4 I think I generally trust sellers in the hospitality industry unless I'm told reasons to not trust them.	0.896			
Customer satisfaction (CS)		0.846	0.907	0.765
CS1 I think I am satisfied with the service I receive from the hospitality industry.	0.873			
CS2 I think the travel products all performed up to my expectations.	0.865			
CS3 I think I made a wise decision to experience a different travel product.	0.885			
EWOM marketing behaviors (EMB)		0.876	0.915	0.729
EMB1 I would like to upload travel product content on different social media platforms, e.g. Xiaohongshu, WeChat, etc.	0.876			
EMB2 I want to pass on information about travel products or services to my friends on social media platforms.	0.826			
EMB3 I often read online reviews from other travellers to check if the travel product made a good impression on others.	0.828			
EMB4 Before settling on a travel product, I often gather information from the online reviews of other travellers.	0.883			

Table 3. Analysis of discriminant validity

Variables	ATP	CTS	CS	EMB
Fornell-larcker criterion				
Authenticity of tourism products (ATP)	0.840			
Customer satisfaction(CS)	0.479	0.875		
Customer trust in the sellers (CTS)	0.611	0.422	0.856	
EWOM marketing behaviors(EMB)	0.548	0.519	0.567	0.854
Heterotrait-monotrait ratio				
Authenticity of tourism products (ATP)				
Customer satisfaction(CS)	0.547			
Customer trust in the sellers (CTS)	0.682	0.486		
EWOM marketing behaviors(EMB)	0.614	0.603	0.642	

Table 4. Collinearity test

Variables	ATP	CS	CTS	EMB
ATP		1.596	1.000	1.764
CS				1.345
CTS		1.596		1.653
EMB				

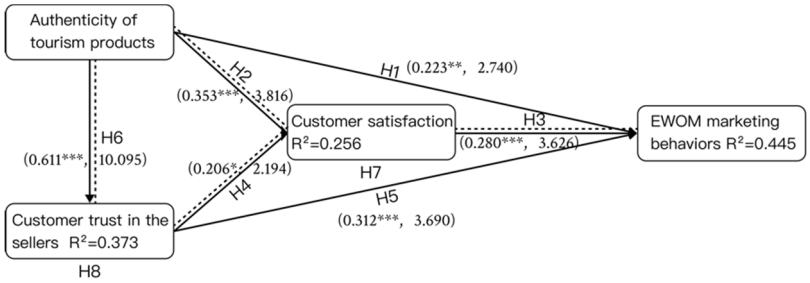

Fig 2. Model analysis
Note: ***P<0.001, **P<0.01, *P<0.05, same below.

Table 5. Result of path analysis and hypothesis test

Path	Path coefficients	STDEV	t-value	P-value	Results
ATP -> CS	0.353***	0.093	3.816	0.000	Supported
ATP -> CTS	0.611***	0.061	10.095	0.000	Supported
ATP -> EMB	0.223**	0.081	2.740	0.006	Supported
CS -> EMB	0.280***	0.077	3.626	0.000	Supported
CTS -> CS	0.206*	0.094	2.194	0.028	Supported
CTS -> EMB	0.312***	0.085	3.690	0.000	Supported

The results of the mediation effect test in Figure 6 shown that customer satisfaction had a significant positive mediating effect between authenticity of tourism products (β=0.099, P<0.05) and EWOM marketing behaviors. However, there was no mediating effect of customer satisfaction between customer trust in sellers (β=0.058, P>0.05) and EWOM marketing behaviors, which may be due to the small sample size that cannot determine the mediating effect. Additionally, there was a significant positive mediating effect between customer trust in sellers and authenticity of tourism products (β=0.191, P=0.001) and EWOM marketing behaviors. Customer trust in sellers had a significant positive mediating effect between the authenticity of tourism products (β=0.126, P<0.05) and customer satisfaction.

Table 6. Results of mediating effect test

Indirect effect path	Path coefficients	t-value	P-value	95%CI
ATP -> CTS -> EMB	0. 191***	3. 456	0. 001	[0. 089, 0. 304]
ATP -> CS -> EMB	0. 099*	2. 530	0. 011	[0. 035, 0. 187]
CTS -> CS -> EMB	0. 058	1. 762	0. 078	[0. 005, 0. 133]
ATP -> CTS -> CS -> EMB	0. 035	1. 689	0. 091	[0. 003, 0. 084]
ATP -> CTS -> CS	0. 126*	2. 066	0. 039	[0. 015, 0. 255]

5. Conclusion

5.1 Research Results

This research tests the relationship between the authenticity of tourism products, customer trust in sellers, and EWOM marketing behaviors, with customer satisfaction and customer trust in sellers serving as mediators. And aims to solve the problems of electronic promotion of tourism destinations and improve EWOM of tourism products by analyzing the problems and needs of tourists. To solve the problems of customer satisfaction through the authenticity of tourism products and customer trust in sellers, and to jointly create a better EWOM marketing environment.

First, authenticity of tourism products and customer trust in sellers have a more important influence on improving customer satisfaction and increasing EWOM marketing behaviors. This conclusion confirms Zhang et al.'s[27] view that authentic tourism products can help increase the attractiveness of destinations and improve tourists' satisfaction and willingness to visit again. It also supports the point made by Mungra et al[36] that trust helps to resolve conflicts and increase satisfaction. In the era of digital social media, the more authentic the information presented about a travel product and the more trust customers have in sellers, the more satisfied they will be with the product. Authenticity of tourism products and trust can be a better driver of EWOM marketing behaviors. The conclusion is the same as that of Salehnia et al [38] that authenticity of tourism products and trust influence travellers' decision making, highlighting the positive effect of greater authenticity and trust on EWOM behaviors.

Second, the results show that the authenticity of tourism products has an optimistic impact on customers' trust in sellers, it demonstrates Zhang et al's[58] view that authenticity has an optimistic impact on trust. And this research finds that the more authentic the information of tourism products show, the more trust customers could have.

Third, there is an optimistic relationship between customer satisfaction and EWOM marketing behaviors. This is inconsistent with the view of Han et al[59] that the marginal effect perceived by consumers from negative losses is greater than that perceived from positive gains. For tourists, product satisfaction has a positive effect in encouraging them to spread EWOM. In addition, the more tourists use social media, the higher their satisfaction and EWOM[33].

Fourth, tourism product authenticity can promote customer satisfaction by positively influencing customer trust, and it has a partial mediating effect between tourism product authenticity and customer satisfaction. Besides, it also supports the research results of Zhai et al.[60] that trust has a mediating effect on tourists' behaviors. For tourists, before they come to the destinations, trust is one of the most vital factors to influence them, because they don't know the information of the products and only rely on the trust of the sellers to connect them. So, if the products have a more authenticity, travellers will increase the degree of trust, so as to increase the satisfaction of the destinations[61].

Fifth, tourism product authenticity can influence EWOM marketing behaviors by positively influencing customer satisfaction. And customer satisfaction has a mediating effect between these two variables and it also supports Rodríguez-López et al's[30] view on customer satisfaction. The higher authenticity will provide more value and then translate to their loyalty and preference. This study also consider if give more better comments about tourism products on social media, it can create the better EWOM.

5.2 Theoretical Contribution

Firstly, the theoretical contribution of this research reveals the relationship between authenticity of tourism products and EWOM marketing behaviors and the relationship between customer trust of sellers and EWOM marketing behaviors, providing a new theoretical angle and research structure for further study of EWOM marketing. Secondly, under the background of the hospitality industry, it provides theoretical knowledge on tourism product promotion and the impact of social media in the digital era, extending the previous studies in the hospitality industry. Furthermore, it investigates the functions of different social media platforms and fills the gap of EWOM marketing behaviors that tourists do.

5.3 Practical Contribution

In response to the questions of how to address customer satisfaction through product authenticity and customer trust in sellers, and what companies and customers should do to create a better environment for EWOM, this research proposes the practical insights. First, tourism destinations can manage and monitor any topics or tags on social media. When promoters are doing EWOM marketing promotion of tourism products, they need to guarantee the authenticity of the features and functions of products and prohibit the fake promotion on social media, to ensure that tourists can avoid the problems about the quality issues and can't be promised function consistency of products, so as to reduce the bad feelings of tourists. Second, the relevant department of tourist attractions can cooperate with local enterprises to create a trustworthy and healthy environment. The government can publish more regulations on the sellers of tourism products to regulate their behaviour and avoid situations of fraud, so as to give tourists more positive impressions. Tourists should also be reminded not to exaggerate descriptions when promoting on social media, and it is recommended to publish relevant content. Finally, when guiding tourists to share on social media, destinations should also pay attention to tourist experience and service quality, improve customer satisfaction and retain tourists with sincere service attitude and quality travel experience.

5.4 Limitations and Future Research

Firstly, this research mainly collected questionnaire data in the form of self-reporting, so respondents may hide their true feelings. Secondly, the target of this study is Generation Z tourists, and tourists of other age groups are not measured. Future studies can further investigate other target groups, such as the elderly. Moreover, in addition to the authenticity of tourism products and customer trust in sellers in this research, the cultural background of tourists and quality consistency of products can also be investigated in the future. Finally, this study only focuses on customer satisfaction, and other emotional factors can be investigated in the future.

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