A STUDY ON THE ANTECEDENTS OF TRAVEL KNOWLEDGE SHARING BEHAVIOR IN MOBILE SOCIAL MEDIA BASED ON THE PERSPECTIVE OF SELF-DETERMINATION THEORY

Miao Cong
Li Zhong Wu

National Institute of Development Administration (NIDA), Bangkok, Thailand

This study constructed a research model of the antecedents of mobile social media travel knowledge sharing behavior using self-determination theory and collected data from 403 mobile social media users through online questionnaires. The structural equation modeling (SEM) method was used to test the research model. The aim was to explore the influence of autonomous motivation on the travel knowledge sharing intention and behavior of mobile social media knowledge content creators, as well as the moderating effect of platform incentives (controlled motivation) on the relationship between knowledge sharing intention and behavior. The study addressed the question of how travel knowledge sharing behavior among mobile social media knowledge content creators is generated. The results showed that the autonomous motivation of knowledge contributors is positively related to travel knowledge sharing intention and behavior, and the strength of platform incentives (controlled motivation) positively moderates the extent to which knowledge sharing intention translates into knowledge sharing behavior. The innovation of this study lies in its first attempt to measure the autonomous motivation of knowledge creators to share knowledge using a hierarchical user experience, expanding the measurement dimensions of autonomous motivation. Additionally, the finding that platform incentives (controlled motivation) have a positive moderating effect on the relationship between travel knowledge sharing intention and behavior differs from the majority of existing research perspectives.

Miao Cong
Ph.D. student Program, International College, National Institute of Development Administration (NIDA), Bangkok, Thailand
Research interests: tourism, social media, digital marketing
E-mail: cong.mia@stu.nida.ac.th

Li Zhong Wu
Advisor, Ph.D., International College, National Institute of Development Administration (NIDA), Bangkok, Thailand
Research interests: tourism market, tourism marketing, E-marketing
E-mail: zhongwu.li@nida.ac.th
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Introduction

Due to characteristics such as global connectivity, real-time interaction, personal freedom of expression, and free access to content, mobile social media has become an excellent platform for travel knowledge content creators worldwide to share natural and cultural knowledge of travel destinations, personal travel experiences, and travel advice on accommodation, dining, and transportation.

For travel destinations, the sharing of travel knowledge on mobile social media also means more exposure, more tourists, and better travel experiences. It also contributes to promoting cross-cultural exchange and the development of the tourism industry in that region, ultimately resulting in more tourism revenue.

Research has found that people voluntarily and unpaidly contribute their knowledge, experience, viewpoints, and personal feelings out of personal interest and social needs (Sanz-Blas et al., 2013; Liao, 2017).

In addition to intrinsic motivations from knowledge content creators, mobile social media platforms reward users' content creation behavior through positive incentive measures such as advertising revenue sharing and monetization of traffic. According to QuestMobile's 2021 Insight Report on China's Internet Advertising Market, TikTok's advertising revenue is projected to reach 150 billion RMB in 2022, with knowledge content creators on TikTok accounting for 8.6% of the annual advertising revenue. "YouTube and creators also have a 50-50 split in advertising revenue sharing, and high-traffic content creators' income becomes quite considerable" (TechCrunch).

These recent cases indicate that platform incentive mechanisms such as advertising revenue sharing and traffic monetization provide personal knowledge monetization channels for knowledge content creators, significantly enhancing the frequency and quality of their knowledge content sharing behavior.

However, at present, the theoretical community has not paid enough attention to the mechanism of the individual's motivation and the sharing of travel knowledge. What role does the motivation to share knowledge based on one's intrinsic needs, autonomously and without compensation, play in this process? From which dimensions can it be measured? What role does the knowledge-sharing incentive on the platform play? The different mechanisms of these two different psychological motivations for sharing travel knowledge behaviors are currently not clear enough, and the research on the antecedents of mobile social media travel knowledge sharing behaviors seems to be relatively lagging.

This study takes knowledge content creators who create and publish knowledge content about travel destinations, humanistic and natural knowledge, personal travel experiences, as well as travel guides on food, accommodation, and transportation aspects on mobile social media platforms as the research subjects. Starting from the core concepts of autonomous motivation and controlled motivation in the self-determination theory (Deci & Ryan, 1985), an empirical analysis is conducted on their antecedents of sharing travel knowledge behavior on mobile social media, revealing the psychological motivation factors and formation mechanisms of mobile social media knowledge content creators' travel knowledge sharing behaviors.
**Objectives**

Explore the impact of knowledge content creators’ intrinsic and spontaneous motivations (Gagné, 2009; Zhao et al., 2016) on their behavior of sharing travel knowledge, and explore the inner psychological needs of knowledge content creators—multi-dimensional and hierarchical user experience—to explain the formation factors of autonomous motivation.

Propose and verify a point of view that is different from most studies in the theoretical community: "Platform incentives" (controlled motivation) may have a positive moderating effect between travel knowledge sharing intention and travel knowledge sharing behavior.

**Materials and methods**

**Literature review**

Motivation is a key factor that influences individual behavior. After the introduction of self-determination theory (Deci & Ryan, 1985), human behavioral motivations were further classified into autonomous and controlled motivations based on the degree of autonomy. Autonomous motivation is driven by the desire to fulfill internal needs, such as satisfaction, happiness, emotional involvement, and a sense of belonging during an activity (Deci & Ryan, 1987).

On the other hand, controlled motivation is induced by external factors, where the individual's behavior is driven not by an inherent need but by external influences, such as reward mechanisms or encouragement and evaluation from others (Deci & Ryan, 1987; Sheldon, 2012).

In the research field of knowledge sharing behavior, there are two opposing views on the relationship between autonomous motivation and knowledge sharing behavior (Zhao et al., 2016; Chung et al., 2016). Similarly, empirical findings on the relationship between externally controlled motivations such as rewards and incentives and knowledge-sharing behavior have been both positive (Wang & Hou, 2015) and negative (Bock & Kim, 2002; Zhao et al., 2016; Zhang et al., 2017).

Until now, the theoretical extension of self-determination theory has continued to evolve and enrich, providing new theoretical breakthroughs for studying individual behavioral motivations.

**Research hypotheses**

**Autonomous motivation and travel knowledge sharing intention and travel knowledge sharing behavior**

Gagné has provided a comprehensive discussion on autonomous motivation: when an individual's intrinsic psychological needs are supported by the environment, their autonomous motivation will be dominant, exerting a sustained influence on their knowledge-sharing intentions and behaviors (Gagné, 2009). This study posits that an individual's engagement in a behavior stems from their intrinsic psychological needs. If a behavior can satisfy an individual's intrinsic psychological needs, they will intend to engage in that behavior, with the behavior being the final manifestation of the intention.
This viewpoint is not novel; early empirical research published in the American Economic Review by Frey pointed out that autonomous motivation, which entails fulfilling certain intrinsic psychological needs, can have a sustained influence on an individual's behavior (Frey & Oberholzer-Gee, 1997).

So, what intrinsic psychological needs constitute the autonomous motivation for creators to share travel knowledge? Research by Gentile et al. (2007) found that functional, emotional, and social experiences are considered reflections and manifestations of different hierarchies of needs, from low to high, in user experiences. The researchers further point out that social platforms providing convenient functions for individual knowledge sharing can stimulate a strong intention for knowledge sharing (Olaisen & Revang, 2017).

Emotional experiences (Stieglitz & Dang-Xuan, 2013), as individuals' perceptions during the process of knowledge sharing on social networks, can significantly influence their behavior (Chang & Huang, 2016). The experiences brought about by social participation serve as a powerful motivation for members to engage in knowledge sharing (Syn & Oh, 2015).

This study measures the relationship between creators' intrinsic motivation and their intention to share travel knowledge by examining their internal psychological needs at three different levels: "functional experience," "emotional experience," and "social experience." The following hypotheses are proposed:

H1: Autonomous motivation has a positive impact on travel knowledge sharing intentions.

H2: Autonomous motivation has a positive impact on travel knowledge sharing behavior.

Travel knowledge sharing intention and travel knowledge sharing behavior

The relationship between individual behavioral intention and behavior has been extensively proven by numerous empirical studies based on classic theoretical models such as TPB, TAM, and ECM: the stronger the individual's behavioral intention, the greater the likelihood of taking action. There is also overwhelming evidence in various studies at different times that demonstrates the inevitable relationship between knowledge sharing intention and knowledge sharing behavior (Bock & Kim, 2002; Bello & Oyekunle, 2014; Tong & Li, 2022).

Based on theoretical reasoning and the support of the above empirical evidence, this study proposes the following hypothesis:

H3: Travel knowledge sharing intention has a positive impact on travel knowledge sharing behavior.

The mediating role of travel knowledge sharing intention

The emergence of travel knowledge sharing behavior has experienced two phases: in the first phase, the intention to share knowledge first arises from individual intrinsic motivations; the second is the behavior execution phase, during which the knowledge sharing intention of the content creator escalates to actual action.

It is evident that intention plays a mediating role between intrinsic motivation and behavior. In this study, intrinsic motivation can directly influence travel knowledge sharing behavior and can also be transmitted to travel knowledge sharing behavior through knowledge sharing intention.
This effect is commonly referred to as the mediating effect in management studies (Wen & Ye, 2014). Based on this, this study proposes the hypothesis:

H4: Travel knowledge sharing intention Mediates the relationship between autonomous motivation and travel knowledge sharing behaviors.

**Platform incentives (controlled motivation) and travel knowledge sharing intentions and behaviors**

Platform incentives (controlled motivation) refer to the incentive mechanisms adopted by the platform to stimulate the sharing behavior of content creators, such as advertising revenue sharing and monetization of traffic.

When there is no incentive mechanism, the balanced choice of users on the platform is not to contribute content (Park & Van Der Schaar, 2010).

Rewards, economic incentives, non-economic incentives, etc., can have a positive impact on individuals' knowledge-sharing behavior (Wang & Hou, 2015).

However, some scholars hold the opposite view: external rewards can have a negative impact on individuals' attitudes towards knowledge sharing (Bock & Kim, 2002).

Virtual rewards and material rewards do not have a positive effect on knowledge sharing behavior (Zhao et al., 2016; Zhang et al., 2017).

This study believes that the fundamental motivation for individuals to engage in certain behaviors is not external incentives or rewards; in other words, platform incentives (controlled motivation) are not the antecedents of users' intentions to share knowledge.

As previously mentioned, authors first intend to share travel knowledge under the influence of autonomous motivation, while externally controlled motivation plays a positive regulatory role in the process of transforming the intention to share into specific behavior. DECI has also stated that individual behavior for rewards, incentives, and other external factors should be defined as a type of externally regulated variable with a high level of control (Deci & Ryan, 1987).

Based on the above analysis, this study proposes the following hypotheses:

H5 platform incentives (controlled motivation) positively moderate the relationship between travel knowledge sharing intention and travel knowledge sharing behaviors.

In summary, the antecedents and mechanisms of action of mobile social media knowledge content creators to generate travel knowledge sharing behaviors are presented in the Fig. 1.

**Research method**

This study selected three cities: Bangkok, Thailand, Vancouver, Canada, and Kunming, China, as test samples and data collection locations.

The respondents first need to answer two screening questions:
- Do you have more than one mobile social media account and use it frequently?
- Do you enjoy traveling and have a lot of knowledge about natural, cultural, and travel experiences related to travel destinations?

If the answer to both of these questions is yes, then there is a need to answer the subsequent questions; otherwise, there is no need to participate in this survey or the survey questionnaire is invalid.

This study utilized the snowball sampling method to collect research data through an online questionnaire platform called "Wenjuanxing." A total of 420 questionnaires were
distributed, and 420 were collected, resulting in a response rate of 100%. After screening and organizing, 17 invalid questionnaires were excluded, leaving a final sample of 403 valid questionnaires with an effective rate of 96%.

The measurement scales used in this study were mature scales from previous research. In order to better suit the context of this study, some items were modified. To ensure the reliability and validity of the scales, relevant experts were invited to conduct a pre-survey.

All variables were measured using a Likert 7-point scale, with 1 indicating "strongly disagree" and 7 indicating "strongly agree."

The three dimensions of autonomous motivation for knowledge sharing were inspired by the functional experience scale developed by Flanagin & Metzger (2001), consisting of 3 items; the emotional experience scale developed by Leung (2003), consisting of 3 items; and the social experience scale, consisting of 3 items.

Platform incentives (controlled motivation) were adopted from the employee knowledge sharing behavior motivation scale developed by Wang & Hou (2015), consisting of 4 items.

The Knowledge Sharing Intention and Knowledge Sharing Behavior scales from Bock & Kim (2002) were used in this study.

The travel knowledge sharing intention scale consists of 4 items, while the travel knowledge sharing behavior scale consists of 5 items.

Results and discussion

Reliability and validity tests

This study employed the internal consistency coefficient method (Cronbach's alpha) to examine the reliability of the scale data. It is generally accepted that a Cronbach's alpha
A coefficient greater than 0.7 indicates high internal consistency and good reliability of the questionnaire.

The SPSS software analysis results, as shown in Tab. 1, show that the overall coefficient for the scale is 0.933. This indicates that the scale data in this study are highly reliable.

Table 1 - Reliability analysis of measurement scales
(made by co-authors)

<table>
<thead>
<tr>
<th>variable</th>
<th>Cronbach’s Alpha</th>
<th>Standardized factor loading</th>
<th>CR</th>
<th>AVE</th>
<th>items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autonomous motivation</td>
<td>0.912</td>
<td>0.784</td>
<td>0.619</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Functional experience</td>
<td>0.908</td>
<td>0.837-0.861</td>
<td>0.908</td>
<td>0.696</td>
<td>3</td>
</tr>
<tr>
<td>Emotional experience</td>
<td>0.916</td>
<td>0.854-0.903</td>
<td>0.916</td>
<td>0.788</td>
<td>3</td>
</tr>
<tr>
<td>Social experience</td>
<td>0.938</td>
<td>0.811-0.854</td>
<td>0.938</td>
<td>0.773</td>
<td>3</td>
</tr>
<tr>
<td>Platform incentives (controlled motivation)</td>
<td>0.847</td>
<td>0.813-0.889</td>
<td>0.847</td>
<td>0.689</td>
<td>4</td>
</tr>
<tr>
<td>Travel knowledge sharing intention</td>
<td>0.932</td>
<td>0.893-0.916</td>
<td>0.932</td>
<td>0.783</td>
<td>4</td>
</tr>
<tr>
<td>Travel Knowledge Sharing Behavior</td>
<td>0.951</td>
<td>0.839-0.91</td>
<td>0.951</td>
<td>0.805</td>
<td>5</td>
</tr>
</tbody>
</table>

To test the convergent validity and discriminant validity, a confirmatory factor analysis (CFA) was conducted.

As shown in Tab. 1, all items of the scales have factor loadings above 0.7, CR values above 0.7, and AVE values above 0.6, all of which exceed the minimum standards, indicating good convergent validity of the questionnaire.

As shown in Tab. 2, the square root of AVE is greater than the absolute values of the correlation coefficients between the latent variables, indicating good discriminant validity.

In conclusion, the reliability and validity of the questionnaire meet the requirements.

Table 2 - Discriminant validity
(made by co-authors)

<table>
<thead>
<tr>
<th>variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Autonomous motivation</td>
<td>0.539</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Platform incentives (controlled motivation)</td>
<td>0.717***</td>
<td>0.689</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Travel knowledge sharing intention</td>
<td>0.847***</td>
<td>0.764***</td>
<td>0.821</td>
<td></td>
</tr>
<tr>
<td>4. Travel Knowledge Sharing Behavior</td>
<td>0.79***</td>
<td>0.736***</td>
<td>0.814***</td>
<td>0.795</td>
</tr>
<tr>
<td>$\sqrt{AVE}$</td>
<td>0.734</td>
<td>0.830</td>
<td>0.906</td>
<td>0.892</td>
</tr>
</tbody>
</table>

Note: The diagonal value is the square root of AVE.
Hypothesis testing

Measurement model verification
The measurement model in this study was validated using AMOS 23.0 through confirmatory factor analysis.
As shown in Tab. 3, all composite fit indices fall within their respective standards, indicating a good model fit.

Table 3 - Model fitness testing
(made by co-authors)

<table>
<thead>
<tr>
<th>Statistical test quantity</th>
<th>name of index</th>
<th>measured value</th>
<th>Adapter standard</th>
<th>inspection result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute fit indices</td>
<td>RMSEA</td>
<td>0.023</td>
<td>&lt;0.05</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>GFI</td>
<td>0.946</td>
<td>&gt;0.9</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>AGFI</td>
<td>0.931</td>
<td>&gt;0.9</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>SRMR</td>
<td>0.028</td>
<td>&lt;0.05</td>
<td>pass muster</td>
</tr>
<tr>
<td>Parsimonious fit indices</td>
<td>$\chi^2/df$</td>
<td>1.346</td>
<td>1-3</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>PGFI</td>
<td>0.778</td>
<td>&gt;0.5</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>PNFI</td>
<td>0.854</td>
<td></td>
<td>pass muster</td>
</tr>
<tr>
<td>Incremental fit measurement</td>
<td>NFI</td>
<td>0.922</td>
<td>&gt;0.9</td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>IFI</td>
<td>0.906</td>
<td></td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>RFI</td>
<td>0.970</td>
<td></td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>TLI</td>
<td>0.932</td>
<td></td>
<td>pass muster</td>
</tr>
<tr>
<td></td>
<td>CFI</td>
<td>0.982</td>
<td></td>
<td>pass muster</td>
</tr>
</tbody>
</table>

Main effects testing
Using the structural equation software AMOS 23.0, the fit indices of the model and the testing results of the main effects path coefficients were calculated using maximum likelihood estimation.
The path coefficient testing results are shown in Tab. 4, where all main effects paths reach significance level (p<0.05).
The results of the testing show support for the research hypotheses that knowledge sharing autonomy motivation is related to travel knowledge sharing intention and behavior, and travel knowledge sharing intention is related to travel knowledge sharing behavior.
Table 4 - Hypothesis test results
(made by co-authors)

<table>
<thead>
<tr>
<th>Ath Relationship</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Inspection Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM → TKSI</td>
<td>0.661***</td>
<td>0.12</td>
<td>7.533</td>
<td>&lt;0.001</td>
<td>Notable</td>
</tr>
<tr>
<td>AM → TKSB</td>
<td>0.344**</td>
<td>0.113</td>
<td>3.263</td>
<td>0.002</td>
<td>Notable</td>
</tr>
<tr>
<td>TKSI → TKSB</td>
<td>0.278*</td>
<td>0.081</td>
<td>2.658</td>
<td>0.011</td>
<td>Notable</td>
</tr>
</tbody>
</table>

Note: ***P correlation is significant at the 0.001 level. **P correlation is significant at the 0.01 level. The P correlation is significant at the 0.05 level.

AM: autonomous motivation. TKSI: travel knowledge sharing intention. TKSB: Travel knowledge sharing behavior

**Mediating effect test**

Based on the analysis conducted using the bootstrap method of the PROCESS plugin, the results of the mediating role of travel knowledge sharing intention is shown in Tab. 5.

The results of the mediation effect of travel knowledge sharing intention on the relationship between knowledge sharing autonomous motivation and travel knowledge sharing behavior indicate that the indirect effect value is 0.531, with a 95% confidence interval of (0.437, 0.625). The confidence interval does not include 0, indicating a significant indirect effect and a significant mediating role. The direct effect value is 0.277, with a 95% confidence interval of (0.181, 0.375).

The confidence interval does not include 0, indicating a significant direct effect as well. This suggests that travel knowledge sharing intention partially mediates the influence of knowledge sharing autonomous motivation on travel knowledge sharing behavior, with a mediation effect of 65.7%.

The results support the research hypothesis.

Table 5 - Mesomeric effect
(made by co-authors)

<table>
<thead>
<tr>
<th>path relationship</th>
<th>Effect of type</th>
<th>effect size</th>
<th>P</th>
<th>95% confidence interval</th>
<th>Percentage of effect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>LCLI</td>
<td>ULCI</td>
</tr>
<tr>
<td>AM→TKSI→TKSB</td>
<td>Indirect</td>
<td>0.531</td>
<td>-</td>
<td>0.437</td>
<td>0.625</td>
</tr>
<tr>
<td></td>
<td>Direct</td>
<td>0.277</td>
<td>&lt;0.001</td>
<td>0.181</td>
<td>0.375</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>0.808</td>
<td>&lt;0.001</td>
<td>0.75</td>
<td>0.843</td>
</tr>
</tbody>
</table>

Note: AM: autonomous motivation. TKSI: travel knowledge sharing intention. TKSB: Travel knowledge sharing behavior

**Moderating effects test**

The results of the moderation effects of platform incentives (controlled motivation) on travel knowledge sharing intention and behavior are shown in Tab. 6.

The goodness-of-fit test of the model shows that the R value is 0.768 and the R2 value is 0.603, indicating that the model explains 60.3% of the variance in the dependent variable. The F value is 223.5, significant at the 0.001 level, indicating that the constructed model is meaningful.
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The coefficient value of the interaction term between travel knowledge sharing intention and the moderating variable platform incentives (controlled motivation) is 0.052, with P<0.001, and the 95% confidence interval (0.024, 0.085) does not include 0, indicating a significant interaction effect and positive coefficient.

This suggests that platform incentives (controlled motivation) positively moderate the relationship between travel knowledge sharing intention and behavior.

Table 6 - Test of the moderating effect
(made by co-authors)

<table>
<thead>
<tr>
<th>Model 1</th>
<th>coeff</th>
<th>S.E</th>
<th>t</th>
<th>p</th>
<th>95% confidence interval</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>LLCI</td>
</tr>
<tr>
<td>constant</td>
<td>4.506</td>
<td>0.053</td>
<td>84.619</td>
<td>&lt;0.001</td>
<td>4.414</td>
</tr>
<tr>
<td>TKSI</td>
<td>0.739</td>
<td>0.028</td>
<td>26.355</td>
<td>&lt;0.001</td>
<td>0.684</td>
</tr>
<tr>
<td>CM</td>
<td>0.006</td>
<td>0.030</td>
<td>0.200</td>
<td>0.842</td>
<td>-0.054</td>
</tr>
<tr>
<td>TKSI * CM</td>
<td>0.052</td>
<td>0.016</td>
<td>3.619</td>
<td>&lt;0.001</td>
<td>0.024</td>
</tr>
<tr>
<td>R</td>
<td></td>
<td></td>
<td></td>
<td>0.768</td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td></td>
<td></td>
<td></td>
<td>0.603</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td>223.5***</td>
<td></td>
</tr>
</tbody>
</table>

Note: CM: Platform incentives (controlled motivation) TKSI: Travel knowledge sharing intention

According to Fig. 2, the higher the level of platform incentives (controlled motivation), the steeper the slope of the line, indicating that as platform incentives (controlled motivation) improve, the impact of travel knowledge intention on knowledge sharing behavior increases.

In other words, compared to low levels of platform incentives (controlled motivation), under conditions of high levels of platform incentives (controlled motivation), the impact of travel knowledge sharing intention on knowledge sharing behavior is stronger.

These findings support the hypotheses of previous research.

Assumption verification

The results of this study show creators' autonomous motivation has a significant correlation with travel knowledge sharing intention and behavior.

Among the three first-order variables constituting autonomous motivation for knowledge sharing: functional experience (0.75), emotional experience (0.64), and social experience (0.78), social experience (0.78) has the highest degree of explanation for autonomous motivation for knowledge sharing.

The data tests also confirmed that the strength of platform incentives (controlled motivation) positively moderates the extent to which travel knowledge sharing intentions are transformed into travel knowledge sharing behaviors.
Conclusion

The theoretical value of this study can be summarized in the following points: Firstly, it is the first attempt to measure autonomous motivation for knowledge sharing using a hierarchical user experience approach: functional experience, emotional experience, and social experience.

Secondly, the study confirms the positive moderating effect of platform incentives (controlled motivation) on the relationship between travel knowledge sharing intention and behaviors, which differs from the views of most researchers. The mobile social media travel knowledge sharing behavior antecedent model constructed in this study sheds light on the reasons and motivations for knowledge content creators to share destination-related travel knowledge on mobile social media. It presents a clear pathway from autonomous motivation to intention, then to controlled motivation, and finally to specific behavior generation, thus providing a complete process of formation.

From the perspective of practical value, understanding this process has a greater reference value for platform managers to better promote the sharing of travel knowledge and behaviors.

The results of the hypothesis validation help mobile social media managers purposefully enhance the three different levels of experiential sensations obtained by creators.
in the travel knowledge sharing process and better satisfy the intrinsic psychological needs of creators, and continue to strengthen the role of knowledge-sharing incentives.

This study aims to help mobile social media platforms build more vibrant and interactive travel knowledge sharing topics, encouraging creators to create and share high-quality travel destination knowledge, travel experiences, and strategies, providing travelers with richer cross-cultural communication experiences. Ultimately, it aims to attract more tourists to travel destinations and increase travel revenue.

This article marks the beginning of a long-term study on the behavior of knowledge sharing on mobile social media for travel. Although it explores the antecedents of travel knowledge sharing behavior, there are still some limitations. Future research will further explore the interaction effects between different knowledge-sharing motivations and differences in the intensity of influence in order to explore the optimal strategies for promoting creators to share travel knowledge.

References:


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