

## A Study on the Motivation of Honeymoon Travelers to Participate in Wedding Photography Based on UTAUT Model<sup>†</sup>

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### Abstract

Wedding tourism industry is based on marriage, wedding, honeymoon series around wedding tourism content, combining tourism services and wedding series of special industry, provide a comprehensive service experience. Tourism wedding photography, also known as the industry "travel photography", as the combination of wedding photography and honeymoon tourism products, deeply won the new generation of young people like. With the rising consumption capacity of residents, Chinese consumers have gradually increased their requirements for the style and quality of wedding photos, and the number of consumers pursuing personalization and diversification is increasing. Therefore, the new form of tourism wedding photography business is favored by consumers. The primary goal of this study is to study the influence of honeymoon travelers' wedding photography behavior.

Based on this phenomenon, this paper focuses on the user acceptance model of honeymoon travelers participating in wedding photography behavior based on the UTAUT (Unified Theory of Acceptance and Use of Technology) model. Understanding these key factors can also show the advantages and disadvantages of current wedding service products, thus helping tourist destinations and operators to develop better future strategies to successfully manage wedding tourism.

Based on the empirical results, this paper puts forward relevant suggestions and makes research prospects, hoping to play a guiding and reference role for wedding photography companies to understand the characteristics of user behavior, adopt corresponding personalized service strategies, and promote the development of wedding photography service industry.

The following conclusions are drawn from the research , Performance Expectancy 、 Effort Expectancy 、 Facilitating Condition 、 Facilitating Condition 、 Behavioral Intention has a significant positive impact on behavioral intention.Social Influence does not have a significant impact on behavioral intention.

**Keywords:** Wedding photography, Honeymoon travelers, UTAUT model

### Introduction

Tourism industry is the complementary and extension of wedding industry, tourism industry departments, resources, products used for the wedding industry, wedding tourism industry is based on marriage, wedding, honeymoon series around wedding tourism content, combining tourism services and wedding series of special industry, provide a comprehensive service experience, this is a kind of special tourism products, generally contains the sightseeing scenic spot wedding celebration design, wedding event layout, sightseeing and a series of content. The unique, seasonal, complex and casual characteristics of tourism and the sense of marriage ceremony can bring romantic and warm experience. Wedding tourism depends on this psychological satisfaction, wedding tourism makes wedding activities more personalized and sense of The Times. Some scholars believe that at present, China's wedding tourism is roughly divided into 3 aspects: Tourism wedding photography, wedding celebration tourism and wedding honeymoon travel.

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Wedding photography is tailored for the newlyweds, service, quality, sales in one of the commemorative photos. Make customers fully enjoy the fashion, professional, comfortable shooting process. Provide customers with high quality shooting, product quality and reliable service.

This research starts with the characteristics that should be paid attention to in wedding tourism, can be divided into 2 categories: Personal characteristics (including personal personality, physical state, eating habits, cultural cognition and economic conditions, etc.), and external characteristics (including travel environment such as natural resources, climate, ecology, food, culture and historical buildings, honeymoon planning companies, wedding style, family habits, entertainment and transportation, etc.). Understanding these key factors can also show the advantages and disadvantages of current wedding service products, thus helping tourist destinations and operators to develop better future strategies to successfully manage wedding tourism.

This paper uses the UTAUT model to study the wedding photography behavior of honeymoon travelers, which is innovative in the selection of research objects. Meanwhile, on the basis of retaining the core variables of the UTAUT model and combining with the characteristics of honeymoon travelers, this paper has a wide range of applications and is innovative in the research methods.

Understanding this key factor is important for tourist destinations and event operators. This study helps tour operators understand the unique appeal of Chinese wedding tourism and can also be used for competitive advantage. At the same time, analyzing key factors can show the level of preparation of the destination, and operators need to improve when designing their strategies.

## Literature review

Marriage is a crucial decision for every Chinese family. In line with the idea of “only once in life”, both the newlyweds and both parents hope to do this life event.

If a wedding banquet is a way to show their wealth to others, then a wedding ring is a way to show their strength and commitment to a woman, while wedding photos and honeymoon trips are memories and good memories of sweet moments (Li, 2018).

Some scholars pointed out that the change of wedding tourism consumption concept is not only reflected in the couple choose the wedding celebration after the honeymoon tourism, also reflected in more and more couples choose different wedding photos, proposal, wedding celebration, honeymoon, and even expand to the guest of travel and the couple future memorial wedding tourism, parent-child tourism, etc., the whole process tends to personalized, thematic and fashion (Xu, 2016).

To sum up, foreign scholars' research on wedding tourism focuses on the origin of wedding tourism, the influencing factors of selection, market demand, honeymoon destination building, consumption behavior, tourism motivation and so other aspects.

According to the Chinese portrait photography industry development report, the scope of wedding photography includes wedding photography, wedding photography, tourism wedding photography, wedding memorial photography, private custom wedding photography, etc. Wedding photography is not only the witness of the 2 new marriage, but also the blessing of God, the marriage made in heaven to witness, wedding photos are both beautiful and sacred.

The rapid development of the wedding photography industry, its rapid development benefits from the continuous progress of science and technology, the emergence of the digital camera makes the cost of wedding photography is no longer simply labor costs and material prices, wedding-married when shooting wedding photos have become a must for young people to get married. With the continuous progress of the society, people's requirements for brand and quality are gradually strengthened and recognized. Consumers in the economic conditions allow, will choose to take a set of satisfactory wedding photos, to complete the witness of love.

Wedding photography corporate culture style is based on the Korean aesthetics, European luxury goods, natural travel and other shooting concept overview and the pursuit of cultural market trend, in the face of the market trend, large wedding photography company has a strong strength and brand effect, and small and medium-sized wedding photography studio in fashion wedding photography trend has the advantage of can quickly change.

Wedding photography is the “new field” in the wedding ceremony, the couple relative to the other stages of the wedding ceremony dominant, can completely show the couple’s imagination of marriage and married life.

China’s wedding industry and tourism industries are developing rapidly, and both have great potential. With the continuous improvement of residents, consumption income, people’s wedding-related consumption is also increasing year by year. The wedding values and consumption concept of the new generation of young people are gradually transformed from the material level to the spiritual level. They are no longer satisfied with the model of the traditional wedding, but pay more attention to the creative and personalized design of the wedding, hoping to have a unique and unforgettable wedding.

The combination of wedding photography and tourism is a successful cross-border integration, in recent years, the national tourism policy dividend is constantly released, driving tourism photography to maintain rapid growth, many domestic tourism cities such as Sanya, Hainan, Xiamen, Fujian, Yunnan Dali and other places of tourism photography year-on-year growth ratio has reached double digits. Among them, the tourism photography segment plate wedding documentary photography market demand is more and more strong, the combination of wedding photography and tourism is increasingly favored by consumers, the average price of the industry presents more than 10 times the explosive growth, the industry ecology is gradually improved.

## Methodology

Before the UTAUT model was proposed, the academic circle has successively put forward 8 theoretical models, including rational behavior theory (TRA), planned behavior theory (TPB), and technology acceptance theory (TAM). Venkatesh et al. (2003) have proposed the so-called integrated technology acceptance model based on the so-called “authoritative model” (Unified Theory of Acceptance and Use of Technology/UTAUT). Venkatesh believes that the UTAUT model can have a 70 % explanatory power for user acceptance and use of technology, which can be used as an evaluation tool and standard for information technology acceptance.

Researchers have used the UTAUT model to conduct extensive empirical research on the user acceptance behavior of information technology, and based on this basis to explore the extended factors, which is widely used in many fields, including business, finance, media, banking and other fields integrating information technology and services.

Based on this phenomenon, this paper focuses on the user acceptance model of wedding photography behavior based on the UTAUT model. That is, on the basis of UTAUT model (integrated technology acceptance unified model), Performance Expectancy (PE), Effort Expectancy (EE), Facilitating Condition (FC) and social impact Social Influence (SI). The data was collected through the questionnaire survey, and the empirical analysis of the data was carried out, so as to explain the influence degree of the variables in the model on the use of users’ willingness to accept the travel wedding photography and the use behavior according to the empirical results.

The word Expectancy is from the Expectancy Theory proposed by the famous North American psychologist Froome in 1964. It’s a personal perception of what he/she wants to achieve in the future. Performance expectation refers to the degree to which people feel helpful as the new technology and system is used in work. In the UTAUT model, the higher the performance expectation is, the easier it is for the individual to use the technology system. Some scholars think that PE plays a pivotal role in studying the user’s act and attitude (Zheng, 2021).

PE is a factor that integrates the perceived usefulness, relative advantage and other theories. It is found by (Yang, 2021) that PE of the health management system perceived by the user would positively impact their willingness to use it in the study on factors influencing the acceptance of the health management system for the elderly. It is studied by (Yang, 2021) on the user acceptance model of offline e-commerce that PE would produce the positive impact on the user’s intention. At the same time, there are also different findings. For example, it is found by (Shu, 2018) that PE is not correlated with the user’s intention in his empirical study on the acceptance of Sina Weibo information stream ads by users. It is found by (Wang,

2021) in the empirical study on the intention to use mobile e-health services that PE didn't significantly impact the users' intention.

As regard with the project of honeymoon travelers' wedding photography research, the newlyweds usually focus on whether it can improve the performance in the honeymoon period. The previous literatures show that the newly married couples mainly demand for the honeymoon travel, wedding banquet and material consumption for the marriage. As for the honeymoon trip, the travelers are prone to obtain the corresponding revenues through travelling and photographing wedding dress on the trip.

The definition of EE is the effort expected to pay by the individual when he/she uses a new system, it includes the time needed to learn new knowledge and technology as well as financial cost, etc. According to this theory, the user's experience and use convenience are important factors to be taken into account when promoting a new technology or method. Some scholars think that the degree to which the easiness to use the system integrates the perceived ease of use, ease of use and complexity in the PE users' eyes (Wang, 2021). Generally speaking, the less effort is required and the greater the impact is the on behavioral intention, the more acceptable the technique is. Liu (2021) plays a significant positive role in the acceptance and use of micro-lessons by college students. However, it is found by (Wang, 2021) in the analysis on factors influencing residents' intention to use smart community network platforms that EE had no significant influence on residents' intention.

SI refers to the degree to which an individual is influenced by the surrounding group and it focuses on the conformity act of an individual in organization. Some scholars think that SI is to analyze the factor load applied on the measurement indicators under its dimensions, which is used to screen out the measurement indicators with significant influence on it and put forward corresponding measures based on these measured indicators (Zhang, 2021). Many previous studies have confirmed SI has the significant correlation with the user's intention. It is found that his study on the factors influencing college students' acceptance of mobile learning that SI significantly affect the willingness to use mobile phones (Xie, 2018).

This environment is formed by the colleagues, friends and parents, etc. The variable is used to measure the process in which the subjects' perceptions might be changed by the perception of external groups. In this study, the honeymooners pay attention to the recognition of the wedding photography on travel in their circle of friends and by their colleagues, friends and parents.

Facilitating condition refers to the degree to which the tested person feels the support from the organizational system when adopting a new technology or product. Some scholars think that FC refers to the support of external environment perceived by individuals for the technology and resources of information system, that is, the technology and resources are disposable to users in using the information technology (Yu, 2021). Many studies have confirmed that FC could significantly impact the individual's act. It is studied by that the user's acceptance of interstitial ads in creativity show that it had a significant impact on the intention. It is found by (Li, 2014) in his study on the acceptance of mobile travel APP users that the support of technologies and resources surrounding the user could influence their effort expectations for the mobile travel APP.

By combining subjects of this paper, the honeymoon travelers usually pay attention to the subjective perception of factors like the degree of completeness in accepting the supporting services of wedding photography on the honeymoon travel.

### **Questionnaire design**

This study mainly focuses on investigating the acts of newlyweds participating in wedding photography during honeymoon trips according to the subjects. The measurement scale designed in this paper is developed based on the UTAUT model according to the literature review and research subjects in aforesaid sections. It mainly includes 6 modules of performance expectation, effort expectation, social influence, facilitating condition, participation intention and act.

The questionnaire is designed in this paper on the basis of comprehensive newlyweds' needs. In terms of the content validity of the questionnaire, the experienced photographers, customer service staff, managers of wedding studios and other experts are organized for consultation. The questionnaire items

were designed by considering the expert opinions and the construction of the UTAUT model to reflect the factors influencing the act of honeymoon travelers in photographing the wedding dress to the greatest extent.

### **Data collection**

The research is located in a local wedding studio enterprise through considering the target and subjects. A questionnaire survey will be conducted when the newlyweds come to the studio to discuss wedding photography. In such background, this study will investigate the target enterprises during 2021 - 2022, questionnaires are distributed to those who are potentially willing to take wedding photos so as to collect the necessary basic data. Combined with the suggestions of scholars like (Hair et al., 2006) the ratio of questions and samples in the questionnaire of the model will be between 1:10 and 1:15 according to the demand of SEM model for samples.

As mentioned in the aforesaid sections, the questionnaire is designed with 19 questions. Therefore, it is in the demand for 190 to 285 samples according to the Hair's recommendation. 300 copies of questionnaires were distributed and 296 copies were recovered, with a recovery rate of 98.6 %. 283 effective questionnaires were selected in this study after preliminarily sorting out the questionnaires and the effective recovery rate is 94.3 %.

### **Analysis method**

#### ***Literature research method***

In CNKI and foreign language academic website consulted a lot of tourism management works and literature, carefully study, but also refer to other writing wedding photography company marketing strategy research papers, using these theoretical literature, the preliminary design of newly-weds behavior and intention to form elements of latent variables and measurable variable indicators.

#### ***Empirical analysis***

The structural equation model is adopted in the empirical analysis, which is a statistical method to analyze the relationship between variables based on the covariance matrix of variables. In this study, the structural equation model is proposed to verify the theoretical model and research hypothesis of newlyweds' wedding photography and analyze the structural relationship between latent variables of the behavioral factors and the causal relationship between latent and measurable variables. The structural equation and measurement equation constructed in this study are as follows:

The following structural equation is established for the relationship between the forming elements of the newlyweds' wedding travel photography:

where,

$\eta$ :  $m \times 1$  vector, endogenous latent variable, that is, participation intention and act.

$B$ :  $m \times m$  matrix, the coefficient of endogenous latent variable  $\eta$ , representing the interaction between endogenous latent variables.

$\Gamma$ :  $m \times n$  matrix, the coefficient of exogenous latent variable  $\xi$ , representing the influence of exogenous latent variable on endogenous latent variable.

$\xi$ :  $n \times 1$  vector, exogenous latent variables, i.e., performance expectation, effort expectation, social influence and facilitating condition.

$\zeta$ :  $m \times 1$  vector, it is a random error in structural equation model.

The following measurement equations were established between latent variables and measurable variables:

$$x = \Lambda x \xi + \delta$$

$$y = \Lambda y \eta + \varepsilon$$

where,

$x$ : the vector composed of exogenous measurable variables.

$y$ : the vector composed of endogenous measurable variables.

$\Lambda_x$ : the relationship between exogenous measurable variables and exogenous latent variables, which is called the factor load matrix of exogenous measurable variables on exogenous latent variables.

$\Lambda_y$ : the relationship between endogenous measurable variables and endogenous latent variables, which is called the factor load matrix of endogenous measurable variables on endogenous latent variables.

$\delta$ : the measurement error of exogenous measurable variable  $x$ .

$\varepsilon$ : the measurement error of the endogenous measurable variable  $y$ .

### Proposed research model

This study was to explore the key factors in wedding dress photography during honeymoon trip of newlyweds. The unified theory of acceptance of technology is the core theoretical framework in this study according to the research purpose and the problem scope in combination with the relevant literature collated herein.

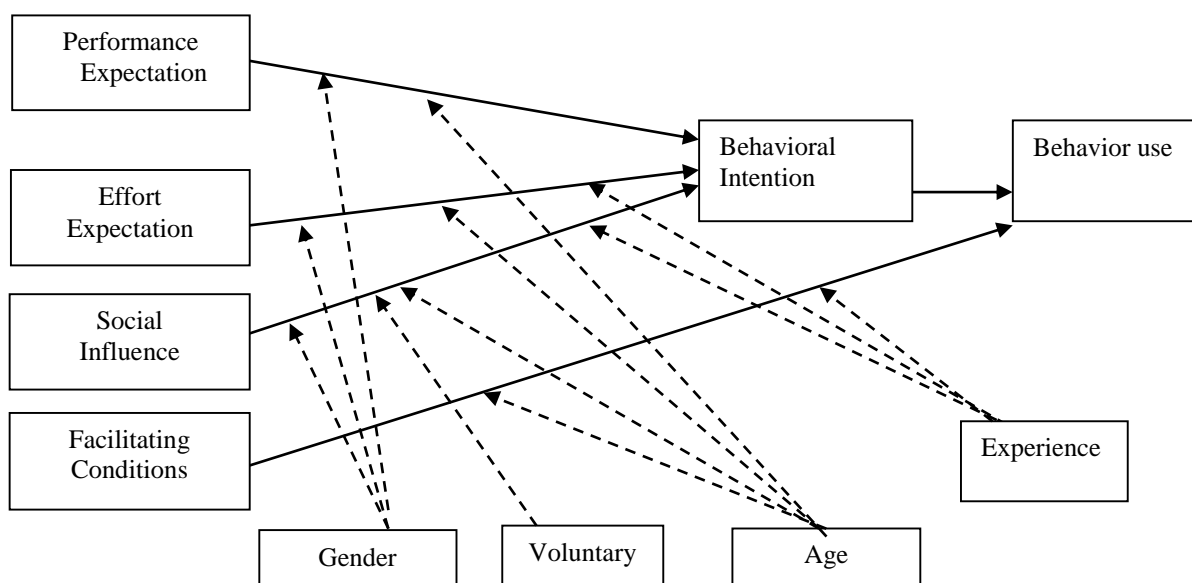
The Unified Theory of Acceptance and Use of Technology (UTAUT) was proposed by Venkatesh in 2003 and 4 variables are used to measure the acceptance and adoption of subjects for new products and technologies.

The 4 variables include Performance Expectancy (PE), Effort Expectancy (EE), facilitation Condition (FC) and Social Influence (SI). Therefore, the questionnaire, variable data and subsequent analysis will be designed, acquired and conducted respectively according to the 4 independent variables of the model.

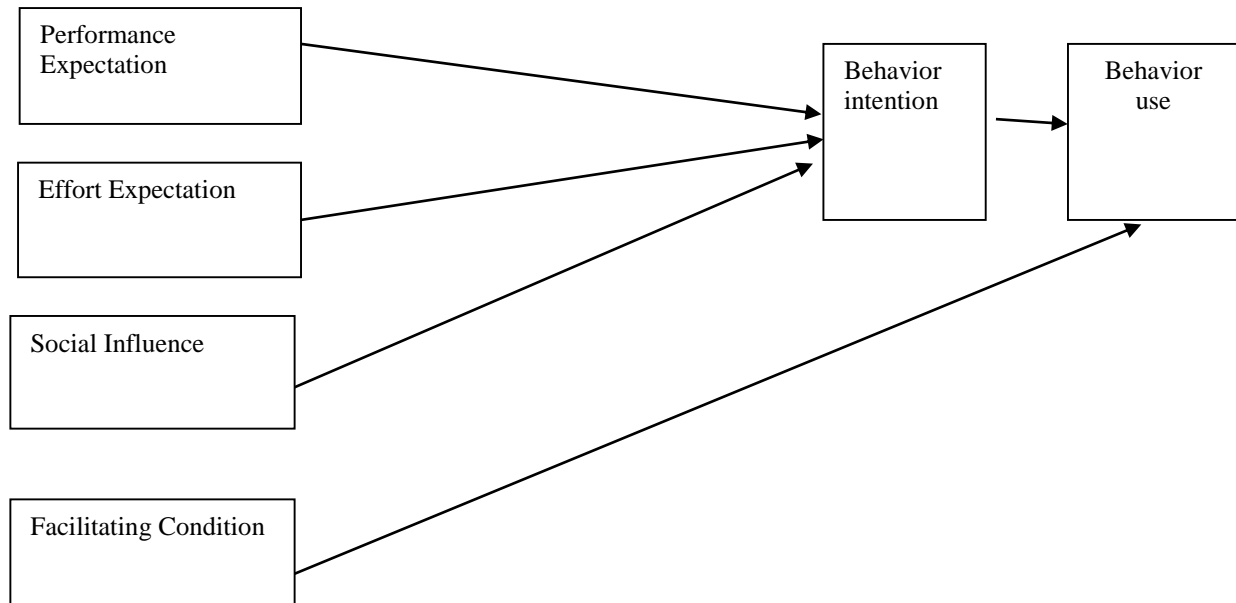
Meanwhile, there are 4 regulating variables in the traditional UTAUT model: Gender, Age, Experience and Voluntary of use (see **Figure 1** for details). The above variables have different influences on the performance, social influence, effort and convenience.

However, the characteristic of the newlyweds is quite different due to the personal situation as studied by (Venkatesh et al., 2003) according to the specific subjects, and there is no variable such as gender, age, experience, voluntary of use and other personal characteristics. Specifically speaking, there is no difference in gender between newlyweds in wedding photography; since almost newlyweds are at the marriageable age, the samples are also in the similar distribution. Experience also has no significance to this study because most of the participants in the survey were first married and had not accumulated the experience. The voluntary variable also does not have much significance. The behavioral decisions of newlyweds are mostly voluntary without external compulsion factors.

Therefore, the model of this study does not include the above variables any longer and focuses on the relationship between dependent and independent variables. The specific model is shown in **Figure 2**.



**Figure 1** Traditional UTAUT model.



**Figure 2** Conceptual model studied in this paper.

## Results and discussion

### Descriptive statistics

Of the 283 valid samples recovered, this study was analyzed using the statistical software SPSS and analyzed the variables collected by the questionnaire using the descriptive statistical function in the software. In terms of the demographic variables of the subjects, this questionnaire collected the routine variables including gender, age, income grade, and education level of the couples preparing to travel to the newlyweds.

In terms of gender distribution, the proportion of the sample accounted for 38.7 %, while women accounted for 61.3 %. From the research sample, the newlyweds value their honeymoon, often to the wedding photography company to negotiate. At the same time, the current study also found that some newlyweds came to the company alone to negotiate the schedule, among which the female respondents were more positive, which may be the reason for the high proportion of women in this survey.

In terms of the distribution of the sample, the age range of 25 - 30 and 31 - 35 accounted for the vast majority, reaching 46.5 and 31.7 %, respectively, while those under 25 years and over 40 years old were only a small proportion, reaching 4.4 and 2.9 %, respectively. Meanwhile, 14.5 % of the population is concentrated in the range of 36 - 40. According to the results of the survey, it is roughly consistent with the suitable marriage age of young people in China, mainly concentrated in the 10-year range of 25 - 35.

In terms of the distribution of the sample, the majority of monthly disposable income segments of 4,000 - 6,000 and 600,000 - 800,000 accounted for, reaching 41.7 and 32.3 %, respectively, while low income below 4,000 yuan and high income above 8,000 yuan accounted for only a small part, reaching 9.6 and 16.4 %, respectively.

In terms of the distribution of the sample, the vast majority of the people with high school or technical secondary school degree accounted for 55.1 %, followed by the college and undergraduate degree population, reaching 25.7 %, and the fewer people with master's degree or above, only accounting for 3.7 %. High school education or below accounted for 15.5 %.

**Table 2** Descriptive statistics on demographic information.

		Frequency	Valid Percent
Gender	Male	110	38.7
	Female	173	61.3
Age	under25	12	4.4
	25-30	132	46.5
	30-35	90	31.7
	36-40	41	14.5
	40 and over	8	2.9
Income grade	Up to 4000 yuan	27	9.6
	4000-6000 yuan	118	41.7
	6000-8000 yuan	92	32.3
	More than 8000 yuan	46	16.4
Education Background	High school or below	44	15.5
	High school education	156	55.1
	College and undergraduate	73	25.7
	Graduate and further	10	3.7
Total	283		

According to the questionnaire data, the distribution of the mean value, standard deviation, maximum value and minimum value of each variable is shown in the following table. Among the expected performances, the mean of PE3 is relatively high and reaches 5.1873, which indicates that the subjects have a high degree of recognition for this topic. Among FC variables, the mean values of FC1 and FC2 are relatively high, reaching 4.7208 and 4.7105, respectively, which reflects that the subjects have a good degree of recognition. For UB variable of the research object, the mean value of UB1 is relatively high, reaching 5.3993. At the same time, UB1-UB3 has a small variance, which reflects that there is little difference between the data of these variables, and the views of the subjects are in good consistency.

**Table 3** Mean, standard deviation etc. of variables.

N:283

	Range	Mean	Standard deviation	Variance
Performance Expectation1	6	4.5689	1.36757	1.87
Performance Expectation2	6	4.7385	1.25852	1.584
Performance Expectation3	6	5.1873	1.29521	1.678
Social Influence1	5	5.0459	1.01828	1.037
Social Influence2	6	5.1837	1.08249	1.172
Social Influence3	5	5.159	1.04482	1.092
Effort Expectation1	6	4.9505	1.06076	1.125
Effort Expectation2	6	4.8198	1.21137	1.467
Effort Expectation3	6	4.7067	1.06966	1.144
Facilitating Condition1	6	4.7208	1.31406	1.727



	Range	Mean	Standard deviation	Variance
Facilitating Condition2	6	4.7105	1.35655	1.84
Facilitating Condition3	6	4.5654	1.23418	1.523
Behavior Intention1	6	4.8269	1.16466	1.356
Behavior Intention2	6	4.9011	1.22218	1.494
Behavior Intention3	6	5.0177	1.07008	1.145
Behavior Intention4	6	5.0883	1.09608	1.201
Behavior use1	5	5.3993	1.06505	1.134
Behavior use2	5	4.8799	1.05843	1.12
Behavior use3	6	4.9894	1.2218	1.493

Data source: Collated in this study.

### Reliability and validity test of questionnaire data

The classic ATAUT model is used in this study to analyze the acts and intentions of Chinese newlyweds participating in wedding dress photography during the honeymoon trip. The psychological state and thoughts of newlyweds are examined in the empirical process, and the above variables are all statistical latent variables. Therefore, the software AMOS21.0 is adopted in this study.

The reliability and validity of the sample data is tested before the processing of structural equation model to ensure that the research data had good reliability and validity, so as to provide a basis for the next research.

As it can be seen from **Table 4**, the factor load (STD) under the standardized estimated value of the model latent variable ranges from 0.599 to 0.807 in this study, and both of them reach the level of significance. It can be seen from the data in the table that the potential component reliability (CR) of this model is between 0.720 and 0.793. On the other hand, the average variance extraction (AVE) is between 0.466 and 0.535. According to the data in the last column of the table, the reliability coefficient of Cronbach's  $\alpha$  is also greater than 0.6, which is in line with the standard of structural equation model proposed by (Hair et al., 2006) indicating that the questionnaire scale has high consistency and reliability.

**Table 4** Reliability and validity test of measurement variables.

	UNSTD	S.E.	C.R.	P-value	STD	SMC	CR	AVE	Cronbach's alpha
PE1 <--- PE	1				0.633	0.401			
PE2 <--- PE	1.027	0.134	7.657	***	0.616	0.379	0.729	0.477	0.724
PE3 <--- PE	1.237	0.17	7.26	***	0.807	0.651			
EE1 <--- EE	1				0.721	0.52			
EE2 <--- EE	1.093	0.124	8.853	***	0.691	0.477	0.764	0.519	0.761
EE3 <--- EE	1.047	0.118	8.884	***	0.749	0.561			
SI1 <--- SI	1				0.681	0.464			
SI2 <--- SI	1.127	0.124	9.112	***	0.788	0.621	0.775	0.535	0.770
SI3 <--- SI	1.097	0.12	9.177	***	0.721	0.52			
FC1 <--- FC	1				0.675	0.456			
FC2 <--- FC	1.147	0.152	7.529	***	0.705	0.497	0.723	0.466	0.718
FC3 <--- FC	1.05	0.139	7.564	***	0.666	0.444			

			UNSTD	S.E.	C.R.	P-value	STD	SMC	CR	AVE	Cronbach's alpha
BI1	<---	BI	1				0.645	0.416			
BI2	<---	BI	0.937	0.11	8.536	***	0.642	0.412	0.793	0.491	0.786
BI3	<---	BI	1.162	0.127	9.178	***	0.714	0.51			
BI4	<---	BI	1.129	0.118	9.566	***	0.792	0.627			
UB1	<---	UB	1				0.628	0.394			
UB2	<---	UB	0.948	0.128	7.406	***	0.599	0.359	0.720	0.466	0.715
UB3	<---	UB	1.469	0.211	6.969	***	0.804	0.646			

Source: This study and collation.

As it can be seen from **Table 5**, the numbers on the diagonal shown in this table are the rooted AVE of each latent variable, and the lower triangle is the Pearson product-moment correlation coefficient (PPVCC or Pearson's  $r$ ). According to the data analysis results, the PPMCC among the 6 latent variables are all smaller than their diagonal values, which indicates there is a good discriminative validity. The PPMCC between latent variables is less than 0.75, indicating that this model has no problem in co-linearity.

**Table 5** Latent variable discriminant validity table.

	FC	SI	EE	PE	BI	UB
FC	<b>0.683</b>					
SI	0.479	<b>0.731</b>				
EE	0.559	0.369	<b>0.720</b>			
PE	0.460	0.415	0.408	<b>0.691</b>		
BI	0.325	0.356	0.382	0.441	<b>0.701</b>	
UB	0.462	0.316	0.353	0.351	0.575	<b>0.683</b>

Note: The number on the diagonal is the root value of the AVE, and the lower triangle is the Pearson correlation coefficient.

Source: This study and collation.

Based on the above analysis of reliability and validity, it shows that the questionnaire data have good effects, which can provide a basis for the subsequent analysis of structural equation model.

The fitting test shows that the model's fitting degree  $\chi^2/DF = 2.875$ , which is within the range of 1 - 3  $\chi^2/DF$ . At the same time, GFI = 0.867, AGFI = 0.820, and both of them are above 0.8; RMSEA = 0.082, which meets the requirement of RMSEA standard that requires the value is less than 0.09. According to the analysis results in **Table 6**, this model is in good overall fitting.

**Table 6** Index of model fitting.

Index of model fitting	Standard	Degree of model fitting
Bollen-Stine $\gamma^2$	smaller is better	405.432
DF (Degree of Freedom)	bigger is better	141
Normed Chi-sqr ( $\gamma^2/DF$ )	$1 < \chi^2/DF < 3$	2.875
GFI	$> 0.8$	0.867
AGFI	$> 0.8$	0.820
RMSEA	$< 0.09$	0.082
SRMR	$< 0.08$	0.078

Data source: Collated in this study.

**Table 7** Results of hypothesis test.

			Estimate	S.E.	C.R.	P	Remarks
BI	<---	PE	0.248	0.079	3.135	$p < 0.01$	H1: Supported
BI	<---	EE	0.191	0.08	2.398	$p < 0.05$	H2: Supported
BI	<---	SI	0.165	0.087	1.907	$p = 0.057$	H3: Not Supported
BU	<---	FC	0.296	0.081	3.645	$p < 0.001$	H4: Supported
BU	<---	BI	0.478	0.09	5.292	$p < 0.001$	H5: Supported

Data source: Collated in this study.

As it can be seen from **Table 7**, the expected performance has a significant impact on the behavioral intention, H1 hypothesis is valid as the regression coefficient is 0.248, and it is significant at the level of  $p = 0.01$ . This indicates that the honeymoon travel has good utility expectations for newlyweds, and their expected photography effect and expectation of photographing wedding dress while traveling have a strong influence on their future intention. At the same time, the influence coefficient of this factor is the highest among the 4 explanatory variables, indicating that the newlyweds involved in the survey generally value the utility of wedding travel photography, and all of them recognize that the wedding photography in the honeymoon period can bring them better benefits.

Effort expectation has the significant impact on the behavioral intention, H2 hypothesis is valid as the regression coefficient is 0.191, and it is significant at the level of  $p = 0.05$ . It shows that the newlyweds think that the wedding dress photography in the honeymoon period is more time- and energy-saving compared with the traditional studio. The factors such as manpower, energy, time and cost saved by them have reached the significant difference level, thus positively affecting their subsequent intention. That is to say, the newlyweds generally agree that wedding travel photography needs less effort than traditional wedding photography, thus confirming their intention to adopt this method in the future.

It can be seen from **Table 7** that the social influence does not have a significant impact on the behavioral intention, H3 hypothesis is invalid as the regression coefficient is 0.165, and  $p$  is 0.057. This suggests that newlyweds are less influenced by the people around them and may rely more on their own value judgments. Unlike the traditional UTAUT model, the prevailing academic view is that individuals' decisions are influenced by their friends or relatives. According to the discussion on subjective norms, social influence and other variables, it is generally supported that the independent process of individual decision-making is greatly influenced by the surrounding atmosphere. In the samples of this study, newlyweds prefer to make independent judgment. Since it is the first time for them to make a major family decision in their life, their independent decision-making plays a significant role.

As it can be seen from **Table 7**, the facilitating condition has a significant influence on the behavioral intention, H4 hypothesis is valid as the regression coefficient is 0.296, and it is significant at the level of  $p = 0.001$ . This means the newlyweds generally think that the photography company shall provide convenience for wedding photography, for example, the company shall help arrange the schedule, select the photographing location, coordinate shooting trivia and so on. These factors will improve the participants' willingness, that is, the more convenience provided by the company, the more willingness the participants have in the wedding photography.

The behavioral intention has a significant influence on the behavioral participation, H5 hypothesis is valid as the regression coefficient is 0.478, and it is significant at the level of  $p = 0.001$ . This indicates that for newlyweds, the strong behavioral intention in the early stage will affect the participation in the later stage. This result is consistent with UTAUT model and the planned behavioral theory.

## Conclusions

### Study conclusion

- 1) Performance Expectancy has a significant positive impact on behavioral intention.
- 2) Effort Expectancy also has a significant positive impact on behavioral intention.
- 3) Facilitating Condition also have a significant positive impact on behavioral intention.
- 4) Behavioral Intention has a significant positive impact on behavior use.
- 5) Social Influence does not have a significant impact on behavioral intention.

### Management enlightenment

- 1) Improve user Performance Expectancy, enhance user engagement, and cultivate user habits

The conclusions of this study show that user Performance Expectancy have a significant impact on the willingness and behavior of choosing tourist wedding photography. Therefore, wedding photography companies should be from the perspective of improving user Performance Expectancy, committed to improving the user choice of travel wedding photography sense of gain, satisfaction. China's wedding photography development to now, whether the local studio shooting or location shooting have experienced the compensation mechanism of relying on marketing discount promotion stage. Therefore, tourism wedding photography should make corresponding adjustments in the tourism destination characteristic service, and enhance the attraction of tourism wedding photography personalized service to consumers.

- 2) Reduce the threshold of use and improve the expectations of users

Wedding photography companies should first focus on improving the personalized service needs of target users, such as using big data to understand the user price and the acceptance of the service cycle. Compared with the local studio photography, travel wedding photography is easier than the traditional studio shooting, honeymoon travel and wedding photography synchronization to save time. Therefore, it is necessary to vigorously improve and accelerate the customized package service for the development of tourism wedding photography.

- 3) Seek extensive cooperation and refined services to facilitate conditions

Travel wedding photography should go deep with the travel agencies, hotels, gift providers of the business structure. For example, expand the scope of cooperation with travel agencies, plan more in line with the honeymoon travel needs of users, and enjoy the corresponding preferences. In addition, we can explore different star hotel joint service, to create a theme hotel service that meets the needs of users. Wedding photography companies should try as far as possible to cultivate the destination photographers, so as to be more familiar with the selection and shooting of the destination effect.

- 4) Improve personalized services to meet the needs of consumption upgrading

The lack of significance of social impact suggests that young people today are more personalized and need personalized products rather than blindly. They have their own ideas and firm, difficult to be changed by the outside world. We should adapt to this personalized demand and drive the upgrading of industrial structure with the evolution of consumption structure.

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