Exploring the Impact of Perceived Value on Satisfaction and Revisit Intention towards Internet-Celebrity Cities

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Abstract
Purpose: This paper develops a conceptual framework examining how perceived values—emotional, monetary, and social—shape tourist confirmation, satisfaction, and revisit intention in internet-celebrity cities. It clarifies the link between social media-driven experiences and repeat visitation. **Design/methodology/approach:** This study applied a three-step conceptual research process to explore the relationship between perceived value, confirmation, satisfaction, and revisit intention in the context of online celebrities' urban experiences. The conceptual research process synthesizes insights from Expectation Confirmation Theory (ECT) and Perceived Value Theory. A systematic review of literature on internet-celebrity cities, social media-driven tourism and tourist behavior informs the identification of key constructs and the development of a theoretical model which includes confirmation and satisfaction as the variables leading to revisit intention. **Findings:** The framework proposes that emotional, monetary, and social value positively influence tourist confirmation, which then leads to satisfaction and ultimately revisit intention. This highlights the central role of perceived value in transforming digital and experiential exposure into tourist loyalty in social media-driven destinations. **Research limitations/implications:** As a conceptual study, the framework has not been empirically tested. Future research could examine the model using quantitative methods and explore potential moderators, such as destination authenticity or cultural differences. **Practical implications:** Destination managers can leverage these insights to align social media content with authentic experiences, enhance perceived value, and foster satisfaction to encourage repeat visits, supporting sustainable urban tourism. **Originality/value:** The study extends Expectation Confirmation Theory to social media-driven destinations and integrates Perceived Value Theory, offering a novel conceptual framework for understanding tourist satisfaction and revisit intention in internet-

celebrity cities. It provides a foundation for future empirical research and actionable guidance for destination marketing.

Keywords: Internet-Celebrity Cities, Perceived Value, Satisfaction, Revisit Intention

Introduction

In recent years, the phenomenon of internet-celebrity cities (*wanghong* cities) has transformed urban tourism (Chen, 2024), particularly in China, where viral popularity on social media platforms like Douyin, Xiaohongshu and so on plays a central role in shaping tourist inflows (Rui & Zhenyu, 2024). According to data from the *China City Online Image Index Report (2025)* by Renmin University of China, cities like Hangzhou, Harbin, and Xiamen have emerged as leading examples of "internet-famous cities" (see Figure 1) driven by digital media content, and are gradually evolving into sustainably developed "long-lasting" internet-famous cities (Renmin University of China, 2025).

Harbin

Chongqing

Xi'an

Tianshui

Figure 1. Pictures of Internet Celebrity Cities (Harbin, Chongqing, Xi'an, and Tianshui).
Source: Xinhua News Agency (2024).

These cities witness surges in visitation primarily due to their exposure on social media, offering a new form of destination marketing where online virality is key to attracting tourists. According to a report by Sina Finance published in the World Economic Forum, 92% of young travellers indicated that their most recent trip was inspired by social media. This highlights the significant influence of digital technologies—including social media and artificial intelligence—in driving the democratization of global tourism. Social media not only plays a key role in shaping tourist decisions but also influences destination choice and tourist behaviour, especially among younger generations who actively engage with digital content before making travel decisions. Despite the rapid rise in popularity of these cities, there is

limited research on how perceived values—such as emotional value, money value, and social value—affect tourist satisfaction and revisit intention. While perceived value has been widely studied in traditional tourism contexts (Yang et al., 2023; Zhang et al., 2022; Zhang et al., 2023), its role in internet-celebrity cities, where digital content and authenticity perceptions heavily influence the experience, remains underexplored. According to (Kuo, 2024), social media usage significantly influences tourists' travel intentions, and perceived value plays a an intervening role in shaping their overall satisfaction with a destination.

Problem Statement

While the existing literature on social media-driven tourism and internet-celebrity cities has provided valuable insights into destination branding, there is a notable gap regarding the impact of perceived value on satisfaction and revisit intention. Specifically, how emotional, money, and social value dimensions contribute to tourist satisfaction and, subsequently, influence revisit intention in internet-celebrity cities has not been fully explored. Furthermore, the sequential role of confirmation to satisfaction in these relationships, especially in the context of digital marketing strategies, remains underexplored.

This research aims to bridge this gap by investigating how perceived values shape tourist satisfaction and revisit intention in internet-celebrity cities. By extending Expectation Confirmation Theory (ECT) with the incorporation of perceived value variables, this study provides a conceptual framework to examine the relationship between value dimensions, confirmation, satisfaction and revisit intentions.

Research Objective

The purpose of this study is to explore the impact of perceived values—specifically emotional value, monetary value, and social value—on tourist satisfaction and revisit intention in the context of internet-celebrity cities. By integrating Expectation Confirmation Theory (ECT) and perceived value theory, the study proposes a conceptual model to explain how these value dimensions influence tourist satisfaction and drive revisit intention.

Significance of the Study

This research holds both theoretical and practical importance for various stakeholders involved in the development, promotion, and administration of internet-celebrity cities.
Firstly, for local government authorities, the findings offer valuable insights into how various facets of perceived value, namely emotional, money, and social dimensions, shape tourists' confirmation, satisfaction, and intentions to revisit. Such insights facilitate the development of sustainable tourism policies that move beyond short-term popularity, enabling cities to transform viral attention into long-term destination loyalty.

Secondly, this study offers tourism operators a systematic framework to improve the management of tourist experiences. By identifying which perceived value dimensions most strongly influence satisfaction, operators can refine pricing, service design, and experience delivery to strengthen revisit intention and foster sustainable growth.

Finally, for social media content creators and digital marketers, this study highlights the critical importance of ensuring that online portrayals correspond closely with tourists' actual experiences. Ensuring that user-generated and firm-generated content accurately reflects on-

site experiences enhances tourists' confirmation and satisfaction, ultimately promoting repeat visits and positive online advocacy.

From an academic perspective, this conceptual study integrates Perceived Value Theory with Expectation Confirmation Theory to provide a comprehensive understanding of how perceived value shapes post-visit behavioral intentions in digitally facilitated tourism contexts. It contributes to extending the theoretical application of both frameworks while offering actionable insights for managing and sustaining the attractiveness of internet-celebrity cities.

Literature Review
Despite the rapidly growing literature on internet-celebrity city tourism, existing studies rarely integrate perceived value and expectation confirmation theories within the digital and social media context. Research to date often treats these constructs separately, overlooking how influencer-driven content shapes tourist expectations and evaluation. This review thus aims to identify and connect the most relevant findings to clarify existing gaps and support our conceptual framework.

Theoretical Underpinnings
In the context of internet-celebrity cities, several key theoretical frameworks have been applied to understand tourist behaviour. The Expectation Confirmation Theory (ECT) and Perceived Value Theory are among the most prominent frameworks used to explain how tourists form expectations, experience satisfaction, and decide on their revisit intentions.

Expectation Confirmation Theory (ECT), proposed by Oliver (1980), has been widely used to explain post-visit behaviours in various service industries, including tourism (Chaoyi et al., 2025; Jin et al., 2025). The theory suggests that expectation influences tourists' perceptions, and the confirmation or disconfirmation of these expectations leads to satisfaction or dissatisfaction (Oh et al., 2022). Satisfaction, in turn, has a significant impact on behavioural intentions, particularly revisit intention and word-of-mouth (Khoo, 2022). In internet-celebrity cities, tourists' expectations are often shaped by online content which can create high expectations before the visit.

Perceived Value Theory proposed by Zeithaml (1988) posits that perceived value represents the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given. This theory is another key theoretical perspective which can be applied to the tourism context, explaining that tourists evaluate the value of a destination based on a combination of emotional, monetary, and social factors (Brochado et al., 2022). These dimensions of perceived value play a crucial role in shaping overall satisfaction and, subsequently, influencing revisit intention. Previous studies have shown that emotional value (e.g., the feeling of excitement or pleasure), monetary value (e.g., perceived cost-benefit ratio), and social value (e.g., the status or social capital gained from visiting a place) significantly affect tourists' behaviour (Lan et al., 2021).

Theoretical Integration
While Expectation Confirmation Theory (ECT) and Perceived Value Theory have both been used to explain tourist satisfaction and behavioral intentions, their theoretical integration

remains limited, especially for digital-era tourism in internet-celebrity cities. ECT posits that tourists' satisfaction is determined by whether their expectations (often formed via social media) are confirmed by actual experiences. Perceived Value Theory, on the other hand, unpacks how multidimensional values—emotional, monetary, and social—shape those expectations in the first place.

By integrating these perspectives, our model captures the unique process in influencer-driven destinations: social media amplifies tourists' expectations along value dimensions (emotional excitement, worth for money, social recognition), and actual experiences are then evaluated against these complex, value-driven expectations. If tourists perceive high value and those values are confirmed onsite, satisfaction and revisit intention are much more likely. Conversely, a gap between digital value impressions and real experience can undermine loyalty, even if the functional aspects are satisfactory.

This integration offers a novel understanding: perceived value operates as both an antecedent to expectation and a lens for confirmation, while ECT provides the sequential logic by which value-driven expectations convert into satisfaction and loyalty. Using both theories together thus explains not only if, but also why and how, social media-driven perceived value turns viral trends into repeat visits in a competitive urban tourism era.

Key Variables in Internet-Celebrity City Tourism
Several key variables are integral to understanding the dynamics of tourist behaviour in the context of internet-celebrity cities. The following sections provide a more detailed review of these variables and their interrelationships, based on existing studies.

Perceived Value
Perceived value is a multidimensional construct that traditionally includes emotional value, money value, social value, novelty value and functional value (Williams & Soutar, 2009). However, in the context of internet-celebrity tourism, this study focuses specifically on the first three dimensions—emotional value, money value, and social value—as these dimensions are more relevant to understanding tourist behaviour in social media-driven destinations.

Emotional Value: This refers to the emotional impact of the tourism experience, including feelings of enjoyment, excitement, and pleasure (Gao et al., 2025; Pujiastuti et al., 2022). For internet-celebrity cities, emotional value is crucial as many tourists are motivated by the desire to experience something unique or visually appealing that they have seen on social media. Studies have shown that emotional value can directly influence satisfaction and is often a predictor of revisit intention(Damanik & Yusuf, 2022; Rasoolimanesh et al., 2023; Suban, 2025). These findings directly support our proposition that emotional value is a primary driver of tourist satisfaction and revisit intention in influencer-driven destinations. Incorporating emotional value into our model responds to the unique motivations and anticipations shaped by social media exposure in internet-celebrity cities.

Money Value: This refers to the perceived cost-effectiveness of a destination relative to the experience provided (Ramadhani et al., 2024). In the context of internet-celebrity cities, tourists often evaluate the value of a visit based on how much they believe they have gained relative to the price paid (e.g., in terms of experiences, entertainment, or status). Money

value has been found to significantly contribute to overall satisfaction (Ababneh, 2022; Marcos & Coelho, 2022). The empirical links between perceived cost-effectiveness, expectation confirmation, and satisfaction reinforce our proposition that monetary value is a critical determinant within the conceptual framework. This integration ensures our model captures both functional and experiential dimensions relevant to modern urban tourism.

Social Value: This mainly refers to the enhancement of social self-concept effectiveness obtained by participating in tourism activities(Lindgreen et al., 2021). This is particularly relevant in internet-celebrity cities, where social value is often linked to the desire to share photos or experiences on social media platforms(Nikolinakou & Phua, 2024). Drawing on recent studies, it becomes evident that social recognition and online engagement substantially contribute to perceived value in tourism. These insights underpin our proposition that social value significantly affects confirmation and satisfaction, reflecting the importance of social dynamics in internet-celebrity city experiences.

By concentrating on these three dimensions, this study aims to capture the key aspects of perceived value that influence tourist satisfaction and, subsequently, revisit intention in the context of internet-celebrity cities.

Satisfaction

Satisfaction is a key construct in both Expectation Confirmation Theory and Perceived Value Theory. In the context of internet-celebrity cities, tourists' satisfaction is shaped by their expectations before the visit and the confirmation of those expectations during their experience. When tourists find that the actual destination experience meets or exceeds the expectations set by social media portrayals, they are more likely to report high satisfaction, which in turn influences their revisit intention (Mittal et al., 2022). Satisfaction is also closely related to the authenticity of the destination, as tourists are likely to be dissatisfied if the experience fails to match the online image of the city (Zhao et al., 2024). These literature findings support our proposition that satisfaction is central to understanding tourists' behavioral intentions and repeat visitation in influencer-driven tourism contexts.

Revisit Intention

Revisit intention has been extensively studied in the tourism literature and is a key outcome variable in this research. The revisit intention refers to the likelihood that a tourist will return to a destination after their initial visit (Barkah & Febriasari, 2021). In internet-celebrity cities, revisit intention is heavily influenced by satisfaction, which is shaped by perceived value and the confirmation or disconfirmation of tourists' expectations (Camilleri & Filieri, 2023). Previous studies have shown that tourists are more likely to revisit destinations that offer memorable experiences and align closely with their expectations (Torabi et al., 2022). Prior research consistently demonstrates revisit intention as a key outcome shaped by satisfaction and perceived value, thus substantiating our proposition and emphasizing the practical relevance of our integrated framework for destination management in social media-driven tourism contexts.

Research Gaps

Despite the increasing academic attention on internet-celebrity cities, several research gaps remain in understanding how perceived values influence tourist satisfaction and revisit intention (Chen et al., 2025; Tang et al., 2024; Zhang et al., 2024).

First, while Expectation Confirmation Theory (ECT) and Perceived Value Theory have been widely applied in tourism research, their integration within the context of social media-driven destinations remains limited. Most existing studies examine these theories separately, overlooking how perceived value functions as a cognitive mechanism that links confirmation and satisfaction in digital-era tourism. A more comprehensive theoretical integration could strengthen the explanatory power of these frameworks for understanding post-visit behavioural intentions.

Second, the concept of perceived value itself requires further refinement in the context of internet-celebrity tourism. Although prior research acknowledges its multidimensional nature, existing studies have tended to emphasize only functional or economic aspects, with limited exploration of emotional, monetary, and social values. These dimensions are particularly relevant to internet-celebrity cities, where tourists' satisfaction is influenced not only by economic evaluation but also by the enjoyment, social recognition, and shareability of experiences shaped through digital media.

Third, there is a lack of conceptual research that systematically models the relationships among perceived value, satisfaction, and revisit intention in internet-celebrity cities. The majority of current studies adopt empirical or descriptive approaches, without developing an integrative theoretical framework to explain how perceived values drive repeat visitation. Addressing this gap is essential for advancing both theoretical understanding and practical application in social media-driven destination research.

In this manner, a conceptual model is needed due to the several reasons. First, the field of internet-celebrity city tourism is still emerging, with limited empirical studies available. Conceptual modeling allows for systematic integration of existing findings and identification of theoretical gaps. Second, it enables clarification of theoretical relationships among perceived value dimensions, satisfaction, and revisit intention, providing a foundation for future empirical testing. Third, conceptual research allows for the development of a framework with practical relevance, offering guidance to destination managers and policymakers in the digital tourism context.

Despite the growing attention to internet-celebrity destinations in tourism research, most prior studies have examined perceived value and expectation confirmation theory in isolation. This fragmented approach fails to capture the multidimensional process through which social media influences tourist expectations, perceived values, and subsequent behavioral intentions. Existing literature typically overlooks how emotional, monetary, and social value dimensions, shaped by digital exposure, interact with expectation confirmation to influence satisfaction and revisit intention.

To address these gaps, this conceptual paper provides a novel integrative framework that unites ECT and Perceived Value Theory, specifically tailored for social media-driven urban tourism. By theorizing how multidimensional values are both formed and evaluated in the digital context—and how their confirmation leads to satisfaction and loyalty—this study advances the understanding of post-visit tourist behavior in contemporary tourism research. The model offers both theoretical and practical insights for managing tourist experiences and destination branding in the era of influencer marketing.

Method

This study follows a three-step conceptual research process to explore the relationship between perceived value, confirmation, satisfaction, and revisit intention in the context of online celebrities' urban experiences. Figure 2 summarises the approach. Each step is described below with the procedures used to ensure rigor, transparency, and theoretical contribution.

Step 1: Literature Review

The first stage involves conducting a comprehensive review of peer-reviewed journal articles and conference papers related to internet-celebrity cities, social media-driven tourism, perceived value, tourist satisfaction, and revisit intention. The goal of this review is to synthesize fragmented findings across tourism and marketing studies to establish a solid theoretical foundation.

Academic databases such as Scopus, Web of Science, and Google Scholar were searched using relevant keywords (e.g., "internet-famous city", "wanghong tourism", "social media tourism", "perceived value", "satisfaction", and "revisit intention"). Articles were screened based on relevance, recency (2020–2025), and conceptual contribution.

This review helped identify key variables and theoretical gaps—particularly the limited integration of Expectation Confirmation Theory (ECT) and Perceived Value Theory in the context of internet-celebrity city tourism. The synthesis of findings provided the empirical and conceptual basis for developing the next stage of the research framework.

Step 2: Theoretical Integration

The second stage focuses on integrating Expectation Confirmation Theory (ECT) and Perceived Value Theory to construct a cohesive explanation of tourist behaviour.
ECT posits that satisfaction results from the confirmation of expectations formed before the experience. Tourists compare pre-visit expectations—often shaped by social media exposure—with their actual experiences at the destination. When performance meets or exceeds expectations, confirmation occurs, leading to higher satisfaction and stronger behavioural intentions.

Perceived Value Theory complements this by explaining that tourists evaluate their experiences based on multiple dimensions of value—emotional, monetary, and social. These perceived values influence how tourists interpret their overall experience and satisfaction level. By combining these two perspectives, this study proposes that perceived value acts as a key cognitive mechanism linking confirmation and satisfaction, ultimately influencing revisit intention.
This theoretical integration allows for a more holistic understanding of post-visit behavior, especially in digitally facilitated destinations where online and offline experiences converge.

Step 3: Conceptual Model Development

The final stage involves developing a conceptual framework and corresponding hypotheses to guide future empirical testing. Building on insights from the literature and theoretical synthesis, the proposed model links emotional, monetary, and social values to confirmation and satisfaction, which subsequently influence confirmation. From there on, confirmation has

an impact on satisfaction which then leads to revisit intention. In short, confirmation and satisfaction is conceptualized as a connecting construct that transmits the effects of perceived values on behavioural outcomes.

The model is designed to provide a testable theoretical foundation for understanding how different perceived value dimensions shape tourists' satisfaction and revisit decisions in internet-celebrity cities. Future empirical research may use Partial Least Squares Structural Equation Modelling (PLS-SEM) to validate these relationships and assess the relative strength of each value dimension. By combining theoretical reasoning with practical implications, this framework not only extends the application of ECT and Perceived Value Theory but also contributes to a deeper understanding of sustainable loyalty formation in the context of social media–driven tourism.

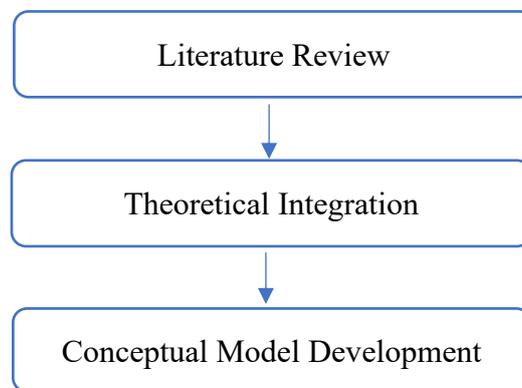Figure 2 shows the research approach which involves three key steps:

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│   Theoretical Integration   │
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│ Conceptual Model Development│
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Figure 2: Research Approach

Development of Conceptual Model and Propositions
Perceived Value and Confirmation
Perceived value is a multidimensional construct that captures the tourists' evaluation of the benefits they gain from a destination relative to the costs incurred (Paulose & Shakeel, 2022). In the context of internet-celebrity cities, perceived value can be divided into three key dimensions:

Emotional value refers to the affective benefits that tourists derive from visiting a destination, such as enjoyment, excitement, pleasure, or relaxation (Williams & Soutar, 2009). In the context of internet-celebrity cities, emotional value captures the extent to which tourists' experiences evoke positive feelings that align with their pre-visit expectations shaped by social media exposure. Viral content on social media platforms often portrays destinations as highly engaging and emotionally rewarding, setting specific anticipations for visitors. This pre-visit emotional priming makes tourists particularly sensitive to whether their on-site experiences provide comparable levels of enjoyment and excitement. Previous studies have shown that emotional experiences play a critical role in shaping tourists' post-evaluation processes. When tourists experience high emotional gratification, they are more likely to perceive that their initial expectations have been fulfilled (Dzamtoska-Zdravkovska et al., 2025; Liu et al., 2025). Emotional engagement has also been found to positively influence the

confirmation process, as affective satisfaction reinforces perceived congruence between expectation and actual experience (Schreiner et al., 2021).

Importantly, in the unique context of internet-celebrity tourism, the authenticity and intensity of emotional experiences—such as surprise, delight, or "wow moments" generated by visiting iconic social media hotspots—serve as strong signals for expectation confirmation. When these emotions are effectively elicited and match what tourists had anticipated, the confirmation of their expectations is strengthened. In other words, emotional value is not only a predictor, but also a mechanism by which tourists evaluate the success of their visit relative to their digital anticipations. Thus, emotional value is expected to exert a positive and direct influence on the confirmation of tourists' experiences in internet-celebrity cities, by bridging the gap between virtual impressions and lived experiences.Therefore, emotional value is expected to have a positive influence on confirmation.
Hence, it is proposed that:

Proposition 1: Emotional value has a positive effect on tourists' confirmation of their experience in internet-celebrity cities.
Money value refers to the perceived worth of the experience relative to the cost incurred, including entrance fees, accommodation, dining, and transportation. It reflects tourists' cognitive assessment of whether the experience is "worth the money" they spent (Zhuo & Wang, 2022). In influencer-driven tourism, especially in internet-celebrity cities, viral social media often amplifies expectations not only for emotional rewards but also for exceptional value-for-money. Tourists exposed to content featuring "must-see" spots, luxury stays, or exclusive food frequently anticipate experiences that justify both their financial and opportunity costs. This digital framing makes them acutely aware of what comprises value and fairness in the consumption experience. Empirical evidence has demonstrated that monetary fairness and perceived price value significantly affect satisfaction through expectation confirmation mechanisms (Rady et al., 2023). When tourists perceive that the benefits of visiting a destination outweigh the financial costs, they are more likely to experience positive confirmation of their expectations(Su et al., 2022). If tourists find that promotional promises regarding entertainment, atmosphere, or exclusivity are accurately reflected in what they actually receive, a sense of monetary fairness is affirmed. Conversely, perceived price–value mismatch or overhype can easily trigger disappointment—even if the physical services are adequate. In this way, perceived value-for-money serves as a cognitive lens for determining whether expectations have been met, particularly in destinations where digital influence is strong.Thus, monetary value is expected to have a positive relationship with confirmation.
Therefore, it is proposed that:

Proposition 2: Monetary value has a positive effect on tourist' confirmation of experience in internet-celebrity cities.
Social value represents the perceived social benefits derived from visiting a destination, such as gaining recognition, status, or a sense of belonging through social sharing and peer approval (Sorakunnas, 2024). In the context of internet-celebrity cities, it reflects how much tourists value the social visibility and validation obtained through posting travel experiences online. Social media platforms provide powerful opportunities for self-presentation, allowing tourists to curate and showcase their travel experiences to wide audiences. As a result, travel

to internet-celebrity cities is often motivated not only by the desire for personal enjoyment, but also by the anticipation of social rewards such as increased status and approval from peers. The visibility and engagement that tourists receive on social media platforms form an integral part of the perceived value of the travel experience itself. Previous studies indicate that social value influences tourists' confirmation and satisfaction by fulfilling psychological and social needs (Wong et al., 2024; Zhou et al., 2021). When tourists gain positive feedback or social recognition for their experiences, they are more likely to perceive that their travel expectations have been confirmed (Li et al., 2022).

This feedback loop is especially salient in highly social and image-driven environments. Tourists perceive their initial expectations about the social impact of their trip have been met when they receive tangible engagement online, such as likes, comments, or shares. Conversely, a lack of anticipated social recognition may diminish perceived confirmation, even if other aspects of the journey were satisfactory. Thus, social value acts both as a motive and as a benchmark for evaluating travel success.

Therefore, social value is expected to have a positive effect on confirmation. For this reason, it is proposed that:

Proposition 3: Social value has a positive effect on tourists' confirmation of experience in internet-celebrity cities.

Confirmation to Satisfaction

Confirmation, derived from Expectation Confirmation Theory (Bhattacherjee, 2001; Oliver, 1980), refers to the extent to which tourists' actual experiences match or exceed their pre-visit expectations. Satisfaction represents the overall emotional and cognitive evaluation of the travel experience after visiting the destination. A large body of research has established a positive relationship between confirmation and satisfaction in both tourism and service contexts(López-Sintas et al., 2023; Nwatu et al., 2021; Oh et al., 2022). When tourists perceive that their expectations are confirmed, they experience higher satisfaction levels, which in turn lead to favorable post-visit behaviors such as loyalty or revisit intention (Ramesh & Jaunky, 2021). In internet-celebrity cities, where tourists' expectations are strongly influenced by social media portrayals, the confirmation of these expectations plays a decisive role in shaping satisfaction. The greater the perceived match between digital promotion and on-site experience, the higher the satisfaction level. Therefore, confirmation is expected to have a positive effect on satisfaction. Thus, it is proposed that:

Proposition 4：Confirmation has a positive effect on tourists' satisfaction in internet-celebrity cities.

Satisfaction and Revisit Intention

Satisfaction is widely acknowledged as a critical determinant of revisit intention in tourism research (Baghirov et al., 2023). It refers to a tourist's overall evaluation of their travel experience, formed by comparing expectations with actual experiences (Saxena et al., 2021). It encompasses both emotional and cognitive assessments of whether the destination provided a rewarding and enjoyable experience (Omo-Obas & Anning-Dorson, 2023). Revisit intention, on the other hand, represents the likelihood that tourists will return to the same destination in the future, reflecting a key indicator of long-term destination loyalty (Li et al.,

2023). Extensive research has confirmed that satisfaction is one of the most critical predictors of revisit intention across various tourism contexts(Barkah & Febriasari, 2021; Rasoolimanesh et al., 2023; Saut & Ly, 2024; Torabi et al., 2022). When tourists experience high satisfaction, they are more likely to develop positive attitudes toward the destination, leading to behavioral intentions such as revisiting (Acharya et al., 2023). In the setting of internet-celebrity cities, satisfaction becomes even more crucial due to the gap that can exist between online portrayals and actual experiences. When tourists' on-site experiences meet or exceed their expectations formed through social media, they experience higher satisfaction, which in turn increases their likelihood of returning. Thus, satisfaction is expected to have a positive influence on revisit intention. Therefore, it is proposed that:

Proposition 5: Tourist satisfaction has a positive effect on revisit intention in internet-celebrity cities.

Based on the integration of Expectation Confirmation Theory and Perceived Value Theory, our conceptual model treats perceived value dimensions (emotional, monetary, social) as the initial drivers that shape tourists' expectations. These expectations, when confirmed through actual experience, enhance satisfaction and foster revisit intention. This integrated logic underpins the hypothesized relationships between each model component and clarifies how social media-driven value perceptions convert into tourist loyalty

Conceptual Framework
Based on the propositions forwarded, the conceptual model is illustrated as follows:
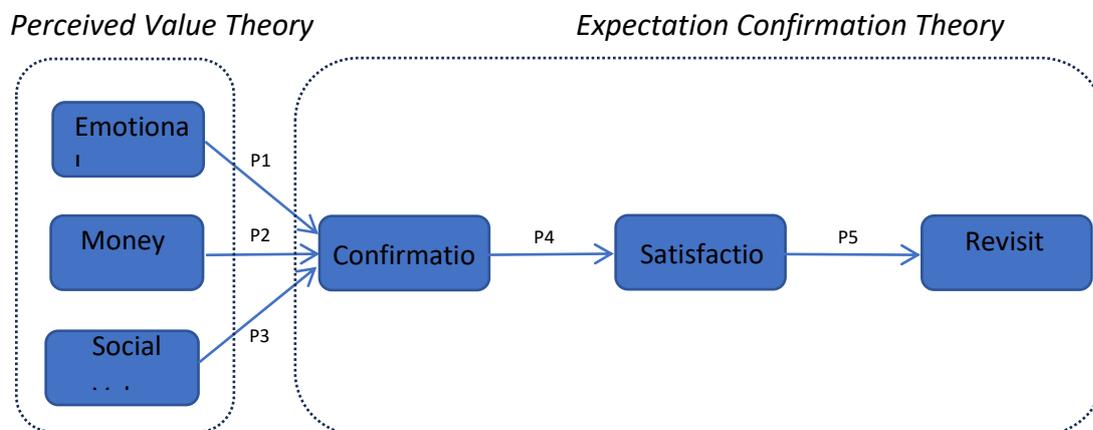

Figure 3: Conceptual model and propositions

Three dimensions of perceived value influence confirmation satisfaction which in turn affect satisfaction and ultimately that leads to revisit intention.

Discussion and Conclusion
This conceptual study integrates Expectation Confirmation Theory (ECT) and Perceived Value Theory to propose a framework that links emotional, monetary, and social values to satisfaction, which, in turn, influences revisit intention in the context of internet-celebrity cities. The proposed model offers several key theoretical contributions. First, it extends ECT beyond traditional tourism contexts to explore its application in viral destinations,

highlighting the role of perceived value in influencing satisfaction and revisit intention. Second, it introduces a multidimensional perspective of perceived value, emphasizing the importance of emotional, monetary, and social value in driving satisfaction in internet-celebrity cities. Lastly, it provides a conceptual framework that can guide future empirical studies, enabling researchers to test these relationships across different types of digital destinations and cultural contexts.

In term of practical contributions, the proposed conceptual framework offers practical guidance for destination managers and urban planners by emphasizing key strategies for enhancing tourist satisfaction and revisit intention. Managers should ensure that social media content accurately reflects the on-site experience to increase perceived value. Destinations can create emotionally engaging experiences, offer good value for money, and facilitate social recognition (e.g., shareable moments, photogenic spots) to enhance tourist satisfaction. By aligning the visitor experience with online expectations, destinations can sustain tourist loyalty and convert initial digital buzz into long-term revisit intentions. Moreover, the study underscores the role of social media in shaping urban tourism, influencing community identity and destination branding.

Limitations of the Study

The proposed framework is applicable to internet-celebrity cities globally; however, its primary examples and contextual insights are drawn from China, given the prominence of social media–driven urban destinations in the country.

As a conceptual paper, this study does not provide empirical validation but instead offers theoretical propositions and identifies potential directions for future research.

Limitations also include reliance on previously published literature and a possible contextual bias toward destinations and studies available in English and Chinese academic publications.

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