



The Influence of Tourist Short Videos on Tourism Intention for University Students

Wang Dan^a, Chaiyawit Muangmee*, Nusanee Meekaewkunchorn^b

Bansomdejchaopraya Rajabhat University Bangkok, Thailand

^a100085518@qq.com; *chaiyawit.m@bsru.ac.th;

^bNusanee.me@bsru.ac.th

Abstract. With the rise of short videos, tourist short videos are affecting everyone's travel intentions, and university students are the main users of online social technology. Conduct an empirical analysis of the data through a questionnaire survey to study the perceptual factors generated by users when watching tourist short videos and explore the impact of these factors on university students' tourism intention.

The research results are as follows: Perceived usefulness, perceived ease of use, perceived pleasure, and social presence have a significant positive impact on tourism intention and will increase university students' tourism intention. Perceived risk has a negative impact on tourism intention, which means that the risks brought by short videos will reduce university students' tourism intention. These findings have important implications for short video producers, short video marketers, and tourist destinations.

Keywords: Tourism intention, Perceived usefulness, Perceived ease of use, Perceived pleasure, Social presence, Perceived risk.

1 INTRODUCTION

1.1 Background and Significance of Problem

According to the "Annual Report on China's Domestic Tourism Development (2022-2023)" released by the China Tourism Research Institute, 3.246 billion domestic tourists have traveled, an increase of 12.8% compared to 2020[1]. The report analyzes that the 2023 Spring Festival holiday has become the best Spring Festival holiday tourism market since 2020. It can be seen that China's tourism industry has entered a period of gradual stability and recovery, showing good development trends.

Data released by the CNNIC in 2022 show that as of June 2022, the growth rate of short video users in China is extremely fast, reaching 962 million, an increase of 28.05 million^[3]. Short video is one of the new media that has attracted much attention in recent years (Zhao Jin, 2022)^[14]. Over 400 million users interested in travel watch travel content on the Doyin platform, and user interaction indicators with travel content have also increased.

© The Author(s) 2024

R. Magdalena et al. (eds.), *Proceedings of the 2024 9th International Conference on Social Sciences and Economic Development (ICSSSED 2024)*, Advances in Economics, Business and Management Research 289,

https://doi.org/10.2991/978-94-6463-459-4_126

According to the survey data of scholars on the analysis of university students' tourism market, nearly 90% of students have a comparative vision of tourism (Cao Wenjing, 2017)^[5]. Research on the characteristics and impact of short videos on university students' tourism consumer behaviors (Feijun, et al., 2023), (Muangmee et al., 2021), (Yi, et al., 2023)^{[4][11][13]} has laid an important foundation for the subsequent promotion of university students' tourism market economy and the improvement of urban tourism economic benefits (Duan Yipeng, 2021), (Huangfeifei, et al., 2023)^{[6][10]}.

As an emerging form of communication, short video is used to promote tourism resources and affect the effect of video marketing. By analyzing the influence of short video on university students' choice of tourism destinations, it is helpful to understand the influencing factors of university students' group tourism, so as to put forward more targeted marketing strategies (Zhou, et al., 2023) to achieve better short video marketing results^[15].

1.2 Research Objectives

1. To study the level of factors of tourism short videos on tourism intention for university students.
2. To analyze the influence of tourist short videos on tourism intention for university students.

2 LITERATURE REVIEW

The TAM is a model proposed by users when they study the acceptance of information systems based on Theory of reasoned action, combined with self-efficacy theory and Expectation confirmation theory (Davis, 1989). In order to study the impact of tourist short videos on university students' tourism intention, this paper builds a research model based on the TAM model. On the basis of perceived usefulness and perceived ease of use, three variables of perceived pleasure, perceived risk and social presence are added. Is to explain online shopping behavior in the past decade, it was pointed out that the most common additional variables of TAM are trust, perceived risk, perceived pleasure, and social presence (Berrada, 2015)^[7], Li Tao (2022)^[8], (Bibo, et al., 2024) used the technology acceptance model as a theoretical basis, combined with variables such as perceived trust, perceived risk, and perceived pleasure, and found that the above variables have a certain impact on tourists' tourism intention^[2]. More effective social activities have a better impact on the usefulness, trust, and pleasure of shopping websites, thereby positively influencing consumer attitudes towards using shopping websites (Hassanein, K., & Head, M., 2007), (Yan, et al., 2022)^{[9][12]}. Based on the above research conclusions, this article puts forward the following hypotheses.

H1: Perceived usefulness has a positive impact on tourism intention for university students.

H2: Perceived ease of use has a positive impact on tourism intention for university students.

H3: Perceived pleasure has a positive impact on tourism intention for university students.

H4: Social presence has a positive impact on tourism intention for university students.

H5: Perceived risk has a negative impact on tourism intention for university students.

3 RESEARCH METHODOLOGY

The object of this study is a group of university students. In order to study the impact of tourist short videos on university students' tourism intentions, a scale questionnaire was designed, 400 valid questionnaires were collected. Through validity analysis of the questionnaire data, the following data are obtained:

Table 1. Reliability analysis

Variable Items	Sample size	N of Items	Cronbach's alpha
1.Perceived usefulness	400	4	0.823
2.Perceived ease of use	400	4	0.837
3.Perceived pleasure	400	4	0.837
4.Social presence	400	4	0.817
5.Perceived risk	400	4	0.855
Tourism intention	400	4	0.819
Total	400	24	0.796

As shown in Table 1, the Cronbach's value for the variables is above 0.7, which is above the medium level of reliability. It can be concluded that the questionnaire has good reliability and can objectively reflect the influence of tourist short videos on tourism intention for university students.

4 RESULTS OF DATA ANALYSIS

4.1 Correlation Analysis

Table 2. Pearson correlation

		Perceived usefulness	Perceived ease of use	Perceived pleasure	Social presence	Perceived risk	Tourism intention
Pearson correlation	Perceived usefulness	1	.361**	.425**	.414**	-.372**	.396**
	Perceived ease of use	.361**	1	.476**	.405**	-.457**	.437**

	ease of use						
	Perceived pleasure	.425**	.476**	1	.432**	-.503**	.500**
	Social presence	.414**	.405**	.432**	1	-.351**	.423**
	Perceived risk	-.372**	-.457**	-.503**	-.351**	1	-.467**
	Tourism intention	.396**	.437**	.500**	.423**	-.467**	1

The results in Table 2 show that perceived usefulness, ease of use, pleasure and social presence are positively correlated with travel intention, among which perceived pleasure has the strongest correlation with travel intention. There is a negative correlation between perceived risk and travel intention. The next step is to perform multiple regression analysis on each independent variable.

4.2 Regression analysis

Table 3. Regression Analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.829	.316		5.783	.000		
	Perceived usefulness	.122	.049	.116	2.480	.014	.727	1.376
	Perceived ease of use	.135	.047	.139	2.845	.005	.670	1.492
	Perceived pleasure	.205	.048	.220	4.297	.000	.608	1.644
	Social presence	.163	.049	.155	3.291	.001	.713	1.403
	Perceived risk	-.173	.043	-.195	-3.995	.000	.666	1.502

a. Dependent Variable: TI (Tourism intention)

The results in Table 3 show that five factors - perceived usefulness, perceived ease of use, perceived pleasure, social presence factors and perceived risk - influence university students' tourism intention has a significant impact. Among them, the first four factors positively affect travel intention, which means that when university students find short videos useful, usable, interesting and social, their willingness to travel may become stronger. However, perceived risk negatively affects travel intention, when university students feel that travel is risky, they may be less willing to go. In addition, there are no serious collinearity problems in the model, indicating that the results are reliable.

5 CONCLUSION

From the above analysis, it can be seen that perceived usefulness, perceived ease of use, perceived pleasure, and social presence have a significant positive impact on university students' tourism intention, which means that if short videos can provide useful information about travel; they are easier to use and have users' friendly interface, simple navigation; more entertaining, can display visual beauty, music or storyline; has a stronger social presence, can facilitate users to share and evaluate, and interact with friends or family, university students' willingness to travel will be more intense.

Perceived risk has a significant negative impact on travel intention. This means that the risk of short videos is a factor that cannot be ignored that affects college students' willingness to travel. If short videos involve higher risks, then university students have a lower willingness to travel.

Therefore, these factors should be considered when formulating tourism promotion strategies to increase university students' interest in and participation in tourism.

REFERENCES

1. The China Tourism Research Institute. (2022). Annual Report on China's Domestic Tourism Development (2022-2023). https://mp.weixin.qq.com/s/caJvWKW3_Q9LFpsI2UNV7A.
2. Bibo, C., Muangmee, C., and Meekaewkunchorn N. (2024). Factor Technological Innovation Affects Green Logistics Performance of Small and Medium-sized Manufacturing Enterprises in the Pearl River Delta of China. Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023). 14 February 2024, p. 447- 457 doi:10.2991/978-94-6463-368-9_52.
3. China Internet Network Information Center (CNNIC). (2022). Statistical Report on Internet Development in China. <https://www.cnnic.cn/n4/2022/0916/c38-10594.html>.
4. Feijun, H., Dongsheng, L., Muangmee, C., Sattabut, T., and Meekaewkunchorn, N. (2023). An empirical study on the impact of cash flow in China's real estate industry on corporate performance. Proceedings 2022 MAG Scholar Conference in Business, Marketing & Tourism. 10-12 November 2022, p. 140.
5. Cao Wenjing. (2017). Research on the current situation and development of college student tourism market. Shanxi Youth, (004), 46-47+45. https://kns.cnki.net/kcms2/article/abstract?v=Y_ITemen1J5nXI3w_xcdjMphB7USqPE1AKo77D74I4ABkXx5IiN8gzy-Fuh8SUjD4r4a-UH1ZvQB0A4Kb6EoD-Qg0olbHgV73hOrAAS89kFNjQXQOMV_Tp4OzJB3ioE9TUy54RwYPpdGDMaWZ7evd tw==&uniplatform=NZKPT&language=CHS.
6. Duan Yipeng. (2021). Research on Tourism Consumption Behavior of University Students in Beijing -Take China University of Political Science and Law as an example (Master's thesis, Guangxi Normal University).10.27036/d.cnki.ggxsu.2021.001527.
7. Ingham, J., Cadieux, J., & Berrada, A. M. (2015). e-Shopping acceptance: A qualitative and meta-analytic review. *Information & Management*, 52(1), 44-60. <https://www.sciencedirect.com/science/article/abs/pii/S0378720614001268>.
8. Li Tao. (2022). Research on the Impact of Tourism Short Video Marketing on College Students' Tourism Intention Taking College Students in Sanya as an Example (Master's thesis, Hainan Tropical Ocean University).

9. Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International journal of human-computer studies*, 65(8), 689-708.
10. Huangfeifei, S., Muangmee, C., and Meekaewkunchorn, N. (2023). Influencing Factors of WeChat Users' Purchase Intention. *Proceedings 2022 MAG Scholar Conference in Business, Marketing & Tourism*. 10-12 November 2022, p. 133.
11. Muangmee C, Kot S, Meekaewkunchorn N, Kassakorn N, Khalid B. Factors Determining the Behavioral Intention of Using Food Delivery Apps during COVID-19 Pandemics. (2021). *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5):1297-1310. <https://doi.org/10.3390/jtaer16050073>.
12. Yan, Z., T Sattabut, T., and Muangmee, C. (2024). Influencing Factors of Consumer Purchasing Intention in Live Home Appliance E-commerce. *Proceedings of the 2023 5th International Conference on Economic Management and Cultural Industry (ICEMCI 2023)*. 14 February 2024, p. 175-183 doi:10.2991/978-94-6463-368-9_21.
13. Yi, Y., Muangmee C., and Meekaewkunchorn, N. (2023). The Influence of Enterprise WeChat Precision Marketing on Customers' Purchase Behavior. *Proceedings 2022 MAG Scholar Conference in Business, Marketing & Tourism*. 10-12 November 2022, p. 140.
14. Zhao, Jin. (2022). Research on the impact of users' Douyin travel short video value perception on their travel intention (master's thesis, Yunnan University) .10.27456/d.cnki.gyndu.2022.000605.
15. Zhou, W., Dongsheng, L., Muangmee, C., and Meekaewkunchorn, N. (2023). Research on Marketing Strategy Development of Hunan Aier Eye Hospital. *Proceedings 2022 MAG Scholar Conference in Business, Marketing & Tourism*. 10-12 November 2022, p. 151.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

