

# The Influence of Short Videos on Youth Travel Intention in Self-Media Context ——Based on SOR Theory Perspective

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**Abstract.** The rise of short videos and the development of self-media in recent years have complemented each other. Through the recording and sharing of self-media creators, colorful short videos have provided new opportunities for promoting tourism destinations. However, the current academic research on tourism destinations from the perspective of short video communication is relatively fragmented, and the impact of short videos as a communication medium on the main body of tourism consumption remains unclear. Therefore, this paper focuses on young people, who are the primary audience of short videos, and investigates the influence of short videos on their travel intentions within the context of self-media, employing the "S-O-R" theory. The research methodology involves conducting a questionnaire survey, and the collected data is analyzed and processed using multivariate statistical methods such as SPSS and AMOS. The findings reveal that traveler perception serves as a mediating factor between self-media short videos and travel intentions. Moreover, the openness, interactivity, and vividness of self-media short videos not only enhance youth travel intentions but also have a positive impact on traveler perception. In light of these results, tourism destinations should capitalize on current trends, leverage short videos as a powerful promotional tool, innovate promotional methods, explore tourism resources in depth, showcase the unique features of tourist destinations, expand their influence, and maximize the promotion of travel intentions among tourists.

**Keywords:** Self-media context, Short video, Youth, Travel intention.

## 1. Introduction

With the continuous advancement of science and technology, short videos have seamlessly integrated into the lives of contemporary individuals, becoming an indispensable means of obtaining information and entertainment. Within the realm of short video dissemination, tourism content holds significant importance. It encompasses various aspects such as travel destinations, travel tips, gastronomic guides, and live broadcasts of hiking experiences, presenting users with a wealth of travel itineraries, picturesque scenic environments, and convenient travel advice[1]. As a result, short videos have become increasingly captivating, offering enhanced entertainment and interactivity. This has garnered extensive participation, co-creation, and sharing from relevant individuals[2]. The development of self-media platforms and the growing demand for tourism have rendered them even more crucial. Concurrently, the influence of tourism-related short videos on travelers' intention to travel has become increasingly prominent. Consequently, it has evolved into one of the foremost means by which tourist attractions and tourism authorities disseminate the image of their respective destinations[3].

At present, short videos have become the most popular form of self-media[4]. With the rapid development of digital technology, self-media exhibits characteristics of openness, interactivity, and equality in communication, giving rise to a distinct communication context. This context can be referred to as the "self-media context," which encompasses a media metaphorical space that utilizes self-media platforms, visual images as the primary content, and networked virtual time and space as interactive channels[5].

Young people are known for their energy and strong interest in the world around them. The direct and vivid communication effect of self-media short videos can stimulate their desire for tourism in various ways. Short videos enable rapid access to information, catering to the increasingly fragmented

lifestyle of individuals in receiving information. Consequently, they have become an important avenue for people to obtain tourism-related information[6].

According to Liu Yun, when young travel consumers transition from traditional information sources to self-media short video platforms, they gain access to relevant tourism information, leading to the emergence of strong subconscious desires and demands, ultimately stimulating their travel intentions and consumption patterns[7]. The trend of socialization is becoming increasingly apparent in the "Mobile + Internet" era. Social media, represented by short videos and pictures, has gradually integrated into people's lives. Tourism sharing through social media has become more prevalent. Yao Yanbo and colleagues discovered that when individuals are exposed to pleasant and vivid tourism information on social media, it often triggers their impulses to travel and stimulates their potential as travelers[8]. Similarly, Liu Huiyue, and Yan Minjun also pointed out that short videos, with their focus, fragmentation, and puzzle-like nature, excel at vividly expressing the essence of a destination. This ability influences travelers' willingness to embark on a journey[9].

However, the existing academic research on this topic remains relatively limited and fragmented. Most studies primarily concentrated on the features of short videos themselves, while only a few scholars have speculated on the promotional effects of short tourism videos on travel intentions through psychological mechanisms. Therefore, this paper aims to bridge the gap by conducting an empirical study that builds upon existing theoretical analyses in the academic community. The objective is to elucidate the specific impact of short tourism videos on the travel intentions of young people and provide a solid theoretical foundation for the promotion of tourism destinations.

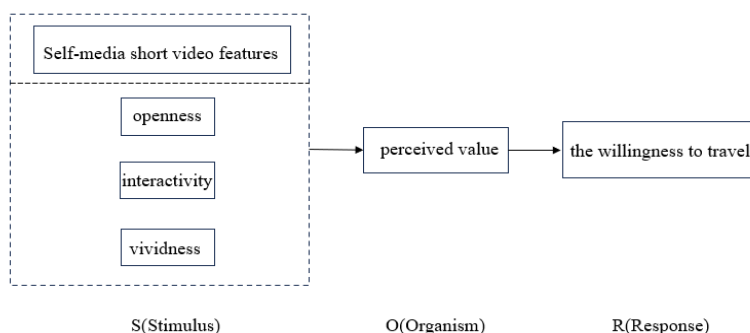
## 2. Research design

### 2.1. Theoretical foundations—SOR model

The SOR model, also known as the Stimulus-Organism-Response model, originated from the earlier SR model. The SR model posits that external environmental stimuli elicit a series of responses from consumers. As research progressed, scholars expanded upon the SR model by incorporating a mediator, denoted as "O," resulting in the formation of the SOR model. This updated model explains that under the influence of the external environment, consumers' psychological consciousness undergoes changes, leading to the development of either convergent or avoidance behaviors. When individuals are stimulated by external stimuli, they generate a range of thoughts, mental responses, and cognitive processes. These, in turn, give rise to intrinsic or extrinsic behavioral tendencies, with the response manifesting as an internal attitude that influences external behaviors[10].

Applied to the context of tourism, this paper focuses on the main stimuli (S) that influence travelers. These stimuli include the openness, interactivity, and vividness of short videos within the self-media landscape. Additionally, the organismic influences (O) considered in this study encompass perceived value. Finally, the response variable (R) under investigation is the willingness to travel. The aim is to examine how these stimuli and organismic influences impact travelers' intentions to embark on a journey.

The Diagram of the conceptual model for the study is shown in Figure 1.



**Figure 1.** Diagram of the conceptual model for the study

## 2.2. Research hypothesis

### 2.2.1 The role of short self-media videos in influencing youth's willingness to travel

According to the "2016 China Social Application User Behavior Research Report" released by the China Internet Network Information Center (CNNIC), social media users aged 19 and below and those between 20-29 years old accounted for 53.7% of the total social media user population. Among them, school students comprised 23.8% of the total social media users. From these data, it is evident that in the current social media landscape, young people have found a platform for self-expression and self-presentation through various social media channels[11].

Self-media short videos, being perceived as a more authentic form of communication, are highly liked and garner attention, thereby stimulating people's desire to travel. This phenomenon is particularly prominent among the youth demographic, who are avid users of social media technology. Drawing upon previous research findings and literature analysis, the communication characteristics of short videos within the self-media context mainly encompass openness, interactivity[5], and vividness[8]. Additionally, scholars have observed that Generation Z's social media preferences have shifted towards audio and video content, with a preference for emotional expression[11].

Based on these observations, the following hypotheses are proposed:

H1: Short self-media videos have a significant positive effect on youth travel intentions.

H1a: Openness has a significant positive effect on youth travel intentions.

H1b: Interactivity has a significant positive effect on youth travel intentions.

H1c: Vividness has a significant positive effect on youth travel intentions.

### 2.2.2 The role of perceived value in influencing

In the context of self-media, short videos present tourism information from a public perspective. They are more aligned with the public's needs, more grounded, and possess a deeper understanding of what the audience truly desires to see. In comparison to videos released by official accounts of tourist destinations, which may have profit-driven motives and seek to attract traffic, short videos evoke higher levels of trust among viewers. Viewers are more receptive to the content conveyed by short videos and obtain more useful information, significantly influencing their judgment of trustworthiness and usefulness. This, in turn, stimulates the emergence of travel intentions.

Based on the aforementioned analysis, the following hypothesis is proposed:

H2: Perceived value has a positive effect on the travel intentions of young individuals.

### 2.2.3 Mediating role of perceived value

With the rapid development of the "Internet + Tourism" phenomenon, information overload has become a prevalent issue on tourism service platforms. This vast amount of information provides consumers with comprehensive data, it also presents challenges for them in terms of understanding, selecting, absorbing, and utilizing the information effectively[12]. The emergence of short tourism videos aids consumers in making decisions in the information age by helping them avoid the interference of irrelevant information and allowing them to quickly and comprehensively understand tourism destination information. Young tourism consumers, in line with the consumption characteristics of Generation Z, prioritize the pursuit of satisfaction and value. They possess the ability to understand and judge the content presented in short videos after watching them [13]. Given these external stimuli, travelers are more likely to develop tourism motivations. Thus, the following hypothesis is proposed:

H3: Perceived value mediates the relationship between short self-media videos and the travel intentions of young individuals.

## 2.3. Empirical analysis

### 2.3.1 Sample Selection and Variable Measurement

This questionnaire primarily focuses on the youth demographic and is divided into two parts. The first part gathers basic information about the respondents, while the second part explores the

perception and reactions of the youth group towards short travel videos posted by travel self-media bloggers. The second part evaluates variables using a five-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). The characteristics of short self-media videos, including openness and interactivity, are measured based on the scale developed by Liu Tao and Zheng Haihao (2023)[5]. The scale for openness consists of three items, while the scale for interactivity also comprises three items. The scales for vividness and willingness to travel are primarily based on the work of Yao Yanbo and Jia Guangmei (2021)[8]. The scale for vividness includes three question items, and the scale for willingness to travel also consists of three question items. The variable of perceived value is primarily measured using the scale developed by Liu Weimei and Lin Derong (2018)[14], which includes four question items. The specific content of each question item for each variable is presented in Table 1.

Data collection was conducted online, and a total of 294 questionnaires were collected. In accordance with the age group criteria outlined in the Medium and Long Term Youth Development Plan (2016-2025) of China, this paper defines youth as individuals between the ages of 14 to 35. Among the respondents, 36 were found to be outside the youth age range. Hence, the remaining 258 questionnaires were deemed valid, resulting in a questionnaire validity rate of 87.8%.

The collected data was analyzed using SPSS 26.0 software. The Cronbach's Alpha coefficient method was employed to assess the reliability of the scales. The Cronbach's Alpha coefficients for Openness, Interactivity, Vividness, Perceived Value, Willingness to Travel, and the overall scale were all greater than 0.7. This indicates that the questionnaire exhibits good stability and consistency, providing a reliable basis for subsequent statistical analyses.

**Table. 1** Variable Measurement Question Items

Dimension	Measurement Item	Cronbach Alpha
Openness	I think everyone can be a self-published blogger creating short videos	0.833
	I think short self-published videos have a wide reach	
	I think I'll take a page out of the self-publishing blogger's short-video recording style	
Interactive	I think the comments in the comment section of the short video will help me understand the place to visit	0.761
	I think the interaction with the creator will enhance my willingness to travel	
	I'm willing to write my thoughts in the comments section of a short self-published video	
Vividness	I think short travel videos created by self-publishers will be more vibrant and interesting	0.830
	I think self-publishing bloggers are better able to tap into and showcase the features of a destination	
	I find lively and interesting short video content more appealing to me	
Perceived Value	I think the travel information presented in short self-published videos is more credible	0.832
	I think short self-published videos present travel information that can be referenced	
	Watching short travel-based videos posted by self-published bloggers would entertain me	
	I think short self-published videos are a convenient way to learn about the place you're traveling to	
Willingness to Travel	Short self-published videos will make me want to travel more strongly	0.858
	I'll find out more about the place I'm traveling to	
	If I'm traveling I'll prioritize places recommended by self-published bloggers.	
Scale as a Whole		0.961

### 2.3.2 Descriptive statistical analysis

Out of the 258 valid research subjects in this survey, 108 are male, accounting for 41.9% of the total research subjects. On the other hand, 150 respondents are female, comprising 58.1% of the total research subjects. It is notable that women make up a larger proportion, which aligns with the data presented in the "Brief Analysis of the Development of China's Short Video Industry in 2018" report published by Trust data in May 2018. The report highlights that women are the primary user group characteristic of short videos.

### 2.3.3 Reliability and Validity Tests

To assess the suitability of the scale for factor analysis, the KMO (Kaiser-Meyer-Olkin) test and Bartlett's sphericity test were performed using SPSS 26.0. The results of these tests are presented in Table 2. The KMO value obtained was 0.969, which indicates that the KMO value is above 0.9, indicating that the scale is highly suitable for factor analysis. Additionally, the Bartlett's sphericity test showed a significant result, further supporting the suitability of the scale for factor analysis.

**Table. 2** KMO and Bartlett's Test

KMO and Bartlett's Test		
KMO Number of Sampling Suitability Measure.		0.969
Bartlett's test of sphericity	approximate chi-square (math.)	2204.128
	(number of) degrees of freedom (physics)	120
	significance	0.000

The standardized factor loadings of the observed variables were analyzed using AMOS 24.0 to assess the combined reliability and convergent validity. The results of this analysis are presented in Table 3.

It was found that all the question items had standardized factor loadings exceeding 0.6, indicating strong associations between the observed variables and their corresponding latent factors. These loadings were significant at the 0.001 level, indicating a high level of statistical significance. The average variance analyzed (AVE) was greater than 0.5, which aligns with the recommended threshold suggested by Fomell[15]. This indicates that more than half of the variance in the observed variables is accounted for by their respective latent factors, demonstrating satisfactory convergent validity. The combined reliability (C.R.) values for all the scales were greater than 0.7, in accordance with the threshold recommended by Hair[16].

In summary, the analysis demonstrates that the scales used in the study possess strong convergent validity and combined reliability, providing a solid foundation for further statistical analyses.

**Table. 3** Scale Reliability and Validity Tests

	Trails	Normalized factor loadings	CR	AVE
Q3	<---	openness	0.8353	0.6285
Q4	<---	openness		
Q5	<---	openness		
Q6	<---	interactive	0.7654	0.5215
Q7	<---	interactive		
Q8	<---	interactive		
Q9	<---	vididness	0.8303	0.6203
Q10	<---	vididness		
Q11	<---	vididness		
Q12	<---	perceived value	0.8335	0.5571
Q13	<---	perceived value		
Q14	<---	perceived value		
Q15	<---	perceived value	0.8572	0.6671
Q16	<---	willingness to travel		
Q17	<---	willingness to travel		
Q18	<---	willingness to travel	0.834	

Structural equation modeling was conducted using AMOS 24.0 software to analyze the direct effect of short videos on youth tourism intention in the context of self-media. The Bootstrap test method was employed to examine the test results, as presented in Table 4. The analysis reveals that the effect of openness on youth tourism intention is 0.611, with a 95% Bootstrap confidence interval of [0.569, 0.682]. Since the confidence interval does not include the value of 0, it indicates that openness has a significant positive effect on youth tourism intention. Thus, hypothesis H1a is verified. Similarly, the effect of interactivity on youth tourism intention is 0.648, with a 95% Bootstrap confidence interval of [0.607, 0.758]. Again, the confidence interval does not include the value of 0, demonstrating a significant positive effect of interactivity on youth tourism intention. Hence, hypothesis H1b is verified. The effect of vividness on youth tourism intention is 0.766, with a 95% Bootstrap confidence interval of [0.731, 0.822]. Once more, the confidence interval excludes the value of 0, indicating a significant positive effect of vividness on youth tourism intention. Therefore, hypothesis H1c is verified.

To further analyze the effect of short videos on youth tourism intention in the context of self-media, the three dimensions of openness, interactivity, and vividness are combined into a second-order latent variable factor. The analysis shows that the effect of short videos on youth tourism intention in the context of self-media is 0.785, with a 95% Bootstrap confidence interval of [0.656, 0.845]. As the confidence interval does not include the value of 0, it indicates that short videos in the self-media context have a significant positive effect on youth tourism intention. Thus, hypothesis H1 is verified. Furthermore, the effect of perceived value on youth tourism intention is 0.621, with a 95% Bootstrap confidence interval of [0.611, 0.724]. Since the confidence interval does not include the value of 0, it confirms that perceived value has a significant positive effect on youth tourism intention. Therefore, hypothesis H2 is verified.

The mediating effect of perceived value was analyzed using structural equation modeling and Bootstrap test, and the results are presented in Table 4. By aggregating the three dimensions of openness, interactivity, and vividness into a second-order latent variable factor, the analysis reveals that the mediating effect value of short video features → perceived value → youth tourism intention in the context of self-media is 0.309. The 95% Bootstrap confidence interval is [0.298, 0.385], which does not include the value of 0. This indicates that the mediating effect of perceived value is significant. Consequently, perceived value plays a mediating role between self-media short videos and youth tourism intention. Therefore, hypothesis H3 is supported, affirming that self-media short videos can positively influence perceived value, which subsequently impacts youth tourism intention.

**Table. 4** Analysis of Direct and Mediating Effects

Hypothesis	Trails	Standardized path factor	95% confidence interval		Conclusion
			lower limit	limit	
H1a	Willingness to travel <-- openness	0.611	0.569	0.682	Be in favor of
H1b	Willingness to travel <-- interactivity	0.648	0.607	0.758	Be in favor of
H1c	Willingness to travel <-- Vividness	0.766	0.731	0.822	Be in favor of
H1	Willingness to travel <-- short self-promotional videos	0.785	0.656	0.845	Be in favor of
H2	Willingness to travel <-- perceived value	0.621	0.611	0.724	Be in favor of
H3	Willingness to travel <--perceived value <-- short self-published video	0.309	0.298	0.385	Be in favor of

### 3. Conclusions and Recommendation

#### 3.1. Conclusions of the study

In this study, the S-O-R (Stimulus-Organism-Response) theory serves as the framework, incorporating the mediating variable of perceived value. The characteristics of short videos in the context of self-media are divided into three dimensions: openness, interactivity, and vividness. The hypothesis posits that self-media short videos have a positive influence on the travel intention of young

tourists. Data analysis was conducted by collecting online questionnaires to validate the hypothesis. The empirical study reveals that the openness, interactivity, and vividness of short videos in the context of self-media positively impact the perceived value of youth. This, in turn, positively affects the travel intention of the youth demographic. Furthermore, perceived value acts as a mediator in the relationship between self-media short videos and youth travel intention. Additionally, the enhancement of perceived value contributes to the strengthening of the youth's travel intention.

Overall, the findings of this empirical study confirm the positive influence of self-media short videos on youth travel intention. It also highlights the importance of perceived value as a mediating factor in this relationship, showcasing the significance of the perceived value construct in shaping young tourists' travel decisions.

### **3.2. Insights and recommendations**

#### **3.2.1 Strengthen content regulation to create quality short videos**

The short video network platform functions as a small ecosystem, where tourism attractions, network platform managers, short video creators, and potential travelers form an interdependent relationship. Improving the network tourism ecosystem is a crucial aspect of enhancing the value of communication. Short videos have the potential to be real, comprehensive, and engaging, allowing them to gain the trust and affection of online users. They can effectively convey the positive image of tourism destinations and attract more potential tourists.

Therefore, in the development process of self-media short videos, it is imperative for network platforms to strengthen content supervision. They should actively create and recommend high-quality short videos that adhere to ethical standards, ensuring that they provide accurate and reliable information to viewers. By doing so, the network platforms can contribute to promoting responsible and trustworthy content, ultimately benefiting both the tourism industry and potential travelers.

#### **3.2.2 Emphasize transmission and reception interaction and cultivate Internet celebrities**

The emergence of self-media has revolutionized the traditional boundaries between content creators and recipients, facilitating the seamless integration of content dissemination and reception. When utilizing short videos for destination promotion, tourism destinations must prioritize the dynamic interaction between dissemination and acceptance.

In recent years, short videos have gained significant prominence as a powerful tool for promoting tourist destinations, thanks in part to the rise of self-media. Self-media short videos, to some extent, have transformed the role of "information relayers" by captivating the audience's curiosity and immersing them in engaging narratives. This immersive experience enhances the appeal of tourist destinations. Consequently, destination managers can harness the influence of internet celebrities, nurturing and partnering with them to bolster the promotion of their tourist destinations. By leveraging the power of these online influencers, destination managers can effectively enhance the visibility and allure of their destinations, thus attracting a larger audience and driving tourism growth.

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