

Examine the Role of Short Video Platforms on Tourist's Attitude: A Technology Acceptance Model (TAM) Approach

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Abstract

Background: In spite of the fact that Short Video Platforms (SVPs) are becoming more popular in the tourism industry, however scarce literature on SVP influence tourists' attitude towards various SVPs is available. This study has used Technology Acceptance Model (TAM) to comprehend the tourist's attitude towards SVPs. **Objectives:** The study objectives were twofold: First, to explore factors influencing tourist's attitude towards SVP's. Second, examining the impact of antecedents on tourist's attitude towards SVP's. **Methodology:** Exploratory research design was used in this study on 331 samples in Varanasi with a sample size of 331, purposive sampling technique was incorporated. Exploratory Factor Analysis (EFA) and multiple regressions were used to identify the factors and their relative strengths towards tourists' attitude with respect to short video platforms (SVPs). SPSS software was used in analysing data. **Results:** Findings of the study revealed that perceived enjoyment is the strongest predictor of tourist's attitude towards SVPs and perceived usefulness is the weakest one. The results suggested coefficient of determination (R²) of 0.422 that 42.20% of the variance in the dependent variable (Tourists Attitude towards Short Video Platforms) can be accounted for by the independent variables, namely perceived usefulness, perceived ease of use and perceived pleasure. **Conclusion:** The use of Social Media Influencers (SMIs) who demonstrate competence and the presentation of films that are both fun and user-friendly on SVPs should be the primary emphasis of Destination Marketing Organizations (DMOs) and tourist marketers for the promotion of their respective destinations.

Keywords: Social media influencers, SVP, tourist's attitude towards SVPs, destination choice

Introduction

A collection of programs and platforms that are based on the Internet and that enable users of the Internet to produce, share and exchange information is referred to as social media (Chu et al., 2020). As the usage of smartphones has become more prevalent, the popularity of video platforms and more specifically short video platforms (SVPs), has increased. This has resulted in the transition of information from visual formats such as images and texts to video formats (Qiu et al., 2024). Short video platforms (SVPs) make it possible

for users to produce and edit small video clips that may be anything from a few seconds to a few minutes in duration. This makes it simpler for users to engage in social networking activities online. Individuals have the ability to follow other users and interact with short films by liking, commenting and sharing (Zhang et al., 2019). The rising popularity of tourism-related content on social media platforms (SVPs) has positioned these platforms as a unique marketing tool in the tourism industry, playing a crucial role in information

dissemination and shaping travel decisions (Li & Hayes, 2023; Zhou et al., 2023). Although the significance of social media platforms (SVPs) is expanding, there have only been a few studies that have investigated how SVPs impact the attitudes and behaviours of tourists. This underscores the necessity for further research into the specific functions of these platforms and the effectiveness of SVP influencer marketing in managing tourism destinations (Liao et al., 2020). The Technology Acceptance Model (TAM) provides a framework for understanding the characteristics of SVPs, including their capacity to facilitate knowledge sharing through the adoption of innovative technologies (Xu et al., 2022; Zhang et al., 2019). Hereby present research incorporates TAM to comprehend the role of short video platform in influencing tourist's attitude. Further this study will also explore and identify the factors which help as a facilitator in influencing tourist's attitude towards short video platform (SVPs).

The Technology Adoption Model (TAM) is a highly used and important theory that aims to elucidate the adoption and utilization of information technologies by humans (Chung et al., 2015). The concept posits that the acceptance (attitude) and adoption choices (behaviour) of users after the introduction of a new technology or system may be influenced by many aspects, including perceived utility, ease of use and pleasure (Davis & Davis, 1989). Prior empirical research has shown that the Technology Acceptance Model (TAM) has been a reliable theory to elucidate the adoption of new technologies by consumers (Alqatan et al., 2017; Awa et al., 2015; Kala Kamdjoung et al., 2021).

Recognizing the increasing dependence of travelers on short video platforms (SVPs) to access tourism information as well as their decision-making, prior scholars have investigated the structure, usage motivations and influencing factor of SVPs on behavioral intentions (Bian & Zhu, 2020; Du et al., 2022). Compared to live-streamed videos, tourism-related SVPs are designed to present carefully staged and professionally edited perspectives of places with audience interaction (Li & Hayes, 2023). The increased prevalence of SVPs is fueling an explosion in their adoption as well as rapid commercialization. Data on SVPs are continuously being optimized, promoting co-creation and wide distribution across society. Ideologically, commercially and functionally, these platforms are ever more central to social extraction and interaction. In versatility, SVPs have emerged as critical

tools, knitting together many aspects of our lives, as well as the social, economic and cultural realms. In addition, based on the connection with devices such as smart phones, smart TVs and smart speakers, SVP promotes the distribution of seamless content and multi-terminal video.

Perceived Usefulness: Perceived Usefulness (PU), the extent to which a user believes using a system enhances their performance and benefits the organization (assuming proper implementation). This emphasizes the contribution of technology to maximizing user output, elevating performance, augmenting operating efficiency and providing value (Idris et al., 2017; Kala Kamdjoung et al., 2021). Studies have shown a positive relationship with perceived usefulness and intention to adopt technology (C. C & Prathap, 2020; Karim et al., 2020; Matemba & Li, 2018; Yang et al., 2021). On the basis of this, here is the proposed hypothesis:

H1: There is a significant positive relationship between perceived usefulness and tourist's attitude towards short video platforms.

Perceived Ease of Use: Building upon existing research on information technology (IT), it has been considered the main concept for assessing and studying user acceptability of a certain technology. Perceived ease of use refers to an individual's belief in their ability to navigate a technology without exerting additional effort. Karim et al. (2020) contended that the more the user-friendliness of technology, the more consumers would adopt it in various implementations. Previous studies suggests that there is a significant positive relationship between perceived ease of use and intention to use new technology (Al-Marouf & Al-Emran, 2018; Barry & Tahir Jan, 2018; Venkatesh et al., 2002; Yi & Hwang, 2003). Thus, from the above discussions following hypothesis was formulated:

H2: There is a significant positive relationship between perceived ease of use and tourist's attitude towards short video platforms.

Perceived Enjoyment: Perceived ease of use has been determined through previous research related to IT as an important aspect of the evaluation process as well as a prominent dimension in the understanding of user acceptance of a given technology. It indicates how much a person believes that he or she would be able to use a technology

with little effort. Karim et al. (2020) postulated that the easier an operation, the more likely it will be adopted by consumers in different sort of applications. Numerous studies have consistently found a meaningful positive association between perceived ease of use and behavioral willingness to embrace new technology (Al-Marouf & Al-Emran, 2018; Barry & Tahir Jan, 2018; Venkatesh et al., 2002; Yi & Hwang, 2003). From these insights, the following hypothesis has been formed:

H3: There is a significant positive relationship between perceived enjoyment and tourist's attitude towards short video platforms.

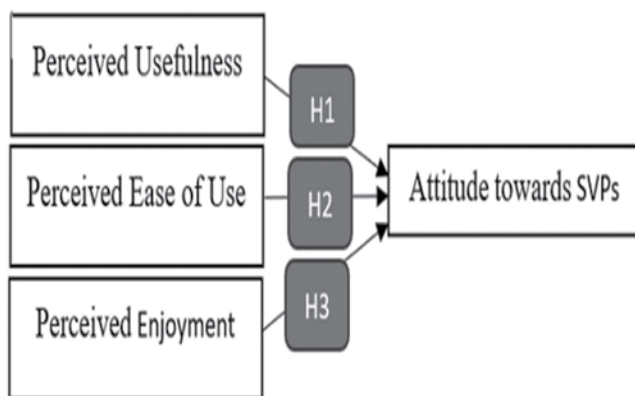


Figure 1: Conceptual Framework

SVPs: Short Video Platforms

This study is imperative as it examines the role of short video platforms (SVPs) that reflect the behaviour of tourists and tourists' attitudes or decision making according to the Technology Acceptance Model (TAM). With the consumption on digital content exploding, SVPs have become an invaluable medium to promote destination marketing and destination tourism. Hence an exploration on these platforms are perceived as useful and ease of use will come in accessible to further comprehend the impact these platforms have on tourist behaviour.

Objectives

- To explore factors influencing tourist's attitude towards SVP's.
- To examine the impact of antecedents on tourist's attitude towards SVP's.

Methodology

Research Design: The study is exploratory in nature to enable deeper understanding of effect of short video platform on tourist attitudes and decision-making process in rapidly evolving digital landscape.

Locale: The respondents were from Varanasi, having age of 18 years old or above and had watched short videos over various short video platforms like YouTube shorts, Instagram reels, etc. with respect to tourism destination.

Sampling Design: It employed purposive sampling strategy to obtain response from participants who actively engage with SVP and possess experience related to destination selection. The final sample was 331.

Tools and Technique: Data was collected from close-ended questionnaires using a 7-pointer Likert scale. The questionnaires were distributed through email. The content validity of items was ascertained and pilot study of 34 respondents were undertaken to assess the reliability of attributes, checking its language difficulties. There were 410 responses were filled out by respondents, out of which only 331 were usable. The items for this study were adapted from previous literature (Table 1).

Table 1: Measurement Instruments

Constructs	No. of Items	Source
Perceived Usefulness	3	(Ayeh, 2015; Chung et al., 2015)
Perceived Enjoyment	3	(Lee et al., 2012; Van Der Heijden, 2001)
Perceived Ease of Use	3	(Ayeh, 2015; Chung et al., 2015)
Attitude Towards SVPs	3	(Chung et al., 2015; Lee et al., 2012)

Data Analysis and Statistical Analysis: Exploratory Factor Analysis (EFA) and multiple regressions were used to identify the factors and their relative strengths towards tourists' attitude with respect to short video platforms (SVPs). SPSS software was used in analysing data.

Results and Discussion

Respondents Profile: The table 2 highlights demographic trends in the usage of short video platforms, revealing that the sample comprises slightly more males (178) than females (153). Most participants (142) watch videos for 1-2 hours daily, followed by 102 individuals watching 2-3 hours,

while only 34 exceed 3 hours. In terms of age, the largest group is 26-35 years old (119), followed by 15-25 years (94), with fewer participants aged 36-45 (87) and above 46 (31), indicating a younger user base. Regarding education, a significant portion has postgraduate or above qualifications (107), followed by graduates (98), while fewer participants have intermediate (79) or high school education (47). This suggests that younger, highly educated individuals dominate platform usage, with moderate daily engagement being the most common.

Table 2: Demographic analysis

Gender	Frequency	Watch time (in hours)	Frequency
Male	178	0-1	53
Female	153	1-2	142
		2-3	102
		>3	34
Age Group (in years)		Education	
15-25	92	Up to high school	47
26-35	115	Intermediate	79
36-45	87	Graduate	98
>46	28	Post Graduate or above	107

Reliability: To determining the overall construct's level of dependability, Cronbach's alpha reliability analysis was done (Table 3). The overall construct that is being evaluated has a Cronbach's alpha that is more than 0.70. Based on the findings of (Cavana et al., 2001), it seems that the structure is suitable for potential future examination.

Validity: In accordance with the findings shown in Table 3, the value of KMO was found to be 0.790. The results of the Bartlett's test of sphericity were statistically significant ($P=0.000$) and degree of freedom is 66. In light of these findings, it seems that factor analysis was a suitable method for the inquiry. It was shown that all of the constructs had eigen values that were more than 1, indicating that they were statistically significant, after the completion of principal component analysis and varimax rotation. There is a high amount of explanatory capacity shown by the components, as seen by the noticeable variations that they display. With regard to the concept of convergent validity, the factor loadings for every construct are higher than the threshold of 0.50, as shown in Table 4.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.790
Bartlett's Test of Sphericity	Approx. Chi-Square	3023.636
	Df	66
	Sig.	.000

Table 4: Factor Loading and Cronbach's Alpha

Constructs	Items	Factor Loading
Perceived Usefulness (PU) (Cronbach's α : 0.791)		
	Watching short travel videos enables me to make the travel decision more quickly	0.742
	Watching short travel videos allows me to acquire the travel information more comprehensively	0.617
	Watching short travel videos helps me acquire the travel information more efficiently	0.865
Perceived Enjoyment (PE) (Cronbach's α : 0.831)		
	I find watching short travel videos to be enjoyable	0.767
	The actual process of watching short travel videos is fun	0.787
	Watching short travel videos is an agreeable way of passing time	0.783
Perceived Ease of Use (PEOU) (Cronbach's α : 0.941)		
	I find it easy to access the desired travel information through SVPs	0.886
	The interaction of searching short travel videos in SVPs does not require much effort	0.883
	Learning how to watch and share short travel videos in SVPs is easy to me	0.884
Attitude Towards Short Video Platforms (ATTSPs) (Cronbach's α : 0.865)		
	I think the destination in short travel videos looks good	0.798
	I like the destination in short travel videos	0.874
	I think the destination in short travel videos is pleasant	0.878

The computed correlation coefficient, denoted as 'R', was determined to be 0.649. The obtained score indicates a statistically substantial degree of predictability as it pertains to the attitude of tourists towards short video platforms. Coefficient of determination, or R^2 , is a statistical measure that measures the extent to which the independent and dependent variables can be explained by each other. The coefficient of determination (R^2) of 0.422 (Table-5) suggests that 42.20% of the variance in the dependent variable (Tourists Attitude

Towards Short Video Platforms) can be accounted for by the independent variables, namely perceived usefulness, perceived ease of use and perceived pleasure.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649	0.422	0.416	3.73736

Predictors: (Constant), Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use.

The suitability of the regression model for the data was evaluated and examined, as shown in Table 6. The independent variables included in Table 6 have statistical significance, indicating their capacity to forecast the attitude of tourists towards short video platforms. Based on the F statistic $(3, 331) = 79.493$ at a significance level of $P < 0.05$, the study shows that these variables have a substantial impact on the dependent variable. Hence, it can be inferred that the regression model proposed above is an appropriate fit for the provided data.

Table 6: ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3331.020	3	1110.340	79.493	.000
	Residual	4567.482	327	13.968		
	Total	7898.502	330			

Predictors: Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use.

Table 7: Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.409	.711		3.388	.001
	PU	.210	.049	.200	4.266	.000
	PE	.322	.051	.315	6.301	.000
	PEOU	.280	.045	.307	6.240	.000

Dependent Variable: Attitude towards Short Video Platforms

Research findings indicate that the p-value is much lower than the predetermined significance level of 0.05 for

the variables of perceived usefulness, perceived enjoyment and perceived ease of use. Therefore, all the alternative hypotheses (H1 to H3) were deemed valid. Thus, this discovery has shown that the attributes of perceived usefulness, perceived enjoyment and perceived ease of use have a substantial influence on the attitude of tourists towards short video platforms. These findings elucidate how tourists' perspectives on practicality, pleasure and simplicity substantially impact their viewpoint regarding short video platforms. This uncovering aligns with existing scholarship in technological adoption and travel exploration. Xu et al. (2023) established in the Technology Acceptance Model that projected usefulness and projected ease of implementation are pivotal in deciding user acknowledgement of new advancements. Likewise, Choi et al. (2021) expanded on this idea with the Unified Theory of Acceptance and Use of Technology, stressing that hedonic motivations similar to perceived enjoyment notably amplify user participation, specifically on interactive platforms. Moreover, current studies explicitly involving tourism and social networking adoption have demonstrated that short video platforms like YouTube shorts and Instagram Reels leverage perceived enjoyment through visually appealing, bite-sized content, which heightens user satisfaction and travel motivation. Additionally, Jia et al. (2025) that the simplicity of short video apps - such as instinctive interfaces and algorithm-driven proposals - plays a pivotal part in shaping tourists' mindset and behavioural intentions. Furthermore, Cheng et al. highlighted in 2023 that the projected practicality of these platforms, like instant travel information and peer-generated reviews, meaningfully affects destination decision making. Collectively, these investigations reinforce that the interplay of usability, enjoyment and usefulness is pivotal in stimulating tourist participation with short video platforms, offering valuable insights for digital marketers and tourism planners seeking to optimize content strategies.

Thus, the multiple regression equation for this study will be: Tourists Attitude towards Short Video Platforms = 2.409 + 0.322 (Perceived Enjoyment) + 0.280 (Perceived ease of use) + 0.210 (Perceived Usefulness).

Table 7 clearly indicates that the strongest correlation between Tourists Attitude towards Short Video Platforms and perceived enjoyment is one of the main factors influencing Tourists Attitude towards Short Video Platforms followed by perceived ease of use and perceived usefulness. Among the

correlations, tourists' attitudes towards short video platforms are the best predictors of attitudes toward perceived enjoyment, which is the most important predictor, followed by perceived ease of use and perceived usefulness as traveller intention and is supported by previous researches (Xu et al., 2025; Qiu et al., 2024)) The perceived entertainment factor instigated by immersive visuals, algorithm-generated novelty and features facilitating interactivity. Zhang et al. (2023) is established as the foremost antecedent of user attitude towards short-form video platforms like TikTok and Instagram Reels; perceived ease of use continues to be an important factor regarding adoption and lastly, perceived usefulness, despite significance, plays a proportionately lesser role in modelling tourist engagement (Xiang & Chae, 2022). As such, the hierarchy suggests that tourism marketers should focus on emotionally powerful and entertaining content but will need to supplement this with some ease of use and minimal utilitarian content that will create the highest adoption on the platforms and sustainable use of those platforms.

Conclusion

The study intended to explore the antecedents and examine its impact on tourists' attitude towards short video platforms. The research analysed short video platform and its perception of travellers using Technology Acceptance Model (TAM). Findings present that perceived usefulness; perceived ease of use and perceived usefulness are pivotal in shaping tourists engagements with these platforms. These results align with the Xu et al. (2023) and Singh (2018) explaining tourists engage with such platforms greatly affect their views on ease of use and destination planning, subsequently shaping their travel motivations and experiences. The visual appeal experienced during watching short video platforms enhances information dissemination as well as develop emotional connections to the destinations. Since tourists highly rely on digital content for travel motivation, understanding such dynamics is essential for destination marketing organisations (DMO) aiming to leverage media in their promotional strategies. The primary limitations of this research were sample and design. Due to limited nature of parameter conducted in the work, it generates the factor making significant contributions to assess perceptions of potential tourists to use SVP for visiting destination. Moreover, the implications of this research pertain to tourism professionals, who can leverage insights from the TAM to customize material that appeals to their intended audiences. By refining video content for user interaction and matching it

with tourists' expectations, tourism marketers may augment their reach and impact. This study also paves the way for future research, promoting greater investigation into the relationship between digital content and consumer behaviour in the tourism industry. The ongoing evolution of short video platforms will surely maintain their significance in influencing visitor views, representing a crucial area of inquiry in comprehending contemporary travel dynamics. The findings of this research will provide broader contributions to both academia and industry by establishing practical implications for destination marketing organizations (DMOs), tourism business and policy makers that seek to use SVPs to support sustainable tourism promotion.

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