

# Research on the Influence Mechanism of Online Short Video on Chongqing Young People's Travel Consumption Intention

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**Abstract:** Social media has significantly affected the tourism and hospitality industry. Among diverse social media platforms, short video apps represented by TikTok or Douyin have considerably changed the tourism industry. As a new mobile technology platform, short video apps changed how users obtain travel information, make travel plans, and share the travel experience. Considering the latest technology of short video apps and their influence on tourism, this research aims to explore the influencing factors of video quantity, innovation, interaction, openness, and content richness relating to Chongqing's young travelers' consumption intention. The three research objectives are; to explore the centralized characteristics and advantages of short online videos, to test the impact of short online videos on the willingness of young people to travel to optimize the development of online short videos, and increase the consumption willingness of youth tourism groups.

**Keywords:** Online Short Video; Chongqing Young People; Travel Consumption Intention

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## 1. Introduction

In recent years, China's tourism industry has developed very rapidly. As one of the essential industries in the development of China's national economy, the development of tourism also closely follows the trend of the times, constantly advancing with the times, pioneering, and innovating. The tourism industry has gradually found where the development trend of the era of online short video is integrated into the exploration. From the perspective of tourism enterprise marketing, short video marketing is becoming increasingly popular. It is necessary to continuously meet the development characteristics of diversified, experiential, and personalized tourism needs in tourism development. Traditional tourism marketing methods can no longer meet the diversified needs of tourism development. Tourism consumption behavior is internally driven by consumer demand. The youth group is intensely interested in the outside world, and the consumption demand is relatively strong. The dissemination effect of short videos from the media is more direct and vivid, stimulating tourism consumption demand from multiple levels. This paper starts by analyzing the impact of short videos on tourists' willingness and demand level in the environment of online self-media communication. It uses a questionnaire survey and data analysis to deeply study the effect of self-media short videos on young people's tourism consumption intention.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

From a theoretical point of view, the significance of this study can be reflected in the following aspects. First of all, this paper extends the theory of customer perceived value to the field of tourism, expanding the research breadth of the theory of perceived value; at the same time, this paper combines the theory of perceived value with the ideas of perceived usefulness and perceived ease of use in the model of technology acceptance, and then Explore how these characteristics affect different dimensions of perceived value. This is not only the expansion of the research field of the theory of perceived value but also the integration of other theories and the repositioning of the theoretical perspective. Secondly, this paper takes the youth group as the research object, and it has specific sociological significance in exploring their tourism consumption willingness under the

influence of short videos. The youth group is a generation deeply influenced by the network environment, and their ideology, consumer awareness, consumer psychology, and consumption habits are very different. What elements of social networks are they attracted to, and how these elements affect their willingness to consume tourism has specific sociological significance for studying the behavioral characteristics of this generation.

## **2.2 Practical meaning and value**

This paper uses correlation analysis, regression analysis, and other methods to analyze the impact of online short videos on the intention of young people to travel and puts forward relevant measures to optimize online short videos according to the results of the empirical analysis, which is conducive to the vigorous development of short videos and has important practical significance. This research can also guide tourism companies to promote their marketing strategies, mainly focusing on improving and enhancing the "ease of use" of short tourism videos to attract more youth groups.

## **3. Understanding the Influence Mechanism of Online Short Video on Chongqing Young People's Travel Consumption Intention**

### **3.1 Customer perceived value**

Lou: et al. (2022) <sup>[1]</sup> explored how consumers perceive products and services. The research on customer perceived value originated in the mid-to-late 1980s and gradually became popular in the 1990s. The research on this concept was also favored by psychology and marketing scholars. Its research is mainly divided into the definition of customer perceived value, the classification of customer perceived value dimensions, the driving factors of customer perceived value, and the relationship between customer perceived value and customer satisfaction, customer trust, and customer commitment. When we think of "perceived value," we can easily associate its objective function, utility, and subjective enjoyment or pleasure. The research on customer perceived value is mainly based on three main lines: the idea of a trade-off between gains and losses, the hierarchical thinking of means-goal, and the method based on the dimension elements of perceived value based on dialectical philosophy.

### **3.2 Innovative diffusion theory**

Gao: et al. (2021) <sup>[2]</sup> outlined how new technologies and other advancements spread across societies and cultures, from introduction to widespread adoption. Innovation distribution theory attempts to explain how and why new ideas and practices are adopted, with timelines that can spread over long periods. How innovations are communicated to different parts of society, and the subjective opinions associated with innovations are essential factors influencing the spread or speed of dissemination. This theory is often mentioned when marketing new products and developing market share.

## **4. The Conceptual Framework for the Research Study**

### **4.1 Travelers' usage satisfaction**

Past experiences, travelers' expectations and attitudes, and travelers' emotional states are also critical explanatory variables of travel satisfaction.

## **5. The Influence Mechanism of Online Short Video on Chongqing Young People's Travel Consumption Intention**

Wang; & Xin. (2021) <sup>[3]</sup> believed the perceived value of network channels is explained by two aspects: content benefits obtained from network features and other auxiliary functions. Customer value in the network environment is divided into benefit value and experience value. The Internet's speed, wide information, fast dissemination, convenience, and professionalism can

improve the customer's perceived value and benefit factors; Internet purchase costs, security, and external stimulation factors are the customer cost factors of Internet channels, which will affect customers: benefit value and experience value. The research on customer perceived value in the physical and network environment reveals that under the network channel, the difference in customer involvement leads to the difference in customer perceived value, which is different in different dimensions of perceived value. In the measurement dimension of "price saving, time-saving and selection range," the perceived value of online channels is higher than that of physical stores; in terms of perceived situational value, in the dimension of "personnel service," the perceived value of online channels is better than that of physical stores. The perceived value of customers in physical stores; the perceived value of physical stores is superior to that of online channels in terms of product experience and quality judgment.

## **6. Conclusion**

This study uses the Chongqing tourism consumer group as the research object to explore the impact of online short videos on the intention of young people to consume tourism. The research collects and analyzes data through questionnaires and verifies the hypotheses. Based on past scholars and literature, it is roughly predicted: the number of online short videos, the richness of online short videos, the innovation of online short videos, the interactivity of videos, and the online short videos. Openness and other aspects can positively impact the consumption willingness of youth tourism groups. In recent years, the popularity of online short videos has brought certain benefits to the marketing of various industries, and the tourism industry is no exception. The greater the number of online short videos, the easier it is to be seen and known by the audience. It will gradually accumulate users who watch them, increase the number of fans, and increase their popularity. Secondly, the richness of online short video content will give viewers different viewing experiences and meet the needs of different consumers. Third, the innovation of short online videos often gives people a refreshing feeling and can attract people's attention. Fourth, the video's interactive nature can meet the audience's needs in terms of interaction. Fifth, the openness of online short videos is convenient for viewers to obtain and share, avoiding unnecessary troubles.

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