

## THE IMPACT OF YOUTUBE TRAVEL VLOGS ON USERS' TRAVEL INTENTION

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### INTRODUCTION

YouTube is one of the most popular online video platforms used as a medium for searching, viewing, and sharing videos worldwide (Irfan et al., 2022). The term "travel Vlog" refers to videos created by travelers who use their cameras or mobile phones to capture the real-life events they have encountered and post them online. Travel vlogs can provide information about tourists' experiences, habits, and niche markets (Chen et al., 2021). When a tourist watches the vlog of other tourists, he or she gains more realistic and immediate information about a location (Irfan et al., 2022). A person's tendency and potential to travel to a particular location is known as their travel intention. Recommendations from other people have been observed to affect tourists' intentions to visit tourist destinations. Based on their personal experiences, people can ascertain what it feels like to be in a location. When deciding to visit a destination, their tourist intentions are the reasons, and tourists will rely on information experts provide, including YouTube channels (Belanio et al., 2022). The main objective of this research is to investigate how the features of YouTube travel vlogs influence users' travel intentions.

### METHODOLOGY

In this research, the researcher used a deductive approach to examine the dimensions of travel vlogs and their impact on users' travel intentions. The five dimensions analyzed were entertainment, information seeking, social interactivity, emotions, and social presence, while travel intention was considered a dependent variable.

The research strategy employed was a survey, and the unit of analysis was the individual. The population consisted of active users of YouTube; a purposive sampling technique was used to draw the sample, which included active users of YouTube travel vlogs in selected channels with more than 50K subscribers. Primary data was collected through the questionnaire distributed via Google Forms, developed on a five-point Likert scale. A total of 312 responses were obtained for the final analysis. The secondary data was obtained from previous research and other sources. Data analysis was conducted using descriptive and inferential statistics with the Statistical Package for Social Science (SPSS) version 25.0. Regression equations represented the research model.

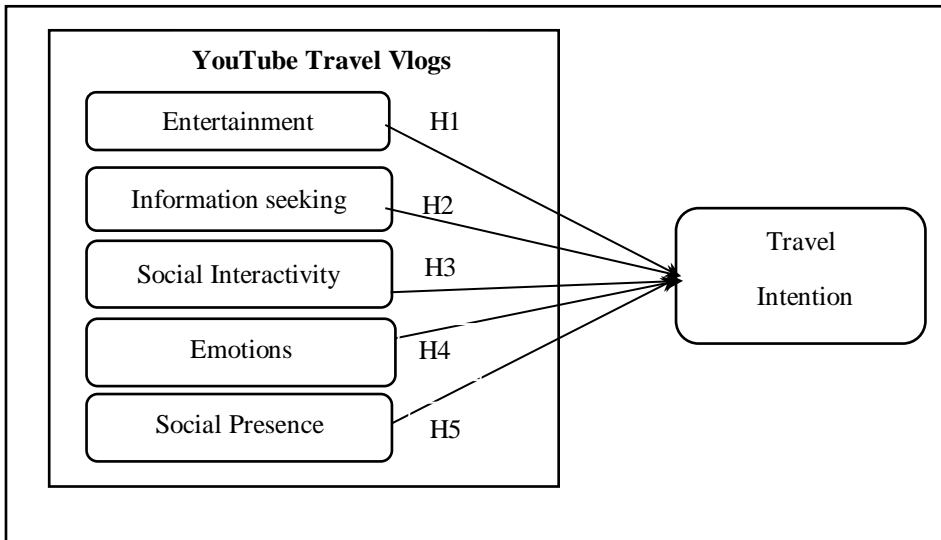
The following hypotheses are formulated based on the study's literature review and conceptual framework.

*H*<sub>1</sub>: The entertainment of the YouTube travel vlog has a significant favorable influence on travel intention.

*H*<sub>2</sub>: Information seeking from the YouTube travel vlog has a significant favorable influence on travel intention.

- H<sub>3</sub>: Social interactivity of the YouTube travel vlog has a significant favorable influence on travel intention.
- H<sub>4</sub>: Emotions of the YouTube travel vlog have a significant favorable influence on travel intention.
- H<sub>5</sub>: The social presence of the YouTube travel vlog has a significant favorable influence on travel intention.

**Figure 1**  
Conceptual Framework



**RESULTS AND DISCUSSION**

Cronbach's Alpha was used to measure the internal reliability of the current study. KMO and Bartlett's test was used to measure the sample adequacy. According to the results, all the variables that satisfy the threshold value of  $0.7 < \alpha$  confirm the internal consistency reliability of the variables. The KMO and Bartlett's test values of all variables are more significant than 0.7. Hence, the sample is adequate for the study.

**Table 1**  
Results of Reliability and Validity Test

Construct	Num. of items	Cronbach's Alpha	KMO Measure of Sample Adequacy
Entertainment	6	0.882	0.857
Information Seeking	6	0.883	0.856
Social Interactivity	6	0.883	0.861
Emotions	5	0.865	0.834
Social Presence	5	0.885	0.853
Travel Intention	3	0.865	0.735
Total Reliability and Validity	34	0.955	0.941

**Table 2**  
*Regression Analysis*

Variables	Standardized Coefficients $\beta$	Std. Error	P Value
(Constant)		0.153	
Entertainment	0.401	0.071	0.000
Information Seeking	0.125	0.061	0.042
Social Interactivity	0.121	0.075	0.096
Emotions	0.199	0.069	0.004
Social Presence	0.039	0.067	0.585

Dependent variable: Travel Intention

According to the multiple linear regression analysis, the P-value for entertainment is less than 0.01 with a 0.401 Beta value, indicating that entertainment of the YouTube travel vlog significantly positively influences travel intention. The P-value for information seeking is less than 0.05, with a 0.125 Beta value showing that information seeking from the YouTube travel vlog significantly influences travel intention. The P-value for emotions of the YouTube travel vlog is less than 0.05, with a 0.039 Beta value indicating that emotions of the YouTube travel vlog have a significant favorable influence on travel intention. However, the P-value for social interaction is 0.096, and the P-value for social presence is 0.585. That is, the P-value is higher than 0.05. Hence, these factors do not show a significant positive impact on travel Intention.

**Table 3**  
*Hypotheses Testing*

Hypotheses	Regression Analysis		Supported or Not Supported
	$\beta$	P	
$H_1$	0.438	0.000	Supported
$H_2$	0.125	0.042	Supported
$H_3$	0.125	0.096	Not supported
$H_4$	0.201	0.004	Supported
$H_5$	0.037	0.585	Not supported

According to the hypothesis testing results, the variables related to entertainment, information seeking, and emotions play essential roles in shaping the travel intention of the users.

**Table 4**  
*Demographic Analysis*

Factor		Frequency	Percentage (%)
Gender	Male	86	27.6
	Female	226	72.4
Occupation	Student	219	70.2
	Government sector employee	27	8.7
	Private sector employee	47	15.1
	Businessmen	11	3.5
	Homemaker	4	1.3
	Other	4	1.3

Frequency of Watching Time	2 hours a day or less	133	42.6
	2-3 hours a day	106	34.0
	4-5 hours a day	47	15.1
	5 hours a day or more	26	8.3
Type of Travel Vlog	Food/ culinary travel vlogs	108	34.6
	Wanderlust travel vlogs	33	10.6
	Historical/ Cultural travel vlogs	29	9.3
	Educational travel vlogs	32	10.3
	Nature travel vlogs	91	29.2
	Other	19	6.1
Content Creator	Yes	44	14.1
	No	268	85.9

The study found that the 20-30-year-old youth generation, particularly women, were the main viewers of YouTube travel vlogs. This demographic group's intense exposure to travel-related content on social media platforms like YouTube could increase their interest in traveling and use travel vlogs as a guide. Undergraduates were also more likely to watch travel vlogs and have a greater inclination to travel. The study indicated that most users spent three hours or less per day watching YouTube travel vlogs. Food and culinary travel vlogs and nature travel vlogs were in high demand on YouTube, with some viewers being content creators.

## CONCLUSION AND IMPLICATIONS

The main objective of this study is to examine the impact of the features of YouTube travel vlogs on users' travel intentions. The results indicate that the features of YouTube travel vlogs, such as entertainment, information-seeking, and emotions, significantly impact users' travel intentions. Therefore, it is suggested that tourism businesses use YouTube travel vlogs for marketing. This study provides potential avenues for future researchers. Future studies can be extended to cover a wider area with other social media networks such as Facebook, Instagram, etc. Further, studies can expand the research scope by collecting data from social media networks and vlog categories.

**Keywords:** Travel intention, tourism, YouTube travel vlogs

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