

Research on the Influence of Urban Short Video on College Students' Tourism Behavior

Yitao Zhang^{1,a,*}

¹*College of Culture and Communication, Institute of Disaster Prevention, Langfang, Hebei, 065201, China*

a. 717401464@qq.com

**corresponding author*

Abstract: This study found that the impact of domestic urban short video on college students' tourism behavior is mainly concentrated in four aspects: perceived usefulness, perceived ease of use, tourism attitude and tourism behavior. In order to study this influence relationship more accurately, the author proposes a model based on the influence mechanism of urban short video, which includes the above four independent variables, in order to obtain better research results. By combining network research and questionnaire survey, it is found that urban short video has a significant impact on college students' tourism behavior, especially in improving college students' tourism decision-making effect and stimulating tourism interest. In order to better promote the development of urban short video and college students' tourism industry, this paper puts forward some countermeasures and suggestions. It is hoped that this study can provide new perspectives and inspirations for urban short video producers and college students' tourism industry, and provide some suggestions for promoting sustainable development and innovation in related fields.

Keywords: city short video, college students, tourism behavior

1. Introduction

With the continuous development of China's social market economy, the hot issue of 'travel' has received more attention. The reason why college students are selected as the research object of this paper is that on the one hand, more and more college students choose to use their spare time to travel to broaden their horizons and enrich their spare time. On the other hand, the use of social media has kept the tourism industry hot in the epidemic era, and also affected the consumption consciousness and values of college students to varying degrees. Urban short video specifically refers to the content posted on the Douyin and Kuaishou platforms by official government departments, such as the Tourism Bureau, the Tourism Development Committee, the Internet Information Office, the Propaganda Department, etc [1]. This study uses a questionnaire survey to explore the tourism consumption values of contemporary college students and the factors affecting tourism behavior by studying the effect of the use of urban short video on college students' tourism behavior, to guide college students to use social media correctly, and to promote college students to broaden their horizons and enrich their after-school life.

2. Literature Review

According to Lu Qi and Ma Dong, short video opinion leaders induce tourists' travel impulse by providing travel decision-making process or publishing travel short video information, and then tourists will search for travel-related information to make travel decisions [2]. Wu Zengyu believes that college students are used to browsing travel forums and travel blogs to search for information, and assist themselves in making travel decisions by browsing travel blogs, travel notes, comments and other content [3]. In the current era of social media development, college students' tourism intention is more likely to be influenced by information on social platforms. Through research, we find that the circulation of urban short videos will significantly improve the travel intention of college students, and this improvement is caused by many factors [4]. Therefore, the study of urban short video can better understand and analyze the tourism behavior of college students.

3. Theoretical Model and Research Hypothesis

3.1. Model Construction

Based on its unique rational behavior research, American researcher Fred Davis constructed a comprehensive information technology acceptance model to explore how people can better understand and use new information technology. In the model, attitude plays a crucial role, which can guide individual users to change their behavioral intention. This paper aims to explore how college students' attitudes affect their travel behavior when they travel in a city, and the mediating role of such attitudes in the process of short video dissemination.

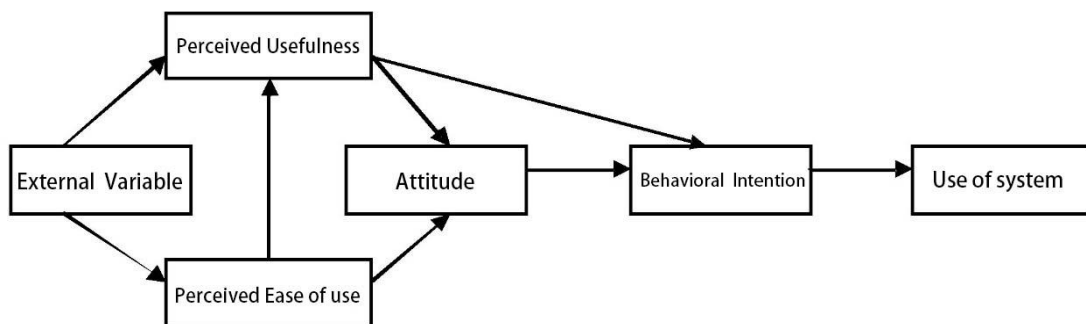


Figure 1: Technology acceptance model diagram.

Based on the previous research results, this paper establishes a model of urban short video communication on urban tourism behavior of college students, including two independent variables of perceived usefulness and perceived ease of use, as well as intermediary variables of tourism attitude and tourism behavior.

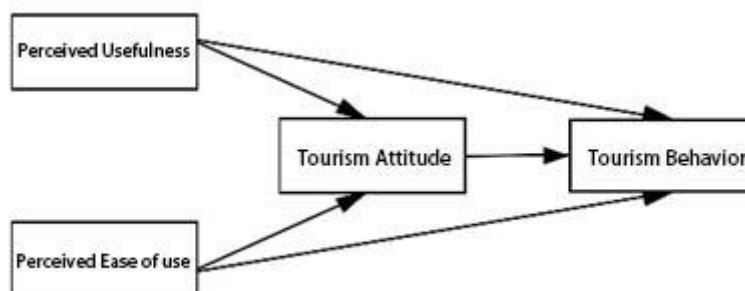


Figure 2: Influence model diagram.

3.2. Research Hypothesis

The effect indicators of this paper are as follows:

Table 1: Impact indicators.

Module	Variable
Independent Variable	Perceived Usefulness; Perceived Ease of use
Mediator Variable	Tourism Attitude
Dependent Variable	Tourism Behavior

3.2.1. The Effect of Perceived Usefulness on Tourism Attitude

H1 : Perceived usefulness has a positive effect on tourism attitude.

H2 : Perceived usefulness has a positive effect on tourism behavior.

3.2.2. The Effect of Perceived Usefulness on Tourism Attitude

H3 : Perceived ease of use has a positive effect on tourism attitude.

H4 : Perceived ease of use has a positive effect on tourism behavior.

3.2.3. The Effect of Tourism Attitude on Tourism Behavior

H5 : Tourism attitude has a positive effect on tourism behavior.

3.2.4. The Mediating Role of Tourism Attitude

H6a: In the relationship between perceived usefulness and college students' tourism behavior, tourism attitude plays a mediating role.

H6b: Tourism attitude plays a mediating role in the relationship between perceived ease of use and college students' tourism behavior.

4. Research Design and Variable Measurement

4.1. Questionnaire Design

At the beginning of the questionnaire, it will briefly introduce city short video and travel behavior. The first stage will explore the basic characteristics of the sampled people, including but not limited to their date of birth, ID number, family financial status, social media usage, travel preferences, travel times and other related factors. The second part is the focus of the survey, which aims to explore the relationship between urban short video and college students' travel.

4.2. Variable Measurement

The scale designed in this study is based on the research results of Davis, and refers to the research results of other scholars to design the perceived usefulness and perceived ease of use scale of urban short video. In the study, the scale was measured using the Rickett's five-level scale (from 'completely agree' to 'completely disagree'). The following scale is formed:

Table 2: Measure index.

Variable	Measure Index	Reference Source
Perceived Usefulness	The city short video content allows me to complete travel decisions more quickly. City short video content allows me to more fully grasp the information of tourist destinations. I get useful information by watching city short videos.	Davis [5]
Perceived Ease of use	Easy to use city short video to get the information you need. The content and form of city short video are easy to understand. The city short video content makes it easier to understand the city.	Davis [5]
Tourism Attitude	In general, I am satisfied with the city short video viewing experience. I love receiving city short video content information.	Ajzen [6]
Tourism Behavior	I will refer to the travel information in the city short video before I actually travel. The information in the city short video directly makes travel decisions for me.	Bansal & Peter [7] Park & Lee [8]

4.3. Data Collection

From February to May 2023, a large sample survey was conducted, and 733 questionnaires were received. After several rounds of field visits, it was concluded that effective responses must meet two conditions: one is to complete 15 questions, and the other is to ensure that the reading speed of the questions is not less than 40 seconds, and 600 valid questionnaires were obtained. After that, data analysis was carried out, and SPSS data analysis software was used for analysis and verification.

5. Research Results

Table 3: Descriptive statistics.

	N	Minimum Value	Maximum Value	Mean Value	Standard deviation
Perceived Usefulness	600	3.00	5.00	3.6450	.44602
Perceived Ease of use	600	3.00	4.33	3.6411	.44016
Tourism Attitude	600	3.00	4.50	3.6433	.46168
Tourism Behavior	600	3.00	4.50	3.6600	.45432
Number of Effective Cases	600				

Table 4: Reliability Statistics.

Cronbach Alpha	number of terms
.952	10

Table 5: KMO and Bartlett tests.

KMO sampling suitability quantity	.969	
Bartlett sphericity test	Approximate chi-square	4804.143
	Degree of freedom	45
	Significance	.000

From the above data, the reliability = 0.952 > 0.9, the reliability is excellent; validity 0.969 > 0.9, good validity.

Table 6: Correlation.

		Perceived Usefulness	Perceived Ease of use	Tourism Attitude	Tourism Behavior
Perceived Usefulness	Pearson Correlation	1			
	Sig.(two-tailed)				
	Number of cases	600			
Perceived Ease of use	Pearson Correlation	.840**	1		
	Sig.(two-tailed)	.000			
	Number of cases	600	600		
Tourism Attitude	Pearson Correlation	.811**	.815**	1	
	Sig.(two-tailed)	.000	.000		
	Number of cases	600	600	600	
Tourism Behavior	Pearson Correlation	.840**	.846**	.814**	1
	Sig.(two-tailed)	.000	.000	.000	
	Number of cases	600	600	600	600

** . Significant correlation at 0.01 level (two-tailed).

From the data, there is a high correlation between perceived usefulness, perceived ease of use, tourism attitude and tourism behavior, $p < 0.005$, which provides a basis for further regression analysis.

6. The Mediating Role of Tourism Attitude

6.1. Perceived Usefulness

Table 7: Perceived usefulness: Tourism attitude has a mediating effect.

	Tourism Behavior		Tourism Attitude		Tourism Behavior	
	B	t	B	t	B	t
Constant		6.531**		6.417**		6.531**
Perceived Usefulness	0.840	37.800**	0.811	33.896**	0.525	15.207**
Tourism Attitude					0.388	11.242**
R ²	0.705		0.658		0.757	
Adjusted R ²	0.704		0.657		0.756	
F	1428.821**		1148.943**		927.404**	

It verifies H1 and H2. Therefore, it verifies H6a: tourism attitude plays an intermediary role in the relationship between perceived usefulness and college students' tourism behavior.

6.2. Perceived Ease of Use

Table 8: Perceived ease of use: Tourism attitude has a mediating effect.

	Tourism Behavior		Tourism Attitude		Tourism Behavior	
	B	t	B	t	B	t
Constant		5.834**		5.825**		3.703**
Perceived Ease of use	0.846	38.731**	0.815	34.386**	0.543	15.739**
Tourism Attitude					0.371	10.757**
R ²	0.715		0.664		0.761	
Adjusted R ²	0.714		0.664		0.760	
F	1500.060**		288.317**		951.760**	

It verifies H3 and H4. Therefore, it verifies H6b: In the relationship between perceived ease of use and college students' tourism behavior, tourism attitude plays an intermediary role.

6.3. The Influence of Tourism Attitude on Tourism Behavior

Table 9: The influence of tourism attitude on tourism behavior.

	Tourism Behavior	
	B	t
Constant		8.644**
Tourism Attitude	0.814	34.238**
R ²	0.662	
Adjusted R ²	0.662	
F	1172.225**	

It verifies H5: is verified: tourism attitude has a positive effect on tourism behavior.

7. Conclusions

The research results of this paper show that the urban short video is very useful for urban short video communicators. Tourism behavior has a positive role in promoting. Therefore, urban short video communicators should strengthen their attention and understanding of college students, and pay more attention to user experience and perceived value in content creation and marketing strategies. At the same time, the research results also show that perceived usefulness and perceived ease of use are crucial to the spread of urban short video.

Therefore, urban short video communicators should continuously improve their technology and service levels, and pay attention to users' evaluation and feedback on their products and services. The research results of this paper can make the tourism industry better understand and grasp the needs and trends of college students' tourism market.

The tourism industry should pay attention to innovation and change, improve its service level and product quality, actively learn from the successful experience and mode of urban short video enterprises, use the advantages of new media to enhance the effect of tourism publicity and promotion, and provide more high-quality and personalized tourism services for college students.

In summary, the practical significance of this paper is very important. It has important enlightenment and guidance for promoting the development of urban short video enterprises,

improving the service level of the tourism industry, and helping college students to plan and choose tourism projects.

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