The Role of Travel Vlogs on Consumer Engagement towards Destination Visitation

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ABSTRACT

Travel vlogs are getting popular but it is unclear how the consumer gets into it. This study investigates how consumers engage with travel vlogs and intend to travel. By incorporating the use and gratification theory (UGT), this study examines the motivational factors (information seeking and entertainment motivation) as a source of gratification and how this social media is completing their needs according to their preferences. It will lead to a greater degree of engagement and create an online destination image. The current study investigated the emotional and social attractiveness features of travel videos to govern engagement. Data was collected from 350 respondents who traveled to a destination after watching a travel vlog. Data was analyzed applying structural equation modeling. Results specify authentic information and entertainment from watching travel vlogs will impact consumer engagement. Specifically, emotional attachment and social attractiveness play an important role. Customers being emotionally engaged and perceiving travel vlogs as key factor will significantly affect their travel intention behavior. The study demonstrates optimal watching experiences of travel vlogs can enhance customers' cognitive, emotional, and behavioral responses, ultimately influencing their behavioral intentions toward destinations.

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Introduction

In the past, before traveling people were not aware of the places they were going to visit (Week, 2012) and they depended on the information available on traditional media but the internet has revolutionized the way tourism-related information and how people plan for their travel (Buhalis and Law, 2008). In recent years, the internet has mediated the tourism trends as tourist use social media sites to portray, reconstruct, and recall their travel journeys (Tussyadiah and Fesenmaier, 2009, Pudliner, 2007). So travel vlogs have emerged as a new face and phase shared through social media which involves tourism features such as travel activities, food, accommodations, and adventures (Peralta, 2019). These travel vlogs are travel stories and personalized travel information that is recorded in the form of videos (Griffith and Papacharissi, 2010). This type of online video which includes all the tourism aspects with real-life stories develops a relationship with the viewer and creates social engagement with the audience (Crowel et al., 2014). Given the incredible online traffic, travel vlogs have the vast potential to provide real-life time experiences and involve the audience in actual destination visitation (Peralta, 2019) and have gained popularity as a modern form of collecting information (Ladhari et al., 2020, Lee and Watkins, 2016, Snelson, 2015).Tourism, being an immersive activity, prompts consumers to assess the information through travel vlogs and mitigate the potential risks connected with their decision-making process and choice of travel destination (Chi et al., 2020, De Jans et al., 2018, Zhang et al., 2017).

Role of travel vlogs, especially how the consumer engages with the travel vlog,by applying the concept of customer engagement that travel vlogs can function as word-of-mouth to stimulate the travel intention of viewers (Cheng et al., 2020) with the factors involving the source creditability, inspiration, escapism, and self-congruence. A limitation of their work is that it lacks how travel vlog will provide information and entertainment motivation between audience reaction and video content; it remains unclear of what travel vlogs triggers positive perception of online tourist information about destination image (Abad and Borbon, 2021, Li et al., 2020) and stimulates travel intentions. This current study seeks to fill the research gap.Pertinent to travel vlogs, the term tourist-generated videos denotes a relatively well-studied field. Theoretically, travel vlogs are a category of tourist-generated videos and many researches have been done that investigate the tourist generated videos (Peralta, 2019, Cheng et al., 2020, Tussyadiah and Fesenmaier, 2009, Dinhopl and Gretzel, 2016, Stankov et al., 2019) but travel vlogs were not consistently incorporated into these endeavors. Considering the role of travel vlogs as a source of psychological relationship for engaging the consumers and creating emotional attachment and social attractiveness towards destination visitation, as well as exploring that vlog phenomena is worthwhile to create a digital psychological linkage with the consumers.

The present study analyzed probability sampling where we adopted the concept of watching the travel vlog before destination visitation. Consumer engagement is a core concept in media and communication studies, which will include the multidimensional participation of the media viewers (Rubin and Perse, 1987). The concept of consumer engagement incorporates the immediate relevance of audience viewing and responding, as it determines the data as a reflection of authentic information and entertainment motivation, in this case, vlog-viewer relations, rather than relations of media audience relations between firms and their customers. Examining customer engagement can benefit research by expanding our understanding of the patterns of viewer participation, and it will help to explain the consumer variations of psychological and behavioral responses. Our objectives were to develop a typology for the role

of travel vlog content and a methodological insight gained through virtual exploration. The expected practical outcomes emphasize expanding the role of travel vlogs in peer tourist digital communication and decision-making of tourists.

This study was guided by four research questions:

1. To identify and measure consumer motivational resonances when watching travel vlogs.
2. To explore the impacts of emotional and social resonances on consumers after watching travel vlogs.
3. To examine the patterns of involvement and interaction to the expression of travel intention from watching travel vlogs.
4. To explore the relationship that travel vlogs or online destination images evoke customers intend to visit.

Value of the Study

This research discusses the impact of microblogs on tourists and their destination visit decisions, especially when combined with the actual situation of Pakistan vlog and tourism development, which has strong practical value. At the same time, this research can construct the relational model of destination attachment, health tourism, and destination revisiting in the field, which is rarely involved in the previous study so it has certain theoretical value. Consequently, the examination of emotional attachment as a factor impacting consumer engagement presents a novel avenue for tourist marketers. In addition, tourism marketers possess the ability to formulate marketing strategies aimed at promoting tourism content, hence augmenting the influx of tourists to Pakistan. This study has followed the research guidelines provided in the previous of the same field published in high quality research journals (e.g., Ahmed, Nawaz, & Rasheed, 2019; Anser et al., 2022; Anser et al., 2020; Chang et al., 2022; Gulzar, Ahmad, Hassan, & Rasheed, 2022; Hameed et al., 2019; Hameed, Muhammad Naeem, Rasheed, & Moin, 2023; Iqbal et al., 2021; Kanwal, Pitafi, Rasheed, Pitafi, & Iqbal, 2022; Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020; Khalid, Weng, Luqman, Rasheed, & Hina, 2022, 2023; Khan, Liu, Khan, Liu, & Rasheed, 2020; Khizar, Iqbal, & Rasheed, 2021; Rasheed, Pitafi, Mishra, & Chotia, 2023; Rasheed & Weng, 2019; Rasheed, Weng, Umrani, & Moin, 2021; Rasheed, Yousaf, & Noor, 2011).

Literature Review

The revolutionary advancement of digital technology brings the trending evaluation in travel-related content (Gutierriz et al., 2023). Travel Vlogs, in previous studies particularly have been done in the context of information-seeking and entertainment (Cheng et al., 2023) purpose and also have gained immense popularity in this digital transformation era (Zhang et al., 2023). This literature review examines the role of travel Vlogs and motivation in shaping consumer engagement toward destination visitation. In this study, attraction to watch the travel Vlog includes the factors of authenticity, social validation, emotional attachment, and aspirational influence (Agrawal and Mittal, 2023)which results in consumer travel intention. In this study, travel Vlogs also serve as valuable sources of information, catering to consumers' information-seeking needs (Cheng et al., 2023) by providing practical tips, travel awareness, and physical experiences provided by the vloggers (Dewantara et al., 2023b).

Specifically, travel Vlogs offer a source of information value (Abdullaev and Anggraini, 2023) through captivating storytelling, and immersive visuals (Zhu et al., 2023b). The Uses and

Gratification theory (UGT) proposed by(Ma et al., 2021) provides a comprehensive framework to understand the motivations and gratifications derived from travel vlog consumption relationships and identify additional factors influencing (Hsu and Lin, 2023) consumer engagement and consumer travel intentions in the digital era(Nazir et al., 2023). Emotional attachment and social attractiveness factors tend to have a stronger impact on consumers' decision-making process compared to rational information(Chen and Yang, 2023). These Vlogs contribute to the formation of online destination image, influencing consumers' perceptions and shaping their travel intentions from audience engagement after watching travel Vlogs (Laurance et al., 2023). The emotional elements present in travel Vlogs have a positive influence on consumer behavior by shaping their travel intentions and inspiring them to actively plan(Shah, 2023) and experience their travel adventures (Wright, 2023). Moreover, emotional attachment and social attractiveness play a significant role in driving consumer travel intentions (Jiang and Hong, 2023). Travel Vlogs evoke emotions and foster a sense of tourism community connection between viewers and travel Vlogger (Dewantara et al., 2023a). For conducting the literature review of this study, we have followed the reviewing the literature guidelines provided in the past research in the social sciences (e.g.,Luqman, Masood, Shahzad, Imran Rasheed, & Weng, 2020; Luqman, Masood, Weng, Ali, & Rasheed, 2020; Masood, Feng, Rasheed, Ali, & Gong, 2021; Moin, Omar, Ali, Rasheed, & Abdelmotaleb, 2022; Moin, Omar, Wei, Rasheed, & Hameed, 2021; Murtza & Rasheed, 2023; Naeem, Weng, Hameed, & Rasheed, 2020; Nand, Pitafi, Kanwal, Pitafi, & Rasheed, 2020; Nisar & Rasheed, 2020; Nisar, Rasheed, & Qiang, 2018; Rasheed, Malik, et al., 2020; Rasheed & Murtza, 2023; Rasheed, Okumus, Weng, Hameed, & Nawaz, 2020).

Influence of Social Media on Viewer Engagement
Vlogson social media are pre-recorded by the vlogger and posted on social media sites after editing. It is considered the medium of destination marketing for the tourism industry as well. Thevariety of content categories of YouTube Vlogs includes art and craft, video editing, entertainment, education, travel experiences, and many more. The information experiences are provided through visual communication by the Vloggers on social media platforms. It may serve as advertising purposes for travel. Vloggers through visual communication have become powerful catalysts for viewer engagement. Social media platforms provide accessible and interactive spaces for viewers to discover, consume, and interact with travel vlog content. The visual nature and immersive storytelling if founded in travel Vlogs make them inherently engaging after seeking information about the consumer travel intention.

Feedback and inspiration from viewers may influence or motivate the Vloggers to provide detailed information and exact travel intended location. Additionally, viewers will utilize tourism-related details to organize their journeys. Consequently, as a result of watching travel vlogs, viewers are prone to make choices based on their travel plans.The motivational aspect plays a critical role in tourism and consumer behavior, as viewers derive benefits from watching travel videos, according to the UGT. Consequently, travel vlogs possess significant potential in destination marketing by providing authentic experiences, ultimately influencing consumers' travel intentions. Both public tourism agencies and private tourism agents can leverage travel vlogs to their advantage. Travel vlogs play a crucial role in enhancing tourism promotion and information dissemination, enabling a more accurate understanding of consumer behavior and contributing to the growth of the tourism industry. As a result, travel vlogs exert significant influence in facilitating the successful development of the tourism sector.

Uses and Gratification Theory (UGT)

Herzog (Psychologist) proposed the UGT in the 1940s to investigate the reasons behind consumer engagement with mass media. This perspective focuses on understanding how individuals utilize media and the gratification they derive from it.The travel vlog paradigm has undergone an evolution that places greater importance on understanding the reasons and motivations of the audience after emotional attachment, as well as their social and psychological satisfaction after social attractiveness. In a similar vein, consumers play a significant role in utilizing media based on their specific social and psychological needs, which are fulfilled by addressing various challenges they may face.

Taking an active role implies that the audience has control over the media they consume, as well as the ability to interpret and incorporate it into their daily lives. By adopting UGT, the current study aims to explore the motivations behind consumers' use of travel Vlogs on YouTube and the underlying needs that drive this behavior to consumer travel intention.Over time, there has been a noteworthy transformation in this inflection, placing increased significance on understanding the motivations and meeting the social and psychological needs of the audience. Similarly, consumers actively engage with media by aligning it with their specific social and psychological needs, which in turn helps them overcome various challenges they may face during the travel period. This active engagement implies that the audience exercises control over the media they choose to consume, interpreting and integrating it into their lives accordingly and choosing their travel destination. Through the adoption of the UGT, the current study aims to investigate the underlying reasons behind consumers' utilization of travel Vlogs on YouTube and the specific needs that these Vlogs fulfill for them. Consequently, UGT serves as a framework to elucidate the "how and why" of media usage from the consumers' standpoint, portraying consumers as discerning, motivated, and proactive individuals to consumer travel intention.Psychological feature, as viewed through the lens of UGT, plays an important role in understanding tourism and consumer behavior after seeking information from online destination image from YouTube travel Vlogs. It serves as the driving force behind consumer decision-making and behavior. In the context of travel Vlogs, consumers are motivated to engage with this form of media to acquire information, seek entertainment, and interact with others. Consequently, motivation plays a pivotal role in satisfying the desire to watch travel Vlogs.

Satisfaction, as a component of gratification, is derived from active media consumption like YouTube. This research framework providesa variety of gratification aspects; content sanctification (consisting of credible content and source of valid information) consumer engagement(relating to engaging with the Vlogs, time spent, and information sharing to travel), and psychological satisfaction(related to interaction with the audience and attraction to the travel intention). This study aims to provide a comprehensive understanding of users and their satisfaction with social media, offering valuable insights into consumer behavior. By exploring the motivations and gratification derived from media consumption, a broader perspective can be attained. Specifically, this research investigates consumers' UGT for utilizing travel Vlogs, focusing on information seeking, escaping, and consumer engagement in consumer travel intention.

Information seeking pertains to the use of travel Vlogs on YouTube, where consumers seek destination-related information. Actively selecting content that addresses their specific travel needs, consumers typically prioritize reliable, accurate, and comprehensive informative Vlogs to their wanderlust. Consumers are motivated to use YouTube travel Vlogs for two main purposes:

obtaining the information they need and seeking amusement engagement. In their quest for information, consumers actively seek out reliable, accurate, and complete content through these Vlogs. Simultaneously, they also look for entertainment value, which could include aspects such as captivating storytelling, visually appealing footage, or engaging narratives.This combination of information-seeking and amusement engagement leads to increased participation and engagement with the travel Vlogs. As a result, consumers develop behavioral outcomes, such as an intention to visit the destinations featured in the Vlogs and engaging in word-of-mouth (WOM) communication. These outcomes are driven by the gratification derived from the fulfilling experience of using YouTube travel Vlogs.

Consumer Engagement
The engagement has found wide application in various fields, including marketing and consumer behavior. It is built upon commitment and trust, fostering long-term relationships. This highlights the active role of consumers, who are essential resources for marketers in enhancing company effectiveness and accessing knowledge resources, such as product knowledge and insights into their lives.The present study utilizes UGT, to investigate consumer's reasons for using travel Vlogs on YouTube and the underlying needs they fulfill through this medium. UGT providesa source on the "how and why" of media usage from the consumers' perspective. Consumers are characterized as intelligent, motivated, and active individuals after consumer engagement.Motivation, viewed through the UGT, plays a significant role in tourism and consumer behavior. It serves as the driving force behind consumer decision-making and behavior to consumer travel intention. Consumers utilize travel Vlogs to acquire information, seek amusement, and engage with others, thereby satisfying their specific needs for their wanderlust.Motivation serves as the primary driving force behind consumer behavior when it comes to watching travel Vlogs. Consumers seek these Vlogs intending to satisfy their desire for enjoyable viewing experiences. Gratification, on the other hand, is an essential component of satisfaction that individuals derive from actively engaging with media.

In the context of travel Vlogs, content sanctification (consistingof credible content and source of valid information) consumer engagement(relating to engaging with the Vlogs, time spent, and information sharing to travel), and psychological satisfaction(related to interaction with the audience and attraction to the travel intention) within the online community surrounding the travel Vlogs.By delving into these forms of gratification, the present study aims to gain a deeper understanding of users and their satisfaction with social media. This understanding provides valuable insights into consumer behavior, offering a broader perspective on how individuals seek and obtain gratification from media consumption. Specifically, the study examines consumers' utilization of travel Vlogs, focusing on their motivations for information-seeking and entertainment motivation.

Information seeking in the context of travel Vlogs on YouTube involves consumers accessing destination-related information. These Vlogs serve as a source of valuable information, allowing consumers to actively select the content that addresses their specific needs and interests when planning a visit to a particular destination. When seeking information, consumers typically prioritize reliable, accurate, and comprehensive topics, such as general queries or product details, as well as engaging in socializing, group discussions, news updates, and sharing relevant topics.On the other hand, entertainment motivation in the realm of travel, Vlogs refers to the pursuit of pleasure and enjoyment through social media.

Consumers may seek various forms of entertainment motivation through online destinations like Vlogs, such as escapism, distraction, aesthetic pleasure, or emotional release when engaging with these Vlogs. From the perspective of UGT, YouTube travel Vlogs can cater to a range of activities, particularly those related to tourism.Overall, travel Vlogs on YouTube offers a platform that supports both information-seeking and entertainment, providing consumers with valuable resources and enjoyable content, especially within the realm of travel and tourism.Consumers actively select YouTube travel videos to fulfill their specific needs, such as gaining a true experience of different destinations via credible sources. The motivation behind using these Vlogs is twofold: obtaining the necessary information and seeking entertainment motivation through online destinations.

Consumers are driven to seek and acquire reliable, accurate, and comprehensive information through these videos. Additionally, they also look for entertaining content that aligns with their preferences and brings enjoyment.The combination of information-seeking and entertainment motivation leads to increased participation and engagement with YouTube travel Vlogs. This, in turn, yields behavioral outcomes such as consumers expressing their intention to visit the showcased destinations and engaging in word-of-mouth (WOM) communication.

Finally, consumers choose YouTube travel Vlogs as a means to fulfill their specific needs, including experiencing destinations. They are motivated to find essential information and seek entertainment motivation through online destinations. By actively seeking reliable information and engaging with entertaining motivational content, consumers become more involved and inclined to express their intention to visit the destinations while also engaging in WOM activities.

Theoretical Framework

Influence of Information Seeking on Emotional Attachment

When individuals actively seek information about a particular travel destination, their motivation is driven by a desire to acquire knowledge and expand their understanding (Wang and Park, 2023).Through this deliberate pursuit of information, viewers satisfy their need for knowledge and comprehension, which can lead to the development of emotional affinity towards the destination(Lavaredas, 2023). Emotional attachment may manifest as a sense of connection, familiarity, or a desire to personally visit and explore the place(Quintero and Zerva, 2023). The provision of useful and interesting information in travel Vlogs can heighten emotional reactions and foster attachment to the subject matter(Chen and Yang, 2023). The social attractiveness Theory proposed by (Berscheid and Hatfield, 1969), States that there is a tendency for individuals to be drawn to those who possess comparable viewpoints and attitudes regarding life-related matters. This theory derived from social psychology, suggests that individuals are more likely to be attracted to and influenced by individuals who possess desirable social traits(Potter et al., 2023). Travel vlog video content is seen based on consumers' information-seeking levels (Zhou et al., 2023a), Social attractiveness refers to the perceived likability, repeatability, and popularity of the Vloggers (Børresen and Khawas, 2023). From of above study, we can hypothesize that a higher level of social attractiveness exhibited by travel Vloggers through information seeking will positively influence consumer engagement with the content and subsequently increase their intention to visit the featured destinations.

H1: A Higher level of information seeking by the audience hasa significant positive impact on emotional attachment

Influence of Entertainment Motivation on Emotional Attachment

Travel Vlogs create a pleasant and enjoyable atmosphere, and provoke positive emotional responses from viewers(Fang et al., 2023). The presence of emotional reactions toward travel vlogs is a significant indicator of consumer behavior(Dewantara et al., 2023a), and viewers tend to be more attentive to information that aligns with their motivational needs(Cheng et al., 2023). The Uses and Gratifications Theory, initially proposed by Lazarsfeld and Stanton in the 1940s, aims to elucidate the motivations behind individuals' utilization of mass media and the diverse forms of gratification they derive from it. Moreover, this theory suggests that viewers actively seek out and engage with media content to fulfill specific needs and derive gratification from the experience (Bawack et al., 2023). In the context of travel Vlogs, entertainment motivation refers to the desire of viewers to be entertained, amused, or captivated by the content(He et al., 2023). Emotional attachment, on the other hand, refers to the emotional connection and affinity that individuals develop towards the Vlogs and the featured destinations(Na et al., 2023). The inclusion of entertainment elements, such as attractive narratives, visually appealing visuals, and comedic elements, in travel Vlogs can foster a positive emotional connection between viewers and the content as well as the featured travel destination (Gholamhosseinzadeh, 2023). Positive emotional experiences intensify the emotional bond formed with the content and the location itself (Wei et al., 2023). According to (Paglione et al., 2023), the promotion of positive connections can be facilitated through entertainment, since audiences tend to be more heedful to the information that aligns with their motivational needs (Barros and Ramos, 2023). From of above study, we can hypothesize that:

H2: Entertainment motivation has a strong positive and significant relationship with emotional attachment.

Influence of Online Destination Image on Emotional Attachment

The online representation of a destination through visually appealing content, positive narratives, and engaging storytelling in travel Vlogs(Gholamhosseinzadeh et al., 2023), can elicit pleasant feelings and foster a stronger emotional connection to the featured place(Zuo et al., 2023). A favorable perception of the online destination image, communicated through travel Vlogs, has the potential to shape individuals' emotional attachment and intentions to travel(Nguyen et al., 2023). Image Theory proposed by Boulding (1959) aims to elucidate the decision-making process of individuals, particularly when it comes to making important personal choices. This theory posits that viewers rely on the information and impressions available to them to form perceptions and make informed decisions (Dewantara et al., 2023b). Moreover, it suggests that audiences form perceptions and impressions of a particular entity based on the information available to them (Frazer et al., 2023). In the context of travel Vlogs, online destination image refers to the portrayal and representation of a destination through visual and descriptive elements in online platforms (Syafganti et al., 2023). Importantly, Positive and appealing images of a destination, including its natural beauty, cultural richness, and unique experiences, are likely to evoke positive emotions and foster a sense of attachment among viewers. The study of this relationship contributes to the understanding of the impact of online destination image on emotional connections in destination marketing. The aforementioned study conducted by (Li et

al., 2019, Li et al., 2020) demonstrates that the portrayal of a tourist site effectively causes its attraction, hence fostering a sense of engagement and identification among prospective travelers. Building upon this theory, we hypothesize that the online destination image presented in travel Vlogs significantly influences viewers' emotional attachment to the represented destination.

H3: Emotional attachment has a positive and significant influence on online destination image.

Influence of Information Seeking on Social Attractiveness.

When individuals actively seek information while watching a travel vlog and perceive the Vlogger as a reliable and knowledgeable source, it enhances the Vlogger's social attractiveness (Shah, 2023). The act of seeking information and perceiving the Vloggers as competent and trustworthy contributes to their expertise and social desirability(Zhou et al., 2023b). Social Comparison Theory, proposed by Leon Festinger(1954),According to this concept social media users evaluate their own personal and social worth by making comparisons with others to determine their relative standing (Chan et al., 2023). Moreover, it suggests that viewers have a natural tendency to evaluate themselves by comparing their attributes and abilities to those of others(Cheng et al., 2023). According to this theory, people engage in social comparison processes to assess their own social standing, attractiveness, and self-worth (Ha et al., 2023). In the context of travel Vlogs, the influence of information seeking on social attractiveness is further supported by Social Comparison Theory. When viewers engage in information-seeking behavior, they are likely to come across comparisons between themselves and the Vloggers in terms of lifestyle, experiences, and attractiveness (Nguyen et al., 2023). This process of social comparison can play a role in shaping viewers' perceptions of social attractiveness.Based on this theory, we hypothesize that increased information-seeking behavior among viewers of travel Vlogs will lead to enhanced social comparison processes. As viewers gather information about the Vloggers, they are likely to compare themselves to the Vloggers and evaluate their social attractiveness concerning them(Olfat et al., 2023). This, in turn, can influence viewers' perceptions of the Vlogger's social attractiveness. Building upon this theory and concept, we hypothesize that:

H4: Information seeking has a positive and significant influence on social attractiveness.

Influence of Entertainment Motivation on Social Attractiveness

When viewers are motivated by the entertainment aspect of a vlog, such as engaging narratives, comedy, or visually interesting content, it enhances their likability and perceived social desirability (Okanovic and Agnès, 2023). Vloggers who are seen as entertaining, relatable, and enjoyable are more likely to attract viewers socially, as individuals are naturally drawn to content creators who provide delightful and engaging experiences(Haque et al., 2023). The presence of entertainment motivation in travel Vlogs contributes to the perception of the Vlogger as someone with whom viewers would enjoy spending time or interacting (Hutchinson et al., 2023). It posits that individuals in escapism have innate psychological needs for autonomy, competence, and relatedness(Pal and Arpnikanondt, 2024). Self-determination theory (SDT) was proposed by Edward Deci and Richard Ryan presented their ideas on self-determination and intrinsic motivation in human behavior through their book "Self-Determination and Intrinsic Motivation in Human Behavior," which was published in 1985. According to this theory, when these needs are satisfied, individuals experience greater well-being and motivation. In the context of the hypothesis on the influence of entertainment motivation on social attractiveness in travel Vlogs,

SDT provides additional support. When individuals engage with entertaining travel Vlogs, they experience a sense of self-direction, as they freely (Nohutlu et al., 2023) choose to consume content that brings them enjoyment and amusement. Based on SDT, we hypothesize that higher levels of entertainment motivation among viewers of travel Vlogs will positively influence their perception of the Vloggers' social attractiveness. The Vloggers' competency in creating engaging and entertaining content enhances viewers' perceptions of their competence. This study will contribute to a better understanding of how entertainment motivation influences perceptions of social attractiveness in the context of travel Vlogs. Building upon this theory and concept, we hypothesize that:

H5: Entertainment motivation develops a positive and significant impact on social attractiveness.

Influence of Online Destination Image on Social Attractiveness

When viewers are exposed to a positive online representation of a destination through a travel vlog, it shapes their perceptions and emotional connections to the place (Tsai and Hsin, 2023). This, in turn, can indirectly impact their perception of the Vloggers' social appeal(Guo et al., 2023). A favorable online destination image creates a positive environment where viewers associate the Vlogger with expertise (Laurance et al., 2023), a sense of adventure, and the ability to offer captivating travel experiences (Pomfret et al., 2023). Social Presence Theory, proposed by(Short et al., 1976) suggests that individuals perceive and interpret mediated communication (such as online platforms like Social media) in a way that simulates face-to-face interactions. It posits that the level of social presence, or the sense of being connected and engaged with others, influences individuals' attitudes and behaviors in online environments (Oh et al., 2023). The Vloggers' affiliation with an attractive destination enhances their social desirability. However, it's important to note that the impact of online destination image on social attractiveness can be influenced by factors such as the Vloggers' personality, communication style, and reliability. The existence of a positive destination image serves as a foundation for the Vlogger's social appeal, but other factors also play a role in determining their overall attractiveness to viewers.Theonline destination image represented in travel Vlogs will significantly influence viewers' perception of the Vloggers' social attractiveness. The online destination image refers to the presentation and representation of the travel destination through visuals, narration, and storytelling in the Vlogs. Building upon this mass communication concept, we hypothesize that:

H6: Online destination image has a positive and significant influence on social attractiveness.

Influence of Emotional Attachment on Customer Travel Intention

When viewers develop an emotional connection to a destination showcased in a vlog, it creates a strong desire to visit that place (Nguyen et al., 2023). This emotional attachment influences their perception of the Vloggers' trustworthiness, generates word-of-mouth endorsements (Filieri et al., 2023), and can lead to repeated visits and loyalty (Hu and Xu, 2023). Affective Disposition Theory (Zillmann and Bryant, 1974) suggests that individuals' emotional attachments and positive affective experiences towards a brand, product, or service influence their intentions and behaviors. Thus, the phenomenon of users uploading videos of tourist destinations to short video platforms and the future generation of positive or negative word of mouth(Chen et al., 2023) is influenced by factors such as users' experiences, emotions, and the extent to which tourists' demands have been met (Gong et al., 2023). It posits that emotional attachment plays a crucial role in shaping consumer attitudes, preferences, and intentions (Zhu et al., 2023a). As higher

levels of emotional attachment among viewers of travel Vlogs will positively influence their intention to travel(Lu et al., 2023). Emotional attachment in the context of travel Vlogs refers to the viewers' emotional connection, affection, and attraction towards the destinations, experiences, and Vloggers represented in the content(Gholamhosseinzadeh, 2023). According to this concept when viewers develop emotional attachments to the destinations and experiences portrayed in travel Vlogs (Ma and Zhang, 2023), they are more likely to form positive attitudes and intentions towards visiting those places(Lai et al., 2023). The emotional connection evoked through the Vlogs enhances their perceived value and desire to pursue similar travel experiences (Nguyen et al., 2023), thus positively influencing their travel intentions. This conceptual framework for examining the impact of destination perception derived from video imagery on physical visitation (Morrison et al., 2023).According to this theory, we propose the following hypothesis:

H7: Emotional attachment has a positive and significant influence on customer travel intention.

Influence of Social Attractiveness on Customer Travel Intention

The perception of a vlogger's social attractiveness by viewers can significantly impact their attitude to visit the destination featured in the vlog (Nguyen et al., 2023). Social attractiveness is influenced by factors such as reliability, identification, the Vloggers' social standing and influence (Ho, 2023), and feelings of aspiration and admiration. When viewers find the Vlogger relatable, trustworthy, and influential, they are more likely to consider the Vlogger's trust and consider traveling to the showcased destination(Sun, 2023). Social Influence Theory proposed by Kelman (1958) posits that individuals are influenced by the people in their immediate social circles (Seyfi et al., 2023a). The individuals' behaviors, attitudes, and decisions are influenced by the social attractiveness of others (Lajnef, 2023). It suggests that people are more likely to be influenced and motivated to engage in certain actions or make particular choices to travel(Seyfi et al., 2023b) when they perceive others as socially attractive. As the levels of perceived social attractiveness of Vloggers among viewers of travel Vlogs becomes higher, it will positively influence their intention to travel. Social attractiveness in the context of travel Vlogs refers to the viewers' perception of the Vloggers as likable, relatable, trustworthy, and influential individuals.The Vloggers' social attractiveness enhances trust, credibility, and the viewers' inclination to engage in travel-related activities. However, it's important to note that the impact of social attractiveness on travel intention can vary across individuals due to personal preferences, values, and cultural differences.

H8: Social attractiveness has a positive influence on consumer travel intention.

In the Fig. 1, the adapted research model and the hypotheses are clearly expressing the study objectives.
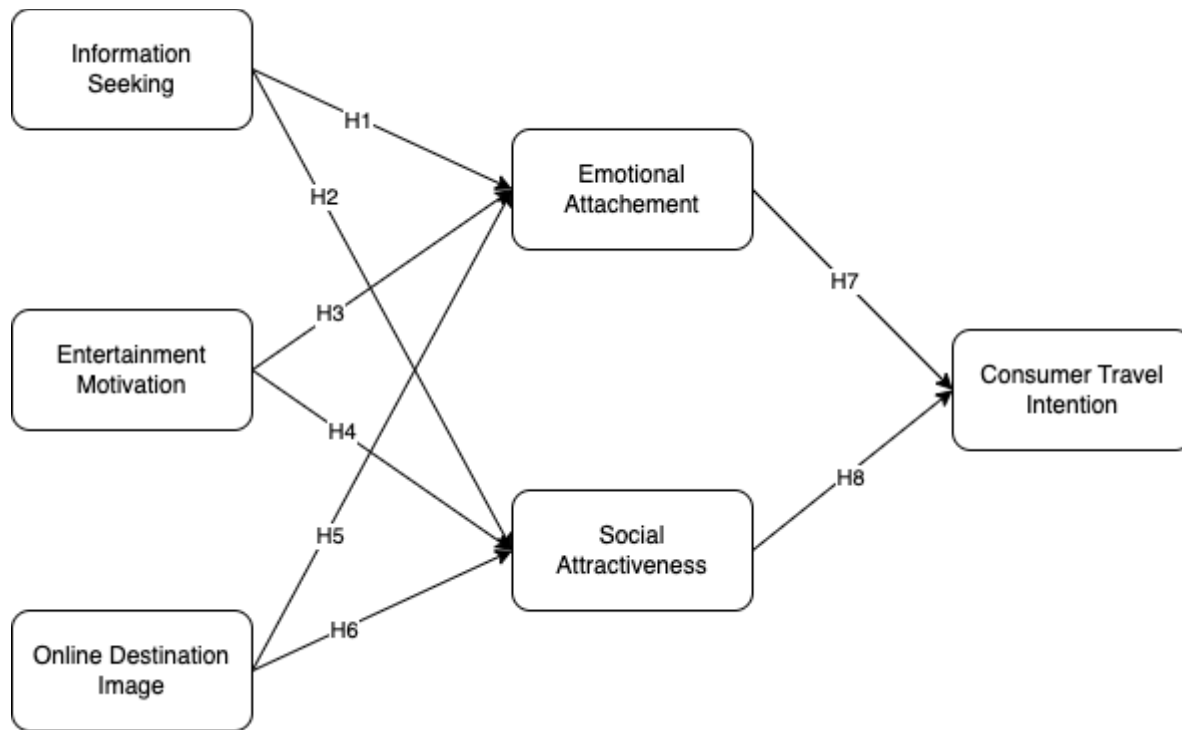
Fig 1: Study Model & Hypothesis

Research Methodology

This section details the study's methodology. Research design, data collection, measurements, and analysis are presented. We have designed this study following the guidelines provided in past research (Peng, Liang, Fatima, Wang, & Rasheed, 2023; Pitafi, Rasheed, Kanwal, & Ren, 2020; Rana, Gaur, Singh, Awan, & Rasheed, 2022; Rasheed, Aslam, & Sarwar, 2010; Rasheed, Hameed, Kaur, & Dhir, 2023; Rasheed, Humayon, Awan, & Ahmed, 2016; Rasheed, Jamad, Pitafi, & Iqbal, 2020; Saleem, Rasheed, Malik, & Okumus, 2021; Sarwar, Aslam, & Rasheed, 2010; Sarwar, Danyal Aslam, & Imran Rasheed, 2012; Umrani et al., 2022).

Research Design

This study used a structured questionnaire with multiple-choice answers. English and Urdu were employed for the multilingual questionnaire. This study used a seven-point Likert scale to analyze participants' replies. "1" represented "strongly disagree," while "7" represented "strongly agree." The questionnaire collected demographic data like gender, age, education, and employment in two sections. The second component assessed information seeking, entertainment motivation, online destination image, emotional attachment, social appeal, and consumer travel intention.

Data Collection Methods

Data gathering methods are covered in this section. A questionnaire was first written for distribution. After that, participants received this questionnaire via Facebook and WhatsApp groups to collect data. First-hand data is collected to address study questions (Hox and Boeije, 2004). Primary data is collected through interviews, questionnaires, and observations. Once the questionnaire was designed, data collecting began. Data will be used to test this study's hypothesis. A self-administered questionnaire provided empirical data for this thesis.

Measurement of Constructs
This study focuses on information seeking, entertainment motivation, online destination image, emotional attachment, social attractiveness, and customer travel intention. These structures are manifest variables or objects, depending on context. The evaluation questions were changed from earlier research to fit this study. A seven-point Likert scale was used to evaluate all issues, with 1 representing "strongly disagree" and 7 representing "strongly agree." The questionnaire's second segment has 20 items on these six constructs. Participants rated each topic based on their experiences, and the comments were combined to calculate a score.

The following is an explanation of how the scales that were used to measure these constructs were developed from earlier research:

i.   **The information-seeking** scale was adopted from previous studies (Kim and Kim, 2020). **Entertainment motivation** scales were adapted from the previous studies of (Zhao et al., 2022).

ii. **Online destination image** scales were adapted from previous studies(Abad and Borbon, 2021).

iii. **The emotional attachment** scale was adopted from the previous studies of (Lee et al., 2013, Quynh et al., 2021).

iv. **The social attractiveness** scale was adopted from the previous studies of (Gefen and Straub, 2004, Alamäki et al., 2023).

v.   **The customer travel intention** scale was adopted from the previous studies of (Fu et al., 2016, Zhou et al., 2022).

Data Analysis Method
Research methods are organized, focused, and methodical ways to acquire information to answer a topic. Research methods depend on the study's goals or nature. Social science research is mostly qualitative or quantitative. Qualitative research uses interviews, observations, content analyses, and focus group discussions to examine human experiences (Kemp et al., 2012). Quantitative research uses numerical measures and statistical methods to uncover patterns that can be applied to different populations. All respondents in this study were asked the identical items in a close-ended questionnaire. Therefore, a quantitative method seemed best for this thesis.

Partial Least Squares-Structural Equation Modelling (PLS-SEM)
This study used PLS-SEM to analyze data. Analyses were done in two steps.
STEP 1: Measurement Model

STEP 2: Model Structure
Principles of(Hair et al., 2019) guided Measurement Model analysis. Previous research evaluated the second phase, the Structural Equation Model (Hair et al., 2019). The first phase verifies the data's reliability, while the second phase evaluates the hypotheses' correlations' robustness and statistical significance. (Sarstedt et al., 2020) advised that the Measurement Model should be assessed before the Structural Model.

Data Analysis

Demographics

A total of 320 responses were collected from the online survey. A summary of the demographic characteristics of the respondents is presented in Table 1. According to gender, 63.7% of respondents were female and 36.3% were male. The majority of respondents were 20 to 29 years old (58%).

Table -1: Demographics Profile of the Proposed Research Participants

Demographic Variables	Percentage
Gender	
Male	36.3 %
Female	63.7%
Age	
21 to 30	58%
31 to 40	22%
41 to 50	13%
51 to 60	7%

Internal consistency

The assessment of internal consistency was conducted by employing three measures: Cronbach's alpha, composite reliability, and rho A (Hair et al., 2019). The findings indicate that the dependability values for internal consistency varied between 0.70 and 0.90. All of the values observed in this investigation exhibited a magnitude greater than 0.70, hence establishing the model's internal consistency (refer to Table 2).

Table 3: Reliabilities and Validities of the Proposed Study

Construct Items	A	rho_A	CR	AVE
Information Seeking (IS)	0.843	0.848	0.905	0.761
Entertainment Motivation (EM)	0.788	0.821	0.877	0.705
Online Destination Image (ODI)	0.703	0.698	0.835	0.630
Emotional Attachment (EA)	0.862	0.862	0.916	0.783

Social Attractiveness (SA)	0.826	0.835	0.896	0.741
Customer Travel Intention (CTI)	0.812	0.810	0.869	0.573

Note 1: The Cronbach Alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE) were used as measures in this study.

Note 2: It is worth noting that all factor loadings for the construct items above 0.60, and the Variance Inflation Factor (VIF) remained below 5.

Foundation: The data used in this study was obtained from the SMART PLS-SEM 3.9 Software.

Construct validity

The study employed discriminant validity and convergent validity to assess the validity of the measures. According to (Hair et al., 2019), the minimal value for AVE demonstrated a statistically significant result of 0.50 or higher, indicating that it was well managed. Discriminant validity pertains to the extent to which one variable exhibits empirical distinctiveness from another inside the model (Hair et al., 2019). The Heterotrait-Monotrait (HTMT) ratio was employed as a measurement tool, as described by Voorhees et al. (2016). The HTMT values for all constructs in Table 3 were found to be below the designated threshold value, indicating the presence of discriminant validity.

Table4: Convergent and Discriminant Validities of the Proposed Study

Constructs	CTI	EA	EM	IS	ODI	SA
Heterotrait-monotrait ratio (HTMT) – Matrix						
Customer Travel Intention (CTI)						
Entertainment Attachment (EA)	0.543					
Entertainment Motivation (EM)	0.336	0.094				
Information Seeking (IS)	0.652	0.439	0.449			
Online Destination Image (ODI)	0.795	0.567	0.568	0.657		
Social Attractiveness (SA)	0.597	0.388	0.511	0.521	0.711	

Foundation: The data used in this study was obtained from the SMART PLS-SEM 3.9 Software.

Coefficient of determination (R²), and effect size (f2)

The evaluative metrics used to assess the explanatory capacity of the study model included effect size (f^2), and coefficient of determination (R^2). The measurement of the effect size was conducted by assessing the magnitude of the path coefficients, which were assigned values of 0.02, 0.15, and 0.35 in f^2. These values were categorized as small, medium, and large according to the classification proposed by (Cohen, 2013). Following the research conducted by (Shmueli et al., 2016), the coefficient of determination (R^2) is employed to assess the extent of variability exhibited by each endogenous variable. It is generally accepted that R^2 values of 0.75, 0.50, and 0.25 are indicative of strong, moderate, and weak levels of variation, respectively, as established

by (Henseler et al., 2009).Nevertheless, all the values in this study satisfied the predetermined threshold requirements.

Table-5: Coefficient of Determination (R²), Effect Size (f2), and Model Fit of the Proposed Study

Constructs	EA	SA	CTI
R²	0.257	0.371	0.498
F²			
Customer Travel Intention (CTI)			
Entertainment Attachment (EA)			0.035
Entertainment Motivation (EM)	0.048	0.033	0.003
Information Seeking (IS)	0.038	0.049	0.081
Online Destination Image (ODI)	0.150	0.153	0.121
Social Attractiveness (SA)			0.042
Model Fit			
SRMR	0.082		
NFI	0.755		
GOF = ÖAvg. AVE*R2	0.512		

Foundation: The data used in this study was obtained from the SMART PLS-SEM 3.9 Software.

Path Coefficients

The structural model incorporated an examination of the statistical significance and pertinence of the path coefficient values (Hair et al., 2019). The findings from Table 6 and Figure 2 indicate a significant and positive relationship between CQ and both FE and SA. These results provide support for hypotheses H1a and H1b, with a beta coefficient of 0.372 (p = 0.000) for FE and a beta coefficient of 0.049 (p = 0.001) for SA. The results indicate that VI had a significant and beneficial impact on both FE and SA, providing support for hypotheses H2a and H2b (β = 0.375, p = 0.001; β = 0.396, p = 0.000). The results indicate that SQ had a significant and strong impact on both FE and SA, providing support for hypotheses H3a and H3b (β = 0.11, p = 0.014; β = 0.178, p = 0.001). The findings of this study indicate that FE had a significant and beneficial impact on both SA and FTI (β = 0.209, p = 0.001; β = 0.08, p = 0.002), therefore providing support for hypotheses H4a and H4b. Social media advertising (SA) had a favorable and significant impact on firm technological innovation (FTI), therefore providing support for hypothesis H5 (β = 0.567, p = 0.000).

Table 6: Structural Model Analysis of the Proposed Study

Hypothesis Relationship	Beta (β)	T Value	P Value	Conclusion
H1 Information Seeking -> Emotional Attachment	0.106	2.114	0.035	Supported
H2 Entertainment Motivation -> Emotional Attachment	0.080	2.209	0.027	Supported
H3 Online Destination Image -> Emotional Attachment	0.082	5.013	0.000	Supported
H4 Information Seeking -> Social Attractiveness	0.069	2.632	0.009	Supported
H5 Entertainment Motivation -> Social Attractiveness	0.079	2.465	0.014	Supported

H6 Online Destination Image -> Social Attractiveness	0.075	5.036	0.000	Supported
H7 Emotional Attachment -> Customer Travel Intention	0.057	2.708	0.007	Supported
H8 Social Attractiveness -> Customer Travel Intention	0.083	2.170	0.030	Supported

Foundation: The data used in this study was obtained from the SMART PLS-SEM 3.9 Software.
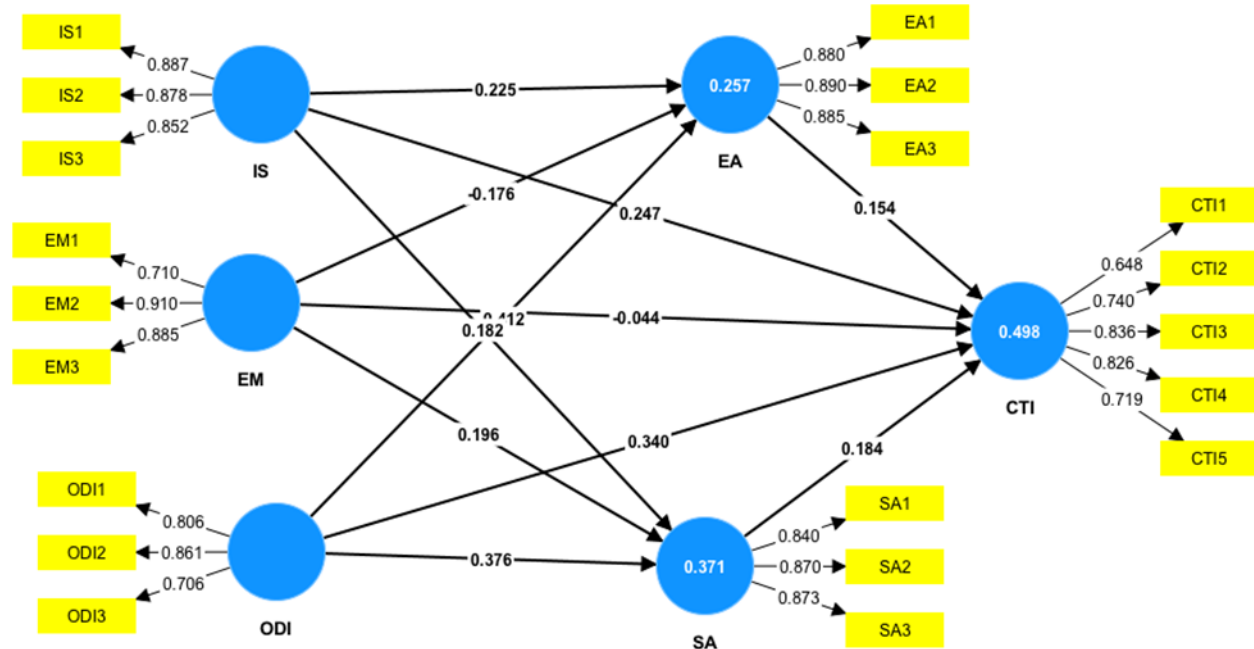
Results

In response to the increasing demand for short video content, both the hospitality and tourism sectors, as well as academic communities call for more comprehensive exploration of travel vlogs (Lodha and Philip, 2019). This study made one of the first attempts to identify the motivational factors related to audiences' watching experience of travel vlogs following the theory of uses and gratification. It also examined the effects of watching experiences on customer engagement, manifested as travel intention in travel vlogs, and on their behavioral intention. By emphasizing how motivational factors influence social interaction with travel vlogs and travel intentions, this study provided a more inclusive and clearer framework for future research on online short videos.

The research conducted by (Tsai, 2016) revealed that the perceived credibility of the information source has no impact on consumers' engagement behavior with Facebook pages, and it significantly influences consumer engagement behavior if its provided from a credible source, as the only cognitive factor, which considered as the strongest predictor, which suggests that convincible image of the travel vlogger will strongly engage the audience with the content.

However the travel intention did not only depend on the vlogger, it depends on the authentic and credible information (Sellitto et al., 2009) that will further influence their willingness to make referrals and engage.

Contrary to (Chakraborty, 2019) finding that consumers' perceived source credibility of reviews positively influenced their booking intention. One potential explanation for such an effect is that consumers might have a pre-decisional outlook about the destination after watching the vlog. According to (Xie et al., 2011), consumers are inclined to establish a pre-decisional outlook when making purchasing decisions for products and services, as they have a high level of uncertainty, and result in a biased understanding of subsequent information. Such a pre-decisional outlook positively influences consumer travel intention and will form an online destination image.

The first research question what types of content are presented in highly involving sessions, was answered by three typologies of travel vlog content. The typology encompasses information seeking, entertainment motivation, and online destination image. Importantly, a vlog may concurrently contain multiple categories of content. In this perspective, the categories information seeking, entertainment value, and online destination image help construct multi-dimensional representations. For illustration, sophisticatedly designed frames are sometimes integrated into the travel vlog content of sightseeing, so the destination can be well demonstrated. According to (Haridakis and Hanson, 2009), individuals experience a particular form of motivation when engaging with travel vlogs, and the promotion of positive connections can be facilitated through entertainment (Kawamura et al., 2009) since individuals tend to be more attentive to information that aligns with their motivational needs (Rubin and Step, 2000), so it contribute to the construction of imaginative online geography of destinations.A rather motivational type of content in travel vlogs, as it often focuses on the relationship with the consumers, therefore constructing psychological relationships and social attractiveness.These two practices are distinct features of vlogs regardless of various contexts (Balleys et al., 2020).This content enables the consumers to establish the social connections and through this process, the circulation of the video content can be accelerated. A comparison can be conceptualized of how motivational content impacts vlog circulation. Both travel vlogs and destination promotion videos are representations of a tourism destination but are made of two distinct associates of the creators. Travel vlogs, may rely on the attention of people who are interested in the place, and take it as an approver and guide before visiting any destination. Such psychological network values of vlogs and content should be noted.

In this study, travel vlogs have motivational factors where viewers actively comment and engage, and it will make a relationship with the travel vlog content (Balleys et al., 2020). Although all the travel vlog content is not the same some factors like content quality, authenticity, etc.are quite similar in all vlogs and people are watching the vlogs to satisfy their needs according to their demands and it may impact viewer perception of the place and traveling.One of the research questions that how to examine the audience patterns of involvement and interaction to the expression of travel intention from watching travel vlogs. Consumer involvement is prevalent, specifically, the component of psychological relationships is dominant and this will probably contribute to a more prominent experience of social interactions. Previous studies undertaken by researchers have emphasized the importance of emotional engagement in shaping individuals' behavioural tendencies (Ramkissoon et al., 2013, Dewnarain et al., 2019, Majeed and Ramkissoon, 2022). Since the travel vlogs are the digital exploration with the audience to create a social link.

Consumer involvement is linked to various types of travel vlogs and how these associations contribute to the expression of travel intention, some of the suggestions are:

- Motivational factors in travel vlogs make the consumer actively engage and thereafter express travel intentions. As (Tussyadiah and Fesenmaier, 2008) recommended that narrative construction in travel vlogs will help the consumer to understand the destination online and hypothetically rehearse the destination before visitation. So, travel vlogs with narrative representation can benefit the consumer.
- The online representation of the destination is more capable of generating consumer identification. These ideal exhibitions of onsite activities and destinations can help to construct imagination (Tussyadiah and Fesenmaier, 2009, Gao et al., 2012) and initiate the expressions of travel intention. This is closely related to the work of (Hsiao et al., 2013) that if a travel vlog is aesthetically strong then it will increase the positive perception of a destination and travel intention for the consumer.
- This studies also shows that the travel intention is also related to consumer attachment, as it will create an emotional attachment. This studies also shows that the stronger the emotion aroused, the stronger the feeling of doing the same and the greater the possibility of travel intention (Berger and Milkman, 2010, Hagerstrom et al., 2014). Furthermore, such attachment towards travel vlogs will result in travel intention.

Theoretical Contribution

The contributions of this work to the literature are: firstly, this paper constructs the relational model of destination attachment, health tourism, and destination revisiting in the field which is rarely involved in the previous studies, so it has a certain theoretical value. This work also deepens the understanding of travel vlog content through the perspective of the psychological attachment of audiences. Even the vlog-consumer involvement patterns deliver a clear look at how people appreciate and engage with travel vlogs. These three suggestions contribute to how travel intention is articulated and how travel vlog content generates an advertising effect. Moreover, this study also found that online portrayals of destinations will stimulate travel intention as it will overcome the reservations of the consumer before visitation. Theoretically, our research findings are aligned with the past research in social sciences (Hong, Rasheed, Sigala, & Ahmad, 2023; Wang, Azam, Murtza, Shaikh, & Rasheed, 2023; Weng, Rasheed, & Yue, 2020; Yousaf, Humayon, Rasheed, Ahmed, & Danish, 2014; Yousaf, Rasheed, Hameed, & Luqman, 2020; Yousaf, Rasheed, Kaur, Islam, & Dhir, 2022; Zhang, Rasheed, & Luqman, 2020; Zhang, Wu, & Rasheed, 2020).

Practical implications

The study discusses the impact of micro vlogs on tourists and their destination visit decisions, especially combined with the actual situation of Pakistan vlogs and tourism development, which has strong practical significance. And this study also reveals the role of tourism micro-vlogs in attracting tourists and provides a new idea for improving destination visit rates by promoting the development of tourism micro-vlog.

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