

**IMPACT OF VLOG MARKETING ON THE TRAVELING
INTENTION OF PEOPLE IN KATHMANDU**

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RECOMMENDATION

CERTIFICATION

We, the undersigned certify that we have read and hereby recommend for the acceptance by the School of Management, Tribhuvan University, a Graduate Research Project (GRP) report submitted by Deepa Shah entitled ‘impact of vlog marketing on the traveling intention of people in Kathmandu, in a partial fulfillment of the requirements for the honor of Master of Business Administration of Tribhuvan University.

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DECLARATION OF AUTHENTICITY

I, Deepa Shah, affirm that this research project is entirely my own creation. I did not plagiarize others' work and have given appropriate recognition and documentation to every source utilized to complete this dissertation. Additionally, I understand that SOMTU reserves the right to revoke any academic credits granted to me if any part of my work demonstrates misrepresentation or misconduct, as per the institution's policies.

Signature:

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Date: April, 2023

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ABBREVIATIONS

AMOS	Analysis of Moment Structure
AVE	Average Variance Extracted
CEB	Customer Engagement Behaviors
ELM	Elaboration Likelihood Model
E-WOM	Electronic Word of Mouth
PASW	Predictive Analytics Software
PE	Perceived Enjoyment
PI	Perceived Interactivity
PLS	Partial Least Squares
PSI	Para Social Interaction
PU	Perceived Usefulness
SEM	Structural Equation Modeling
SIT	Social Identity Theory
SIMs	Social Media Influencers
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGT	Uses and Gratifications Theory
VA	Vlogger Attractiveness

EXECUTIVE SUMMARY

Vlog marketing has become one of the most trendy and reliable source of sharing and receiving information through digital platforms. It adopts a two-way communication technique in which vloggers discuss their personal experiences and answer of their viewers. Data was gathered by self-made questionnaires, and the study used a quantitative analysis approach with a descriptive-correlational research design. In vlog marketing, the dependent variable was traveling intention, while the independent variables were vlogger attractiveness, perceived enjoyment, perceived interactivity, perceived usefulness, and E-WOMs. Regression analysis, correlation analysis, reliability analysis, and validity analysis were the four data analysis techniques that were applied, with a sample size of 384 to reduce errors.

According to the study's findings, independent factors can account for about 70.7% of the variation in traveling intention. This implies that characteristics like perceived enjoyment and other elements have an impact on people's travel intentions, which can be useful for creating efficient marketing plans for the tourism sector. The study backs up results that vlogger attractiveness alone does not always translate into successful branding unless vloggers are able to forge positive parasocial interactions (PSI) with their audience. In order to successfully promote goods or services, it is crucial for vloggers to concentrate on creating a positive parasocial engagement with their audience.

The knowledge acquired from this study can help managers in the tourism sector better understand the wants and needs of their clients and develop more successful marketing plans to draw in and keep tourists. This study advances our knowledge of vlogs as a marketing tool for the travel and tourism sectors and offers perspectives that practitioners and scholars may use to guide future research and development in the area of tourism marketing.

CHAPTER I

INTRODUCTION

1.1 Background of the study

The fast-paced advancements in technology and the trend of quickly capturing moments have significantly influenced how people perceive content creation on social media platforms such as blogs, vlogs, Facebook, and Instagram. Nowadays, people prefer a combination of visual, audio, and graphic elements in the content they consume, and vlogs provide the ideal format for accessing such content. Travel vlogs, in particular, are based on personal experiences and real footage, making them a valuable source of tourism information that can impact the decisions of potential tourists while also presenting challenges to marketers and site managers. Vlogs have increasingly become the go-to means for people to document and share their lives, utilizing a two-way communication approach where vloggers share their personal experiences and respond to questions and comments from their viewers. Short video vloggers, in particular, have expressed a desire to showcase their travel memories and ideas on social media through video vlogs. Most travel vlogs are shot and shared based on individual travelers' personal experiences, making them highly attractive and engaging for interactive dialogue, Y. C. Chen et al. (2014).

Amagsila et al. (2022) defined Social media celebrities have recently earned enormous popularity and people's confidence, particularly when they project themselves as experts in specialty areas such as healthy lifestyles, culinary arts, cultural heritage, beauty trends, and fashion styles. People have increasingly used internet platforms such as social media to share their travel experiences throughout the years, ushering in a new era of marketing in which influencers and vloggers play a vital role. Those who have established themselves as authoritative personalities and wield great influence on social platforms networks are identified as "social media influencers." The rise of travel videos and vlogger material has provided tourists with new ways to learn about diverse vacation locations, such as recommendations for local food, eateries, and other must-see things. Social media influencers and their travel-related content have become increasingly significant in shaping the travel industry, with travelers relying largely on the information and suggestions offered by these digital celebrities.

The advancement of information technology and social media platforms has a profound impact on how individuals obtain information and make decisions. Trends and techniques

for recording, editing, and publishing videos on social media have been widely adopted by younger generations, making these platforms essential for communication and self-expression. People can now make informed judgments about numerous parts of their lives because to the ease with which information is available and the variety of content available on internet platform. Overall, the rise of social channels and advances growth in information technology have changed the way people interact and collaborate, opening up new avenues for communication and innovation.

Identifying the goals and preferences of tourists is critical for cultivating a tourism mentality and encouraging tourism-related behavior. Scholars have discovered several aspects that influence these intentions and preferences, including video quality, material presentation, picture utilization, and emotional attachment to a specific place. As social media platforms have expanded, they have become an important forum for showcasing such elements. Customers can watch films on social media that highlight various characteristics of a place, such as its town, food, or scenic beauty. Abad and Borbon (2021) highlighted travel experience provide the vlogger with tons of information and feedback from his or her viewers, which is encouraging or inspiring them to do the same. When making trip plans, consumers choose and use tourist information. As a result, travel vlogs can provide authentic experiences for tourism promotion and share the original videos to communicate their traveling experiences as in organic form rather than manipulating or editing their videos, Ramadania et al. (2021)

In recent years, new habits have arisen in communities, increasing the appeal of particular activities such as traveling, martial arts practice, and going to the cinema. Traveling has been the most popular community activity among these. Tourism has become a fashionable hobby and lifestyle trend for many individuals as a method to escape monotony. When it comes to vacation planning, more than half of users rely on online reviews to make educated judgments. For housing and other things, there is a wide range of feedback available. When people desire to achieve something, certain behavioral features emerge, such as a desire to travel, financial support, and a good attitude, Sujood and Bano (2021).

1.2 Problem statement

Since the introduction of Vlogs, many influencers have been raised on internet or social platforms such as YouTube, Facebook, Instagram, and TikTok to share their personal experiences, but our organization has lately realized the fact of utilizing these platforms for marketing and brand building.

Lately Upadhyaya (2022) mentioned that many Nepalese influencers seem to have their own traveling channels where they share their personal experiences and a few of them also get sponsors from travel agencies. However, the impact of this vlog marketing is still unclear, what affects the intention of people on traveling?

Nugraha and Setyanto (2018) explained endorser as a distinctive image or character who is frequently referred to as a direct source to send a message and or display a product or service in a promotional activity designed to increase the efficacy of product message delivery. When the correct endorser is used as a supporter of an advertisement, it can affect and bring the consumer's attention to the message provided in the advertisement.

Often companies misconceptualized Vlog marketing and they approach completely different influencer for their product (traveling) who is renowned for other field and doesn't hold any kind of traveling audience. Traveling intention does not depend on only one variable but does get affected by several variables such as traveling intention, Vlogger's Attraction, Perceptual interactivity, Perceptual Enjoyment, Perceived usefulness, and E-WOM.

Furthermore, there hasn't been a great deal of study done in Nepal, and this thesis provide an in-depth evaluation of the impact of Vlog marketing upon people's travel intentions.

To address these issues, the goal is to create a study model that assess the vlogger's attractiveness, perceived enjoyment, perceptual interactivity, perceived usefulness, and E-WOM on people's traveling intentions in Kathmandu.

1.3 Research question

The current research focuses on six variables, which are traveling intention, Vlogger Attractiveness Perceptual interactivity, Perceptual Enjoyment, Perceived usefulness, and E-WOM. In accordance to the study's aims, the following research questions were submitted:

- a) Which factors influence the consumers' intention to travel?
- b) Does Vlog marketing impact traveling intention of people in Kathmandu?

1.4 Research objectives

The ultimate purpose of this study is to look into the impact of Vlog marketing on viewers' travel intentions. The specific objectives are

1. To assess the impact of a vlogger's attractiveness, perceived interactivity, perceived enjoyment, perceived usefulness, and E-WOM on traveling intention.

2. To examine the impact of traveling Vlog on consumer Traveling intention in Kathmandu.

1.5 Research Hypothesis

The study summarizes the characteristics of vlog marketing into six dimensions of vlogger attraction, perceived interactivity, perceived enjoyment, perceived Usefulness, and E-WOM, and analyzes the impact of these six aspects on the user's travel intention.

a) Influence of vlogger's attractiveness on users' travel intention

Jamil and Hassan (2014) explained that the customer's perspective, a highly credible endorsement is more strongly associated with the endorsed brands. Impression of Celebrity promotion and advertisement on customers' brand perception and buying Intention. Hikmawati (2019) researched allure of endorsers has a large and positive impact on customer buying intent. Based on the past research and the reason provided above, the following hypothesis can be proposed:

H1: Vloggers' attractiveness has a significant positive impact on users' travel intention

b) Influence of Perceived Interactivity on users' travel intention

Cyr et al. (2009) highlighted that the perception of interactivity has an impact on how consumers perceive and remember the contents of a web advertisement, and this effect is positive. Specifically, perceived interactivity has a favorable influence on both attitude and memory. Y. Chen et al. (2021) explained level of involvement people feel when interacting with an information technology system is called "perceived interactivity." With the rise of social media, user engagement has grown in popularity, even in the industry. Today, tourism is promoted not just through main stream media, but also through two-way engagement between travelers and locations. In this two-way connection, both parties share information and communicate with one another. Visitors can learn from other people's travel experiences in the comments section of travel vlogs and obtain knowledge from various tourist experiences. This two-way connection between tourists and locations has raised the level of perceived engagement, allowing consumers to participate more meaningfully with video information systems.

H2: Perceived interactivity has a significant positive impact on consumers' travel intentions.

c) Influence of Perceived Enjoyment on Users' Travel Intention

Perceived enjoyment is a subjective experience defined by the level of pleasure people feel when participating in an activity, Atombo et al. (2017). For example, if a viewer finds viewing a travel vlog to be an enjoyable experience that offers them pleasure and a means to entertain themselves, they may become a potential tourist. Likewise, Chin and Ahmad (2015) illustrated that consumers' intention to use a product or service is linked to their perception of enjoyment.

H3: Perceived enjoyment has a significant positive effect on users' travel intention.

d) Influence of Perceived Usefulness on Users' Travel Intention

Y. C. Chen et al. (2014) defined perceived usefulness as a idea that prospective visitors think the knowledge shared in the travel Vlog is beneficial for their upcoming visit to the tourist spot. And also refered the degree to which users perceive the increase in productivity brought on by the use of an information system as perceived usefulness. As a result, this study came up with the following hypothesis:

H4: Perceived usefulness has a significant positive impact on users' travel intention

e) Influence of E-WOM on Users' Travel Intention

Customer engagement and purchase intent are influenced by a vlogger's influence rate; Consumer anxiety about utilizing a new good or service drops as more people spread good word of mouth and make strong recommendations, Poturak and Softić (2019). As a result, Strong referrals and positive E-WOMs help consumers who really are hesitant to test a novel item or service minimize their doubt., Hansen and Skytte (1998).

H5: E-WOM has a significant positive impact on users' travel intention

1.6 Scope and Significance of Study

Vlogs provide a visual platform for viewers to readily and clearly understand a specific topic. The public has acknowledged vloggers' genuine and authentic material delivered via various digital and social media platforms. This research is extremely useful for travel firms and individuals who are enthusiastic about visiting Nepal, including both national and international audiences. Furthermore, the study can help influencers who want to establish or continue their careers as video content makers, specifically as vloggers.

The impact of vlogs on travel agencies is significant as they provide accurate information on the number of individuals who enjoy watching vlogs and plan their trips based on the content provided by vloggers. With this information, travel agencies can determine the best advertising medium for their target audience, whether it be through vlog marketing, social media posts, word-of-mouth recommendations, and more. They can develop strategic plans based on whether vlog marketing is suitable for their needs, what their budget will be, and which key influencers to engage.

Undoubtedly, this study benefits the advertising industry by revealing how video content is more effective in persuading and influencing customers and travelers. By understanding the level of enjoyment and authenticity provided by vloggers, companies can create more engaging and relevant content that resonates with their target audience. This, in turn, can lead to a higher return on investment and increased customer satisfaction. In order to better understand consumer and traveler preferences and behavior, the advertising business can benefit greatly from the study's important insights..

1.7 Limitation of study

The purpose of this study was to look into the impact of Vlog Marketing on people's travel intentions in Kathmandu. The study's limitations are as follows:

Sample size: The sample size used in the research may not be large enough to represent the entire population of people in Kathmandu.

Sample bias: The sample used in the research may not be representative of the entire population, leading to sample bias.

Limited generalizability: The findings could be applicable solely to the population and setting examined, and may not be generalizable to other groups or locations.

Self-reported: The data collected through the questionnaire may be subject to social desirability bias or other forms of response bias.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

The literature review gives a summary of earlier research on vlog marketing and how vloggers are crucial in influencing people's travel intentions in Kathmandu. The chapter provides a thorough analysis of the literature with reference to the study project that concentrated on video marketing techniques to influence the travel intention. Likewise in the thesis aggregate how different scholar has come up with different factors that make an impact on traveling intention through video marketing? Along with the literature review, this chapter also depicts the theoretical framework including the independent and dependent variables of the paper.

2.1 Theoretical Review

2.1.1 Vlog marketing

Folkvord et al. (2019) defined vlogs as a very new marketing communication strategy that is increasingly being employed by businesses to create customer socialization among millennials. Based on the growing popularity of vlogs, a number of companies seek to advertise their goods and services by cooperating with YouTube artists instead of traditional television artists because the budget demand of a YouTuber is typically less than that of a celebrity. Particularly if the target market is comparable to YouTube's target audience of 15 to 30-year-old teenagers and young adults. Nugraha and Setyanto (2018) mentioned a celebrity endorser has a stronger influence on brand awareness and, as a result, customer purchase intentions than a non-celebrity. Vlogs are identified as communication or marketing channels due to their easy audience availability and, of course, their low cost. Once paired with a vlogger, it acts as a channel of influence from the company to the vlogger and from the vlogger to the customer or audience.

Travel vlogs are often conversational vlogs that include recordings of the vlogger's discussions as well as footage of the surroundings. Chen et al. (2021) highlighted each YouTuber has a unique perspective and presenting style on tourism sites, which improves potential visitors' trip motivation. Travel Vlogs can influence travelers' purchasing decisions based on how much they trust vloggers.

Finally, the table describes the different categories of vlog marketing, which is very close to the ideas of these authors.

Tolunay and Ekizler (2021) presented vlog marketing as different ways to impact the intention of their viewer, and those are vlog content value (information and entertainment) and next is vlogger knowledge (Authoritative knowledge and Engagement knowledge)

Table 2. 1

Impact the intention of their viewer

Types of Vlog	Description
Informativeness	The value of a vlog is frequently judged by the quality of information it provides to viewers about a specific product or service, Viewers look for vlogs that provide detailed and relevant information to help them make informed decisions about a product or service. To guarantee that their vlogs are seen as helpful and of high quality. Tolunay and Ekizler (2021).
Entertainment	Vlogs have been identified as a type of social media entertainment that satisfies the hedonic demands of viewers and have been shown to be popular among audiences. The level of amusement provided by vlogs has been found to influence category choice. Even if the degrees of informativeness and entertainment of vlogs generated for specific products or services could vary, the overall relevance of vlogs for individual customers remains substantial.
Authoritative knowledge	Authoritative knowledge is what someone gains from their own or others' experience in a specific topic, allowing them to work with or influence others.
Engagement Knowledge	With the topic area "participation," a purposeful communal action that comprises both time and engagement, engagement knowledge is collected over time.

Source: According to Tolunay and Ekizler (2021)

There are several theoretical perspective for vlog, which is the practice of using vloggers or video bloggers to promote products or services to their audience.

Social influence theory:

The notion of social influence is a psychology idea that describes how people's conduct and attitudes are influenced by their social environment. Individuals may adhere to the beliefs and behaviors of others due to factors such as social pressure, intellectual influence, and cognitive dissonance. This idea sheds light on how people might be swayed by their social surroundings and explains why people may change their attitudes or behaviors to better match with a certain group. Aslam et al. (2021) described overall, social influence theory is a complicated and multidimensional theory that attempts to explain the various ways in which people's beliefs and actions are influenced by their social environment.

Peng et al. (2017) defined process by which an individual's conduct or attitudes are transformed or influenced by the actions or ideas of others is referred to as social influence. This can occur in a variety of settings, including social groups, organizations, and communities. The strength of social influence is determined by various elements, including individual relationships, network distances, timing, networking and individual features, and socioeconomic and cultural issues. Additionally, individuals who are perceived as credible, trustworthy, and likable are more likely to have a greater influence on others.

Baltes and Smelser (2015) explained social influence can be classified into three categories: conformity, compliance, and obedience. Conformity occurs when individuals adjust their attitudes or actions to match a perceived social norm. This adjustment can be driven by a need for social acceptance, known as normative influence, or a desire for accuracy, referred to as informational influence. In other words, people conform to the behavior and attitudes of others either because they want to fit in or because they believe that others know more than they do. Pal (2022) researched on social influence and examined how external factors can affect behavior, whether it is the behavior of a group or an individual. Our beliefs, emotions, and actions are formed and modified through ongoing social interactions that occur both directly, such as with family and friends, and indirectly, such as through exposure to media. As a result, external factors can have a significant impact on how we think and behave, shaping our responses to various situations.

Hwang (2016) defined social influence theory sheds light on the elements that encourage learners to participate in e-learning. According to the theory, learners may be driven by a range of social considerations, including the need to comply to social norms, acquire social approval, or build a sense of social belonging within the e-learning community. Understanding how social variables influence learners' motivations and behaviors allows e-

learning designers and educators to create more effective and engaging learning environments that are tailored to the learners' unique goals and motivations. This strategy can be very beneficial in online learning situations for increasing sustained engagement and improving learning results.

Social identity theory:

Ashforth and Mael (1989) highlighted social psychology theory aimed at clarifying disputes between various groups based on how they view themselves which is also known as Social Identity Theory (SIT). The theory has sparked extensive research on a wide range of topics, including the structure of group identity, the underlying intentions for identification, the adaptability of switching between diverse social identities, and the impacts of identity on individual people, groups, institutions, and socially constructed collectives.

Tajfel and Turner (2004) explained SIT is a social psychology theory that attempts to explain how people acquire their sense of self and identity from their participation in social organizations. SIT posits that social identity plays a critical role in intergroup behavior and that individuals tend to display in-group favoritism and out-group derogation, meaning they tend to favor members of their own group and show hostility or negativity toward members of other groups.

Hornsey (2008) suggested social identity theory as the initial social psychology theory to recognize that groups hold distinct positions within a hierarchy of authority and influence, and that intergroup actions are motivated by individuals' capacity to analyze and identify alternative options to the existing social order.

Uses and gratifications theory

Lichtenstein and Rosenfeld (1983) explained according to the uses and gratifications theory, people actively pick and employ media to meet their psychological, social, and cultural demands. People seek out media that provides information, emotions, personal fulfillment, and social connections. The theory emphasizes that media users are not passive receivers, but rather active agents who select and interpret media content in ways that are meaningful to them.

Social cognitive theory

SCT aims to elucidate how individuals use control and reinforcement to manage their behavior towards achieving goal-oriented actions that are sustainable over time. The initial

five concepts were created under the umbrella of SLT, and the construct of self-efficacy was later included as SCT progressed by Compeau et al. (1999). Bandura (1986) highlighted people are active agents who can exercise control over their own actions and are not just passive recipients of environmental inputs. human cognition and behavior are shaped by four primary components: Self-regulation, cognitive processing, and self-efficacy are all examples of observational learning.

Elaboration Likelihood Model (ELM)

Petty and Cacioppo (1986) defined as a dual-process persuasion theory that describes how people digest information and decide whether or not to change their views toward an issue is defined as Elaboration Likelihood Model (ELM). According to the ELM, there seem to be two paths to persuasion: the center route and the periphery route.

Theory of planned behavior (TPB)

Ajzen (1991) illustrated a paradigm that uses three fundamental components to predict and explain human behavior. These include an individual's attitudes towards the behavior, their perception of social norms related to the behavior, and their belief in their own competence to carry out the behavior which is quite famous as Theory of Planned Behavior (TPB). Subjective norms are a reflection of how a person feels under social pressure, whereas perceived behavioral control is a reflection of how easy or difficult it is to carry out the activity.

2.1.2 Traveling intention

Jiang et al. (2022) defined a person's decision to travel—and where they go—is influenced not only by their personal preferences but also by their knowledge of and capacity to mitigate risks associated with tourism, their prior travel experiences, and the attitudes of other significant individuals or groups at the time of decision-making. Personal preferences, expectations, motives, and satisfaction of tourists, along with destination marketing and other elements, are the main causes of travel intention.

Prior research indicates that, in addition to knowledge and experience, travel intention is influenced by how information is delivered, to whom it is delivered, and the platform on which it is delivered. Khoa et al. (2021), defined the ability to share content can influence a customer's decision about a destination. Likewise, the information spread through social networking is the solutions that allows electronic word of mouth to occur faster, and society

highly values the blog owner when making any travel decisions, especially in the case of generation Z. Social media has grown to be one of the primary means of communication as society has developed. Short videos have quickly become a aspect of people's daily lives and are employed at all facets of society, including tourism, as a result of the COVID-19 dilemma. Short videos are now more frequently shared than blog graphics, which opens up new channels for the dissemination and promotion of tourism-related information. Zhao et al. (2022) illustrated the tourism industry's information dissemination has evolved along with the times in order to keep up with the current trend of drawing more travelers to pay attention to tourism information.

Social media influencer

Lou and Yuan (2019) defined social media influencers are individuals on social media that are prominent in their field, have a large number of followers, and have the persuasive power to affect the activities of their followers. Zhou et al. (2021) highlited SMIs include anyone who publicizes information on products, fitness, and behaviors on several social networking platforms or sites, they introduce themselves as, vloggers, blogger, a traditional celebrity, or virtual influecers having knowledge in different nich such as business, fashion, academic and so on. Purwandari et al. (2022) defined social media allow people to connect globally with numbers of people, share information more quickly, and expand our worldview. Social media can bring together two or more individuals who are geographically separated and enable them to converse as if they were present in the same location. Social media influencers can aid marketing efforts by convincing prospective consumers to purchase a brand or product. Influencers can have a significant impact and Attraction in the public's eyes by being honest and open in the information they generate. Influencer marketing is a recent marketing technique that has emerged as a result of the existence of influencers. As a result, a traveler who is also influential has the ability to have a remarkable impact on his following.

Social media influencers can recognized by customers, mainly based on how many followers they have and their level of influence. The audience for social media video marketing generally has a positive outlook and is cautious of misleading advertising, but they do believe that it helps them understand the product better. The legitimacy of social media influencers can come from a variety of places. Sun (2021) explained SMIs are defined as

social media users who have a large following in a specific specialty and can persuade their followers to follow their endorsements in decision-making processes.

Thomas (2021) highlighted that vloggers can influence tourists' perceptions of destinations and experiences through their content, including their personality, appearance, and perceived level of expertise. Viewers may be more likely to follow and trust bloggers and vloggers who are perceived as authentic, knowledgeable, and engaging, and who offer a unique perspective on travel.

Karamustafic et al. (2020), suggested the main things that influencers do in videos are:

Table 2.2

Content influencing vlog

Activities	Percentage
Putting Makeup	21%
Changing Clothes	15%
Playing with Pet	10%
Cleaning the house	9%
Other activities	45%

Source: Karamustafic et al. (2020)

Tourism Intention and influencing Factors

Many Generation Z travelers do travel based on the recommendation on social media pages. Khoa et al. (2021) brought the outcome, people are highly influenced when they get to watch different new destinations and useful content, and also when the information is passed from reliable sources, such as high-profile vloggers or from their families and friends.

The intention is something we desire and intend to do. The travel intention of an individual influences the destination selection process. Both tourism researchers and tourism professionals investigated how to travel intentions formed and changed in order to pique people's interest in traveling and reap the benefits of the tourism economy, Lam and Hsu (2006).

Attraction of vloggers has a favorable impact on brand awareness.

Vloggers who are attractive and share characteristics with the intended audience are more likely to attract and influence the audience's sentiments. Vloggers' interpersonal and physical

attractiveness, as well as the motivations and viewing behavior of the audience, do not immediately translate into branding effectiveness. These characteristics are meaningless in vlog marketing unless its influencers can build a positive PSI (parasocial interaction) with their audience. As a result, brand managers must choose brand ambassadors wisely who can develop and maintain positive PSIs with the target demographic, Liu et al. (2019). The term "parasocial interaction" describes how a media user responds to a performer when the user views the performer as an engaged interaction partner. There is often a sense of conversational give-and-take throughout a watching, which becomes stronger and relevant when the media influencer physically identifies the viewers through the digital devices such as camera, Dibble et al., (2016).

2.1.3 Electronic Word of Mouth (E-WOMs)

López and Sicilia (2014) explained the potential impact of other people's opinions has expanded enormously with the introduction of the Internet. The Internet is altering the way customers communicate by providing a forum for them to share their ideas and opinions. Customers' opinions can be viewed by other consumers worldwide, giving them a global reach. Which is commonly known as electronic word of mouth communication,. Electronic word-of-effect mouth's on tourism is a hotly debated subject. Recent research has demonstrated that electronic word-of-mouth and travel intention have positive relationships, particularly the desire to visit or revisit an area. Jalilvand and Samiei (2012) illustrated even with the global reach of E-WOM, the source(person) of shared information really matters for the audience to influence their intention on traveling.

2.1.4 Vlogger attractiveness

Vlogger attractiveness refer as the personality and characteristics of the vlogger that make them appealing, charismatic, and relatable to viewers. Specifically, viewers perceive more social influence from vloggers who are rated as more attractive, even after controlling for other factors such as expertise, similarity, and trustworthines, Hikmawati (2019).

2.2 Empirical review matrix

Table 2.3

Empirical review

Title	Focus	Theory	Methodology	Finding
Chen et al. (2021)	Travel Vlog influences users' intention to travel,	Theory of reasoned action (TRA) Theory of planned behavior (TPB)	Survey 432 Chinese tourists. The study uses factor analysis, regression analysis and to examine the data, as well as structural equation modeling (SEM).	Useful and significant impact on visitors' travel intentions.
Irfan et al. (2022)	How vlog marketing affects CTI and CPI, with DI and EOT as moderators Vloggers use a variety of social media platform.	Theory of planned behavior (TPB) or the elaboration likelihood model (ELM).	400 respondents, using descriptive statistics, correlation analysis, and multiple regression analysis	Consumer travel intent is significantly influenced by vlog marketing. (E-WOMs created through Snapchat negatively impact CTI, despite being a similar application to Instagram.
Silaban et al. (2022)	The behavior of tourists visiting specific destinations using YouTube travel vlogs.	Use and gratification theory (UGT) and customer engagement theory.	Structural equation modeling (SEM) analysis with Smart-PLS 3.0 software.	Seeking information has a profound impact on emotional and social presence. U&G and customer engagement, it impact consumer behavior outcomes, which result in intention to visit and word of mouth.

Cheng et al. (2020)	This study aims to understand customers' watching experience with travel vlogs and its impacts on one of the most prominent forms of customer engagement behaviors (CEBs) - word-of-mouth (WOM) - and customer travel intention.	Theory of planned behavior (TPB)	Sample respondent 352, PLS was selected because this study aimed to examine a prediction-based model.	The study's findings show that source credibility, motivation, and escapism have good effects. and self congruence on WOM, in turn, leads to travel intent. While source trustworthiness is the biggest predictor of WOM, many criteria expressing emotional resonance turn out to be WOM drivers.
Abad and Borbon (2021).	How vlogs affect travelers' choices for a trip and their choice approach.	Uses and gratifications theory (UGT) and customer engagement theory.	Respondent 385, Shapiro-Wilk Test, Mann-Whitney U test and Kruskal Wallis test for three groups, Spearman rho, s PASW version 26	An attitude of the travel vloggers has a great impact on my own preference, intention, and information processing,
Hariyanto (2022)	Does the presence of TikTok is considered to have contributed to advancing the business?	Social learning theory	Content Analysis	Social media (TikTok) has a considerable effect on the development of popular culture around world.
Harms et al. (2022)	To analyze positive relationship between a child's age and her cognitive advertising literacy.	Social cognitive theory suggests	609 child-parent respondents, (PLS-SEM) in SmartPLS 3.0	Null hypothesis is true
Ramadania et al. (2021)	The impact of lifestyle among millennials on their attitude toward traveling activities.	Theory of Planned Behavior (TPB).	100 respondents, The validity test in PLS was implemented through a convergent validity test,	Tour preferences have the highest significant relationship towards consumer intention to traveling, the tourism businesses need to focus on efforts to

				discriminant validity test, and Average Variance Extracted (AVE) test.	generate consumers' memory about travel type specifications.
Sujood and Bano (2021)	Examine travelers' behavioral intention of traveling in the period of coronavirus by using the theory of planned behavior	Theory of planned behavior (TPB) and perceived risk	417 responses, AMOS 22.0 and SPSS software		Subjective norms do not predict behavioral intention, but attitude, perceived behavioral control, and perceived risk do.
Yue et al. (2017)	Investigate the impact of vlogger's attractiveness on their perceived social influence among viewers	Social influence theory	Survey with 545 participants		results showed that attractiveness significantly predicted the perceived social influence of the vlogger, even after controlling for other variable attractiveness, similarity, and trustworthiness.
Yue et al. (2017)	Understand how video blogs affect young consumers' Purchase intentions and to provide insights for brand marketers and bloggers on how to effectively use video blogs to promote products and increase purchase intentions among consumers.	Social learning theory, Social exchange theory	Purposive sampling was used to recruit 87 participants from Boston University. Stimulus consisted of four Huawei smartphone videos, and measures included perceived credibility, brand attitude, and purchase intention.		Vlogs without sponsored content had higher perceived credibility and that both perceived credibility and brand attitude positively correlated with customers' purchase intention.

Aslam et al. (2021)	Understand how vloggers' reputation and recommendations can influence consumer behavior in the context of online shopping and to provide guidance for e-commerce marketers on how to effectively use vloggers as influencers to promote their products and services.	Social capital theory	250 responses, have structural relationship	Vloggers' reputation plays crucial role in defining consumers' trust and perceived usefulness of their recommendations, which in turn influences their intention to shop online. These findings have ramifications for e-commerce marketers that want to promote their products and services by using the power of vlogger endorsements.
Shen et al. (2022)	Examine whether vlogger credibility and parasocial interaction have a positive influence on consumers' purchase intentions, as well as the moderating effect of product participation on the link between vlogger credibility and buy intention.	Social Learning Theory and Parasocial Interaction Theory.	407 respondents, (SEM) to test the hypothesized relationships between vlogger credibility, parasocial interaction, product involvement, and purchase intention.	Vlogger credibility and parasocial interaction are important factors that influence consumers' purchase intention
Lee and Watkins (2016)	Investigate the influence of YouTube vloggers on consumer perceptions of luxury brands and their intentions to purchase these brands.	Source credibility theory	300 participants who had watched YouTube vlogs related to luxury brands. researchers used structural equation modeling (SEM)	The study found that vlogger credibility, expertise, and attractiveness had a significant positive effect on participants' perceptions of the luxury brands featured in the vlogs.

			Analyzing data from three major online review platforms: TripAdvisor, Yelp, and Google Reviews.	Three online review platforms differed significantly in terms of review content, reviewer characteristics, and review ratings.
Xiang et al. (2017)	An examination of the most important online review platforms in the hotel and tourist industries	Social media analytics		
	Study how the type of hotel and faith in review websites affect this effect, as well as the impact of internet reviews on hotel booking intentions.	Theory of reasoned action (TRA)	Online survey of 380 hotel consumers	The study discovered that online reviews have a considerable favorable effect on hotel booking intention, with independent hotels benefiting more than chain hotels.
Chan et al. (2017)				
	Study customer motives for engaging in electronic word-of-mouth (eWOM) via consumer-opinion platforms. Explore the effects of these motivations on the willingness to express opinions on the Internet	Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM)	Online survey of 478 individuals who had written at least one review on a consumer-opinion platform The data was analyzed using structural equation modeling (SEM).	consumers' willingness to express opinions on the Internet was positively influenced by their perceived enjoyment of using the consumer-opinion platform and their perceptions of the usefulness of their reviews to other consumers
Thurau et al. (2004)				
	Explore the antecedents and outcomes of emotional experiences during travel using a narrative approach.	Theory of emotional contagion	A mixed-methods approach, including both qualitative and quantitative data collection and analysis methods.	Emotional experiences of travelers are influenced by a range of antecedents, including personal characteristics, travel motivations, and situational factors.
Sthapit et al. (2023)				

2.3 Research Gap

Several research have been done to look at how travel vlogs affect customer behavior, including purchase intention, word-of-mouth, and travel intention. However, many of these studies have limitations that make it difficult to generalize their findings to other populations or types of content. Some studies did not consider the impact of different types of products or services being endorsed by vloggers, and others only focused on specific social media platforms or samples of respondents.

Chen, Y et al., (2021) conducted research with Chinese tourists, so it's unclear if the results can be generalized to other populations. Furthermore, while the study discovered that travel vlogs have a favorable and significant impact on travel intention, it is unclear which precise elements of the vlogs were most influential. Silaban et al. (2022), provided insights on social media platform which unclear whether the results can be generalized to other types of online travel content (e.g. blogs, social media posts).

Cheng et al. (2020) defined several factors that impact viewers' word-of-mouth and travel intention, it's unclear how these factors might vary across different types of travel vlogs (e.g. destination-focused vs. personality-focused). Abad and Borbon (2021). The preferences, intents, and information processing of viewers are significantly influenced by the attitude of travel vloggers, but it's unclear whether these results can be generalized to other types of influencers (e.g. Instagrammers, bloggers). Hariyanto (2022) highlighted the impact of TikTok on popular culture, it's unclear how this translates into actual consumer behavior (e.g. travel bookings). Harms et al. (2022) provided insights into the relationship between sponsorship disclosure and advertising literacy, it's unclear how this impacts actual consumer behavior (e.g. whether viewers are more or less likely to book travel as a result of sponsored content). Ramadania et al. (2021) identified the impact of tour preferences on consumer intention to travel, it's unclear how these preferences might vary across different age groups or demographics. Sujood and Bano (2021) explained travelers' behavioral intention during the COVID-19 pandemic, it's unclear how these factors might vary across different destinations or types of travel. Additionally, the study did not consider other potential factors that might impact travel behavior during the pandemic (e.g. vaccination status, travel restrictions). Wang, L. (2022) explained used one brand (Huawei) in its stimulus, and it only focused on young consumers at Boston University. A more

comprehensive study could use a more diverse sample and explore the effect of different brands and types of products.

Aslam et al. (2021) focused on online shopping, and it did not investigate the impact of vloggers' reputation on offline shopping behavior. Additionally, the study only used a sample of 250 respondents, and it did not consider the effect of the type of product or service being endorsed by the vlogger. Lee and Watkins (2016) investigated the impact of vlogger credibility, expertise, and attractiveness on luxury brand perceptions and intentions. It did not consider the effect of the type of product or service being endorsed by the vlogger. Xiang et al. (2017) compared three of the most popular review sites online (TripAdvisor, Yelp, and Google Reviews) in the hospitality and tourism industry. A more comprehensive study could compare a wider range of online review platforms and consider the effect of the platform's popularity and user demographics. Chan et al. (2017) investigated the influence of online reviews on hotel reservation intent and did not consider the effect of other factors such as price, location, or amenities. Additionally, the study only considered the moderating effect of the type of hotel and trust in review websites and did not explore other potential moderators.

Future studies could benefit from addressing these gaps and limitations to gain a deeper knowledge of how consumer behavior is impacted by travel vlogs.

2.4 Theoretical Framework

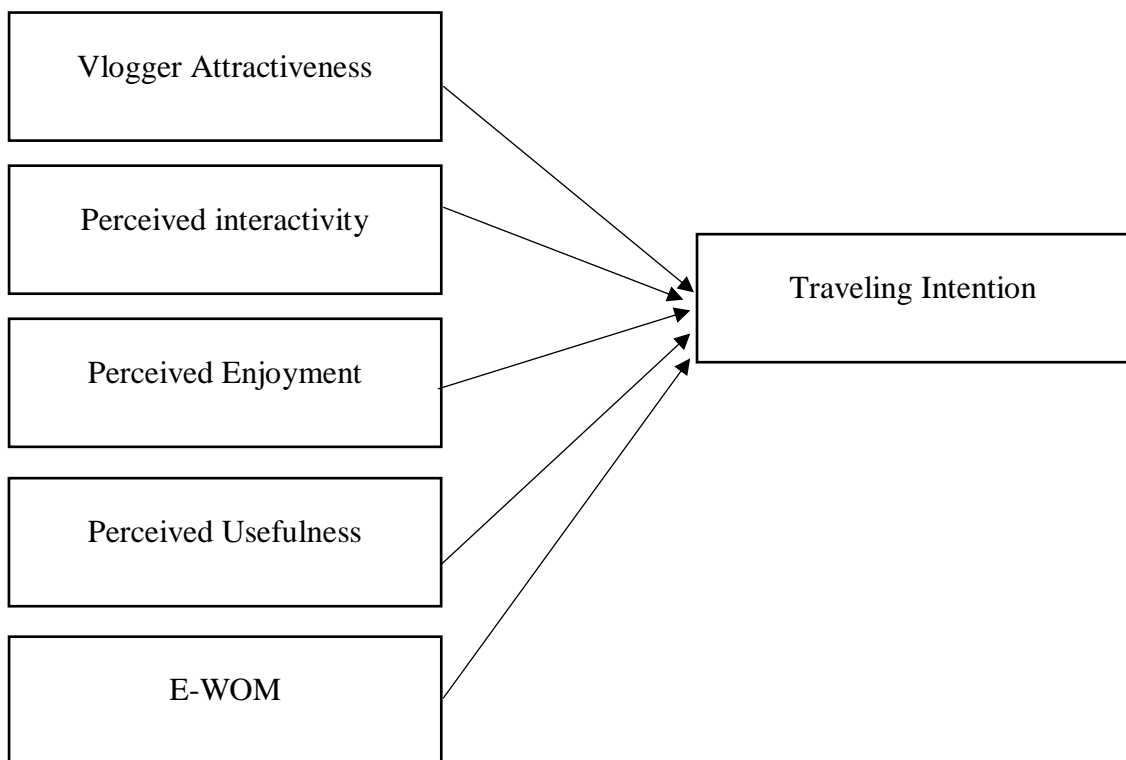
Figure 1

Theoretical framework on independent and dependent variables i.e. vlog marketing and travel intention respectively.

Independent Variables

Dependent Variable

(Vlog Marketing)



Source: Y. Chen et al. (2021), Abubakar (2016)

The theoretical framework includes the independent variables of the study titled as “Impact of vlog marketing on the traveling intention of people in Kathmandu”. As independent variable Vlog Marketing, it includes factors such as vloggers' attractiveness, perceived interactivity, perceived enjoyment, perceived usefulness, and E-WOM, whereas the dependent variable is travel intention. This theoretical framework underscores the significant impact that travel vlogs may play in inspiring and motivating viewers to travel and offers a valuable framework for analyzing the numerous aspects that affect viewers' travel intentions.

2.5 Operational Definition of Variables

Vlogger's attractiveness

Abubakar and İlkan (2016) defined visual content is a modern kind of video marketing in which creators use narrative and sound assistance to communicate their experiences with goods or services on different types of social media. Vlogs are classified into several categories based on their content, including personal life, cosmetics, sports, cuisine, vacation, and entertainment vlogs.

Perceived interactivity

Cyr et al. (2009) explained that perceived interactivity is a quality of a vlog that is capable of attracting and letting the viewer interact with the vloggers at the time they are making videos or explaining any subject in their videos.

Perceived enjoyment

Atombo et al. (2017) explained the level of pleasure or entertainment that viewers derive from watching travel vlogs as perceived enjoyment. This could include enjoying the scenery, learning about new destinations, or being entertained by the vlogger's personality.

Perceived usefulness

Abdullah et al. (2016) described how much viewers believe travel vlogs to be educational and useful while making travel-related judgments. This could include learning about the best travel deals, getting insider tips on travel destinations, or discovering new travel destinations.

E-WOM

Bayazit et al. (2017) explained the rise of social media marketing, and how the E-WOM played a massive role in marketing for firms. Baltes and Smelser (2015) defined E-WOM (Electronic Word-of-Mouth) as trusted sources which can made impact on viewers' travel intentions.

Traveling intention

Jiang et al. (2022) defined a person's decision to travel and where they go as influenced not only by their personal preferences but also by their knowledge of and capacity to mitigate

risks associated with tourism, their prior travel experiences, and the attitudes of other significant individuals or groups at the time of decision-making.

CHAPTER III

RESEARCH METHODS

3.1 Research Methodology

The goal is to discover how vlog marketing influence the intention of social media users. Each approach to a solution must be in line with the goals of the study and evaluate the reliability of the relevant factors. A quantitative analysis approach is used to obtain the results. This approach establishes a connection between what is already understood and what can be learned more deeply by using statistical techniques to assess research hypotheses. For this thesis primary data has been collected to know the present situation of vlog marketing and its impact on the traveler behavior,

A number of questionnaires were made and distributed to the respondents in order to collect the data. The survey was Self-administered. The data and information provided by the sampled respondents served as the sole foundation for the conclusions.

3.2 Research design

The study was classified as descriptive-correlational research, and data was collected by a survey using self-created questionnaires. The research includes dependent variables in vlog marketing, and its dimensions are vlogger attractiveness, perceived interactivity, perceived enjoyment, perceived usefulness, and E-WOMs. Whereas the independent variable is traveling intention.

3.3 Population and Sample

The total population of Kathmandu in 2022 is 1,521,000 with 95% of confidence and the expected margin of error is 5%. The sample size of the research is measured by using a Geo poll tool is 384 samples.

The tool work in this formula:

$$n_0 = Z^2 pq/e^2$$

Where,

n_0 = Sample Size

Z^2 = abscissa of normal curve that cuts to an area α at tails

p = estimated population proportion with the given characteristic

$q = 1-p$

e = Error margin

Suggested value of p and q for the unidentified population is 50% for each. At a 95% level of confidence, the z value is 1.96, and the sampling error e = 5%.

$$n_0 = Z^2 pq/e^2$$

$$n_0 = 1.96^2 * 0.5 * 0.5 / 0.05^2 = 384$$

Hence sample size was estimated to be 384.

The researcher spent 60 days in collect the response and distributing the questionnaire to more than 384 respondents in order to make it quick and to reach more people in a short period of time. The whole respondents are inside the valley and as result 384.

3.4 Data Collection

The samples are collected from the users who watched traveling Vlogs on social media. The sample number was 384 to avoid the high chances of error. The survey instrument were divided into five sections that addressed the following areas: respondent demographics, social media use, travel motivation, preferred Vlogger, and travel intention as well as for more validation the questionnaire begins with the question “have you made your traveling decision based on Vlog?”

Measurement source of Vlog Marketing

Table 3.1

Source of Variables

Variables	Code	Source
Vloggers Attractiveness	VA	Nugraha and Setyanto (2018)
Perceived Interactivity	PI	Holdack et al. (2020)
Perceived Enjoyment	PE	Holdack et al. (2020)
Perceived Usefulness	PU	Abdullah et al. (2016)
E-WOM	E-WOM	Manchanda et al. (2021)

Table 3.1 provides a summary of the variables employed in a study for analysis, along with their corresponding codes and sources. The first column lists the variables, which include Vloggers Attractiveness, Perceived Interactivity, Perceived Enjoyment, Perceived Usefulness, and E-WOM. The second column displays the codes assigned to each variable for data analysis and reporting purposes. The third column indicates the sources of the variables, referring to the research or sources from which they were derived or modified. Overall, this table serves as a valuable resource for comprehending the variables utilized in data analysis.

3.5 Research Instrument

To effectively perform the research and collect the necessary data, a questionnaire was created. A questionnaire is defined as "a systematic technique for data gathering consisting of a series of written that a respondent answers. Nunan et al. (2016)

After testing and validation, the questionnaire was made available online for participants to complete. The Google form was distributed through different social media platforms, including Facebook Messenger, Instagram, Viber, What's App, and email. This network was chosen to reach as many people of all ages and educational levels as possible. The questionnaire was also shared on LinkedIn to broaden its distribution.

The questionnaire begins with an introductory text for the participants. The goal of this section was to present the goal of the questionnaire to the participants, explain how the questionnaire would be done, and provide a few words of explanation about the thesis purpose, which was necessary for a good understanding of the following questions. Following that, the respondents were advised that the questionnaire would be completed for a worthwhile purpose and would be fully anonymous. They were then thanked for their participation.

Secondly, the demographic section was presented in the questionnaire to identify the age, gender, income, travel frequency and educational level of the respondent, which had helped them to warm up to the questions.

Third, the respondent moves on to the main body of the questionnaire, where they answer questions about the perceived enjoyment, vlogger's attractiveness, perceived usefulness, E-WOM, and perceptual interactivity, as well as the dependent factor, travel intention.

Measure

The four methods of data analysis used. Regression analysis, Correlation analysis, Reliability analysis, and Validity analysis. The study would discuss the research result and proposed implications to enhance Vlog marketing on the traveling intentions of the user.

3.6 Reliability Analysis

Table 3.2

Reliability Analysis

Variables	No. of statements	Cronbach's Alpha
Vloggers Attractiveness	5	.916
Perceived Interactivity	4	.884
Perceived Enjoyment	5	.869
Perceived Usefulness	4	.880
E-WOM	5	.876
Traveling Intention	4	.877

Table 3.2 illustrates the outcomes of a Cronbach's Alpha reliability analysis for independent factors. Vloggers Attractiveness, Perceived Interactivity, Perceived Enjoyment, Perceived Usefulness, E-WOM, and Traveling Intention.

The first column shows the number of statements used to measure each variable. For example, Vloggers Attractiveness was measured using five statements. The second column shows the Cronbach's Alpha coefficient for each variable, which measures the internal consistency or reliability of the statements used to measure the variable.

Cronbach's Alpha values vary from 0 to 1, with increasing scores suggesting stronger dependability. In this table, all six variables have high Cronbach's Alpha coefficients, ranging from .869 to .916, which suggests that the statements used to measure each variable are reliable and consistent.

Overall, these results suggest that the six variables (Vloggers Attractiveness, Perceived Interactivity, Perceived Enjoyment, Perceived Usefulness, E-WOM, and Traveling Intention) are all reliable measures and can be used with confidence in further analyses or studies.

CHAPTER IV

DATA ANALYSIS AND RESULTS

This section's goal is to research and clarify the material gathered throughout the research, as well as to give the results of the questionnaire survey. The major purpose of the study is expected to be accomplished through data analysis. The chapter is broken into two sections, The first gives demographic data regarding the respondents, such as gender, age, income, frequency of travel, and educational background. The second part of the chapter explores and explains the data collected by detecting correlations between the dependent and independent variables. Finally, the chapter concludes with a discussion of the conclusions of the analysis. The acquired data was examined using statistical methods such as Statistical Package for Social Sciences (SPSS), a scientific analytical tool used to organize the data, uncover relevant associations, and recognize similarities and variations across different categories of respondents. To achieve its goals, the study used a variety of statistical techniques, including descriptive statistics, Normality analysis, correlation analysis, and regression analysis.

4.1 Participant's characteristics

Table 4.1

Respondent Profile

Demographic Variables	Frequency	Percentage	
Gender	Male	175	45.6
	Female	163	42.4
	Prefer not to say	46	12
Age	16-25	174	45.3
	25-35	103	26.8
	36-45	69	18
	Above 45	38	9.9
Income	NRP 12000 - 36000	184	47.9
	NRP 37000-60000	121	31.5
	Above 61000	79	20.6
Education Level	Intermediate or below	76	19.8
	Bachelor	193	50.3

Travel Frequency	Masters or above	115	29.9
	Less than a Year	92	24
	Once a year	102	26.6
	Once every 6 months	113	29.4
	Once every month	77	20.1

Table 4.1 show the distribution of responses for five different variables: Gender, Income, Education, Travel frequency, and Age.

For Gender, out of the 384 respondents, 45.6% identified as male, 42.4% identified as female, and 12.0% preferred not to say.

For Income, out of the 384 respondents, 47.9% reported an income between NRP 12000 - 36000, 31.5% reported an income between NRP 37000-60000, and 20.6% reported an income above NRP 61000.

For Education, out of the 384 respondents, 19.8% reported having an Intermediate or below education level, 50.3% reported education level a Bachelor's degree, and 29.9% reported education level of a Master's degree or above.

For Travel frequency, out of the 384 respondents, 24.0% reported traveling less than a year, 26.6% reported traveling once a year, 29.4% reported traveling once every 6 months, and 20.1% reported traveling once every month.

For Age, out of the 384 respondents, 45.3% were between the ages of 16-25, 26.8% were between the ages of 25-35, 18.0% were between the ages of 36-45, and 9.9% were above the age of 45.

4.2 Descriptive Statistics of Independent Variables, and Dependent Variables

Table 4.2

Descriptive Statistics of Vlogger attractiveness

	Item	Mean	Std. Deviation
The vlogger looks good	VA1	3.37	1.258
The vlogger feels a lot like me	VA2	3.34	1.279
The vlogger shares the value that I identify with	VA3	3.56	1.132
The vlogger's behavior is very similar to mine	VA4	3.43	1.233
The vlogger and I have a lot in common	VA5	3.38	1.259
Vlogger attractiveness		3.42	1.23

These data in table 4.2 represent the means and standard deviations of responses to five different items (VA1-VA5) measuring viewers' perceptions of similarity and identification with a vlogger.

On average, viewers rated the vlogger positively across all items, with mean scores ranging from 3.34 to 3.56 on a Likert scale of 5 (where higher scores represent more agreed repose with the statement and vice versa).The standard deviations suggest that there was some variability in how strongly viewers endorsed these perceptions, but overall, the responses were relatively consistent.

Taken together, these results suggest that the vlogger is generally perceived as relatable and similar to the viewers who responded to the survey.

Table 4.3*Descriptive Statistics of Perceptual Interactivity*

	Item	Mean	Std. Deviation
Happy to participate in interactive communication in a travel vlog.	PI1	3.58	1.137
Questions may be answered when participating in travel blog interaction.	PI2	3.60	1.159
Facilitating travel options through interaction in travel vlog	PI3	3.75	1.050
Interaction in the travel vlog deepens my understanding of tourist city	PI4	3.85	1.024
Perceptual interactivity		3.70	1.09

Table 4.3 data represent the means and standard deviations of responses to four different items (PI1-PI4) measuring viewers' perceptions of interactive communication in a travel vlog.

The standard deviations suggest that there was some variability in how strongly viewers endorsed these perceptions, but overall, the responses were relatively consistent. Taken together, these results suggest that interactive communication in a travel vlog is generally perceived as valuable and helpful for viewers in facilitating travel options, answering questions, and deepening their understanding of the tourist city.

Table 4.4*Descriptive Statistics of Perceptual Enjoyment*

	Items	Mean	Std. Deviation
Watch travel vlog to enrich my free time	PE1	3.77	1.060
Watch travel vlog because it's fun	PE2	3.89	1.079
Watch travel vlog because it makes me feel very relaxed	PE3	3.85	1.059
Watch travel vlog because it makes me feel cool	PE4	3.41	1.304
Feel very excited when I watch travel vlog	PE5	3.90	1.028
Perceptual enjoyment		3.76	1.106

Table 4.4 reflect viewers' responses to five different items (PE1-PE5) measuring their motivations and emotional experiences when watching a travel vlog.

The mean scores indicate that, on average, viewers have positive motivations for watching travel vlogs, with the highest mean scores for items PE2, PE3, and PE5, indicating that viewers watch travel vlogs for fun, to feel relaxed, and to feel excited. The lowest mean score was for item PE4, indicating that viewers are less likely to watch travel vlogs to feel cool. The standard deviations suggest that there is some variability in how strongly viewers endorsed these motivations, with the highest variability observed for item PE4.

Overall, these results suggest that watching travel vlogs is a positive and enjoyable experience for viewers, providing them with opportunities to relax, have fun, and feel excited about travel experiences.

Table 4.5*Descriptive Statistics of Perceptual Usefulness*

	item	Mean	Std. Deviation
Travel vlog makes me complete the travel choice more quickly	PU1	3.95	.980
Content in the travel vlog gives me a more comprehensive grasp of travel information.	PU2	4.06	.937
Travel vlog make travel easier	PU3	4.12	.967
Get useful information by watching travel vlog	PU4	4.17	.895
Perceptual usefulness		4.075	0.945

Table 4.5 represent the means and standard deviations of responses to four different items (PU1-PU4) measuring viewers' perceptions of the usefulness and impact of travel vlogs on their travel choices and information acquisition.

On average, viewers rated the travel vlog positively on all items, with mean scores ranging from 3.95 to 4.17 on a 5-point Likert. The standard deviations suggest that there was relatively little variability in how strongly viewers endorsed these perceptions.

These results suggest that viewers perceive travel vlogs as useful for making travel choices more quickly, providing a comprehensive grasp of travel information, making travel easier, and providing useful information for travel. Overall, these perceptions suggest that travel vlogs are seen as a valuable resource for travel planning and decision-making.

Table 4.6*Descriptive Statistics of E-WOM*

	Items	Mean	Std. Deviation
I frequently gather information from tourists' online travel reviews before I travel to a certain destination.	EWOM1	3.86	1.000
If I don't read tourists' online travel reviews when I travel to destination, I worry about my decision.	EWOM2	3.60	1.216
To make sure I choose the right destination, I often read other tourists' online travel review.	EWOM3	3.95	.960
I often read other tourists' online travel reviews to know what destinations make good impressions on others.	EWOM4	3.86	1.058
I often consult other tourists' online travel review to help me choose a good medical destination.	EWOM5	3.84	1.060
E-WOM		3.822	1.059

Table 4.6 represent the means and standard deviations of responses to five different items (EWOM1-EWOM5) measuring the extent to which individuals rely on online travel reviews from other tourists when making travel decisions.

The standard deviations suggest that there was some variability in how strongly individuals rely on online travel reviews, with the highest variability observed for item EWOM2.

Overall, these results suggest that individuals often rely on online travel reviews from other tourists to inform their travel decisions, and they may experience worry or uncertainty if they do not consult these reviews. Additionally, individuals may consult these reviews to learn about other's experiences, to help them choose the right destination or a good medical destination.

Table 4.7*Descriptive Statistics of Travel Intention*

	Item	Mean	Std. Deviation
After watching travel vlog, I became more interested in the city.	TI1	3.95	.997
After watching travel vlog, I want to visit the city.	TI2	4.03	.958
After watching travel vlog, I will go the city again.	TI3	3.65	1.146
After watching travel vlog, I will recommend friends and family to the city.	TI4	3.95	.993
Travel intention		3.89	1.02

Table 4.7 depict means and standard deviations of responses to four different items (TI1-TI4) measuring the impact of watching a travel vlog on viewers' interest in and intent to visit a particular city.

After watching the trip vlog, viewers generally expressed a greater desire to visit the city, with mean scores ranging from 3.65 to 4.03 on a 5-point Likert. The standard deviations suggest that there was some variability in how strongly viewers reported these outcomes, with the highest variability observed for item TI3.

Overall, these results suggest that watching a travel vlog can have a positive impact on viewers' interest in and intent to visit a particular city. Viewers reported increased interest in the city and a desire to visit or even revisit the city after watching the travel vlog, and they also reported a willingness to recommend the city to others.

4.3 Normality Test

Table 4.8

Shapiro-Wilk Test

Variables	Statistics	df	Sig.
VA	.943	384	.000
PI	.917	384	.000
PE	.900	384	.000
PU	.804	384	.000
EWOM	.884	384	.000
TI	.893	384	.000

Table 4.8 represent the normality of the variables. Another test for normality is the Shapiro-Wilk test. To ascertain whether the data originates from a normal distribution, a test statistic and p-value are computed.

In the table 13, the Shapiro-Wilk test has been applied to six different variables: VA, PI, PE, PU, EWOM, and TI. For each variable, the test statistic and the p-value are reported. The "df" column stands for degrees of freedom, which is a statistical parameter used in hypothesis testing. The "Sig." column reports the significance level or p-value of the test. In all cases, the p-value is less than 0.05, which means we can reject the null hypothesis that the data is normally distributed. Therefore, we can conclude that none of the variables follow a normal distribution.

4.4 Collinearity Statistics

Table 4.9

VIF

Variables	Tolerance	VI
VA	.643	1.554
PI	.456	2.193
PE	.323	3.092
PU	.389	2.570
EWOM	.374	2.671

Table 4.9 displays collinearity statistics for a regression model that includes five independent variables (VA, PI, PE, PU, and EWOM). The first row represents the constant term in the regression model. The "Tolerance" column displays how well a certain independent variable

can be predicted based on the model's other independent variables. The likelihood of multicollinearity decreases as the tolerance value approaches 1. The "VIF" column measures the inflation in the variance of the estimated regression coefficient caused by multicollinearity. The closer the VIF value is to 1, the less likely it is that there is multicollinearity.

The table shows that the tolerance values range from 0.323 to 0.643, indicating the possibility of multicollinearity in the model. Additionally, the VIF values range from 1.554 to 3.092, which also suggests the presence of multicollinearity. According to a general rule, a tolerance value below 0.1 or a VIF value above 10 is considered a significant issue with multicollinearity.

4.5 Relationship between Vlog Marketing and Traveler intention

Table 4.10

Correlation Matrix

	VA	PI	PE	PU	EWOM	TI
VA	1					
PI	.534**	1				
PE	.552**	.700**	1			
PU	.475**	.615**	.709**	1		
EWOM	.487**	.598**	.729**	.727**	1	
TI	.462**	.638**	.729**	.782**	.746**	1

The table 4.10 below shows a correlation matrix for six variables: VA, PI, PE, PU, EWOM, and TI. A correlation value ranges from -1 to 1 (perfectly negative correlation), with 0 denoting no correlation, and it measures the strength and direction of a relationship between two variables.

The matrix's diagonal members (in bold) represent the correlation of each variable with itself, which is always 1. The off-diagonal parts depict the relationship between two variables. For example, the first row and second column show the correlation between VA and PI, which is 0.552 and denoted by two stars (**) to indicate a statistically significant association.

According to the table, all variables are positively associated with one another. The correlation coefficients range from 0.462 to 0.782, and they are all statistically significant (p 0.01). The highest correlation value (0.729) is found between PE and EWOM, whereas the

lowest is found between VA and PU (0.462). The significant positive correlations show that the variables are related and have an effect on one another.

Table 4.11

Correlation Analysis

Variables	Traveling Intention
Vlogger's attractiveness	.462**
Perceptual interactivity	.638**
Perceived Enjoyment	.729**
Perceived usefulness	.782**
E-WOM	.746**

The table 4.11 displays the correlation coefficients between Traveling Intention and five independent variables: Vlogger's attractiveness, Perceived usefulness, E-WOM, Perceptual interactivity, and Perceived Enjoyment. The results indicate that higher values of these independent variables are associated with a higher Traveling Intention.

Vlogger's attractiveness has a positive correlation with Traveling Intention ($r=0.462^{**}$), meaning that a higher perceived attractiveness of the vlogger may lead to an increased intention to travel. Similarly, Perceptual interactivity is positively correlated with Traveling Intention ($r=0.638^{**}$), suggesting that increased interactivity of the vlogger's content with the viewer may lead to a higher intention to travel.

Perceived Enjoyment has the strongest correlation with Traveling Intention ($r=0.729^{**}$), which means that a higher level of enjoyment associated with the vlogger's content may lead to a higher intention to travel. Perceived usefulness also has a high positive correlation with Traveling Intention ($r=0.782^{**}$), implying that if viewers perceive the content to be useful, it may lead to a higher intention to travel. Lastly, E-WOM has a positive correlation with Traveling Intention ($r=0.746^{**}$), suggesting that a higher level of positive reviews or recommendations about the destination may lead to a higher intention to travel.

Overall, all five independent variables are positively correlated with Traveling Intention, with perceived usefulness having the strongest correlation. This leads to the conclusion that these five characteristics should be taken into account when studying travel behavior as they may be major predictors of traveling intention.

4.6 Impact of vlog marketing on Travel intention

Table 4.12

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.704	1.89470

The model summary presented in 4.12 table. Traveling Intention is the dependent variable in a linear regression model with five independent variables, and its statistics are shown in the model summary table 17 (EWOM, VA, PI, PU, and PE). A high positive connection between anticipated and actual Traveling Intention levels is shown by the R value of 0.841. The independent variables may account for roughly 70.7% of the variation in traveling intention, according to the R Square value of 0.707.

Adjusted R Square slightly lower than R Square, at 0.704, indicating that additional variables may not significantly improve the model's goodness of fit. The Std. Error of the Estimate is 1.89470, meaning that the predicted values of Traveling Intention are typically about 1.89 units away from the actual values.

The model includes EWOM, VA, PI, PU, PE, and a constant term as predictors. The independent variables represent the effect of each variable on Traveling Intention while taking into account the influence of other variables. Overall, the model shows a strong fit, with the potential to explain a significant portion of the variation in Traveling Intention.

4.7 ANOVA

Table 4.13

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3280.827	5	656.165	182.781	.000 ^b
	Residual	1356.983	378	3.590		
	Total	4637.810	383			

The table 4.13 summarizes the findings of a variance analysis for the regression model using Traveling Intention (TI) as the dependent variable and five independent variables (EWOM, VA, PI, PU, and PE). The table is broken into three sections that report on various statistical measures. The first section reveals that the regression sum of squares (SS) is 3280.827, 3280.827 of the variation is explained by the model. In instance, the residual SS of 1356.983 shows the model's unexplained variation in the dependent variable.

The degrees of freedom (df), ($df = 5 + 1 = 6$), in the regression model are the number of independent variables plus the constant term, whereas the residual term's df are the total number of observations minus the number of independent variables and the constant term ($df = 383 - 5 - 1 = 378$). The sum of squares divided by the degrees of freedom yields the Mean Square (MS). The MS for the regression in this model is 656.165, whereas the MS for the residual is 3.590.

The F-statistic of 182.781 is reported in the ANOVA table, along with its associated p-value, which is less than 0.001 (Sig. =.000). The F-statistic determines if at least one of the independent variables predicts Traveling Intention. The low p-value suggests that the regression model is statistically significant, implying that the five independent variables predict variation in Traveling Intention.

The ANOVA table illustrates that the regression model with the five independent variables successfully predicted the variation in Traveling Intention. The high F-statistic, low associated p-value, and higher regression SS relative to residual SS all contribute to the model's overall significance. As a result, the regression model is determined to be a

trustworthy technique for examining the association between Traveling Intention and the independent variables EWOM, VA, PI, PU, and PE.

4.8 Regression Estimation Analysis

Table 4.14

Regression Estimation Analysis

Model		Unstandardized		Standardized		Collinearity		
		Coefficients	Std. Error	Beta	t	Sig.	Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.438	.518		.846	.398		
	VA	-.013	.024	-.020	-.569	.569	.643	1.554
	PI	.111	.039	.117	2.850	.005	.456	2.193
	PE	.145	.038	.185	3.786	.000	.323	3.092
	PU	.424	.047	.398	8.932	.000	.389	2.570
	EWOM	.214	.037	.261	5.740	.000	.374	2.671

A table 4.14 with the variable coefficients is included with the regression model for the dependent variable "Traveling Intention." When the independent variable is changed by one unit, these coefficients tell us how the dependent variable changes. The unstandardized and standardized coefficients (Beta) in table 4.14 indicate how the dependent variable varies when the independent variable is altered by one standard deviation.

Table 4.14 also includes the t-test results for the coefficients, as well as the corresponding t-value and p-value. If the p-value is significant, the coefficient is likely to be significantly different from zero (i.e., more than 0.05).

The Collinearity Statistics shows the tolerance and Variance Inflation Factor (VIF) values, which are used to check for multicollinearity between the independent variables. A tolerance value less than 0.2 or VIF value greater than 5 indicates the presence of multicollinearity.

In this model, the variables "Perceived Enjoyment" (PE), "Perceived Usefulness" (PU), and "E-WOM" have significant coefficients ($p < 0.05$) and positive standardized coefficients (Beta), indicating that they have a positive impact on "Traveling Intention". "Vlogger's

attractiveness" (VA) exhibits a negative but non-significant coefficient ($p > 0.05$). The variable "Perceptual interactivity" (PI) has a significant and positive coefficient ($p < 0.05$). All variables have acceptable tolerance and VIF values, indicating that multicollinearity is not an issue.

4.9 Hypothesis testing summary

Table 4.15

Hypothesis testing Summary

	Hypothesis	P-Value	Result
H1	Vloggers' attractiveness has a significant positive impact on users' travel intention.	.569	Rejected
H2	Perceived interactivity has a significant positive influence on users' travel intention	.005	Accepted
H3	Perceived enjoyment has a significant positive effect on users' travel intention.	.000	Accepted
H4	Perceived usefulness has a significant positive impact on users' travel intention	.000	Accepted
H5	E-WOM has a significant positive impact on users' travel intention	.000	Accepted

Table 4.15, summarizes the results of a hypothesis testing study on the impacts of vloggers' attractiveness, perceived interactivity, perceived enjoyment, perceived Usefulness, and electronic word-of-mouth (E-WOM) on users' travel intention. The study used five hypotheses to investigate the links between the independent factors and users' travel intentions.

According to the study's findings, three hypotheses were accepted while two were rejected. The null hypotheses for H2, H3, H4, and H5 were specifically rejected, indicating that their corresponding alternative hypotheses were accepted. This implies that perceived engagement, perceived enjoyment, perceived Usefulness, and E-WOM have a considerable positive impact on consumers' travel intention.

In contrast, because the null hypothesis for H1, the data did not support the alternative hypothesis that vloggers' attractiveness had a favorable influence on users' travel intention. This implies that the attractiveness of vloggers has no bearing on consumers' travel intentions. These study findings give valuable information on the elements that influence users' travel intentions, which could aid in the development of effective marketing strategies for travel-related goods and services.

4.10 Major finding

A study investigate the effect of vlog marketing on people's travel intentions and which vlog marketing characteristics influence traveler behavior. Vlogger attractiveness, perceived engagement, perceived enjoyment, perceived Usefulness, E-WOM, and travel intention are all separate components of vlog marketing. The study employed descriptive, inferential, and regression analyses, as well as a survey of 384 people to acquire information on their demographic profile and research variables. The findings are listed below:

- A total of 384 responses were collected from the Kathmandu area. Out of them 45.6% were male, 42.4% were female and 12% didn't prefer to say.
- Age: The majority of the respondents fall within the age range of 16-25 (45.3%), followed by 25-35 (26.8%), 36-45 (18%), and above 45 (9.9%).
- Income: The largest income group falls within the range of NRP 12000 - 36000 (47.9%), followed by NRP 37000-60000 (31.5%), and above 61000 (20.6%).
- Education Level: Among the respondents, the highest proportion of education level is Bachelor (50.3%), followed by Masters or above (29.9%), and Intermediate or below (19.8%).
- Travel Frequency: The most common travel frequency is Once every 6 months (29.4%), followed by Once a year (26.6%), Less than a Year (24%), and Once every month (20.1%).
- On average, respondents feel that the vlogger shares their values, as indicated by the highest mean of 3.56 for the statement "The vlogger shares the value that I identify with" (VA3). Respondents somewhat agree that the vlogger's behavior is similar to theirs, with an average mean of 3.43 for the statement "The vlogger's behavior is very similar to mine" (VA4).
- On average, respondents agreed that interaction in the travel vlog helps deepen their understanding of the tourist city, as indicated by the highest mean of 3.85 for the

statement "Interaction in the travel vlog deepens my understanding of tourist city" (PI4). Respondents also agreed that the travel vlog facilitates travel options through interaction, with an average mean of 3.75 for the statement "Facilitating travel options through interaction in travel vlog" (PI3).

- Respondents reported finding travel vlogs enjoyable during their leisure time, with mean enjoyment scores ranging from 3.41 to 3.90. They found travel vlogs fun (PE2), relaxing (PE3), and exciting (PE5), while also moderately enjoyable in terms of feeling cool (PE4) and enriching their free time (PE1).
- Respondents find travel vlogs useful in terms of completing travel choices quickly, obtaining comprehensive travel information, making travel easier, and obtaining useful information, as indicated by high mean usefulness scores ranging from 3.95 to 4.17.
- Respondents generally rely on tourists' online travel reviews to gather information (mean score of 3.86 for EWOM1) and make decisions about travel destinations (mean scores ranging from 3.60 to 3.95 for EWOM2 to EWOM5).
- Respondents reported increased interest in the city (TI1), a desire to visit the city (TI2), and a likelihood of recommending the city to others (TI4) after watching the travel vlog. However, the intention to visit the city again (TI3) had a lower mean score.

The study discovered a link between perceived involvement and vlogger attractiveness and people's travel intentions. Perceived involvement had a favorable and significant impact on travel intention, as did perceived enjoyment, perceived usefulness, and E-WOM. These findings indicate that perceived involvement and other factors influence people's travel intentions, which could be valuable for establishing effective marketing strategies in the tourism business.

CHAPTER V

DISCUSSION, CONCLUSIONS AND IMPLICATIONS

This chapter concludes the investigation and looks at the study's findings and any future ramifications. Supporting evidence from previous studies is provided, and the results are compared and contrasted with those of previous studies.

5.1 Discussion

The research paper supports finding of Liu et al. (2019) where the research explained that vloggers' physical and social attractiveness, as well as audience motivation and viewing behavior, do not necessarily result in effective branding unless the vlogger can establish a positive parasocial interaction (PSI) with their audience. In other words, the vlogger's attractiveness alone cannot have a considerable influence on the audience's travel intentions. It is important for vloggers to establish a positive parasocial interaction with their audience in order to effectively market products or services.

Jamil and Hassan (2014) illustrated positive electronic word-of-mouth (E-WOM) and strong recommendations might reduce skepticism among consumers who are hesitant to test a new product or service. Similarly, Poturak and Softić (2019) mentioned that positive word-of-mouth and strong recommendations from consumers can lower their anxiety of trying a new product or service, therefore vloggers can affect customer engagement and purchase intent. People tend to believe in word-of-mouth as the most effective way to change their behavior or intention. In other words, positive reviews and recommendations from others can help to overcome consumer hesitancy and increase their willingness to try something new.

Khoa et al. (2021) defined that many Generation Z travelers are influenced by social media pages when it comes to choosing their travel destinations. They found that people are particularly influenced by watching new destinations and useful content, especially when it is presented by reliable sources such as high-profile vloggers or their friends and family.

In addition to social media recommendations, word of mouth is another way for travelers to obtain information about potential travel destinations. However, the effectiveness of word of mouth is dependent on how people perceive the information that is presented by vloggers or other sources. This highlights the importance of perceptions when it comes to intentional travel. Overall, it demonstrates that online platforms and word of mouth are two of the most important ways that Generation Z travelers collect information and decide where to go next.

Zhao et al. (2022) highlighted how the tourism industry has adapted its methods of disseminating information in order to keep up with the current trend of drawing more travelers to pay attention to tourism-related information. This includes utilizing social media as a key tool for sharing information and engaging with potential travelers.

In fact, Purwandari et al. (2022) examined that social media has enabled people to connect with a larger audience and expand their worldview. The rapid flow of information on social media has the potential to capture the attention of travelers, especially when the information shared is useful and relevant to their interests. This can ultimately have an impact on their decision-making and travel intentions. Thus, the tourism industry's use of social media and use vlog marketing can be an effective way to reach and influence potential travelers.

5.2 Conclusion

According to the study's findings, numerous elements such as perceptual interactivity, perceived enjoyment, perceived usefulness, and E-WOM have a favorable and significant impact on travel intention. These factors can greatly influence the decision-making process of travelers when it comes to choosing a travel destination.

Given these findings, vlog marketing can be seen as an effective way to influence and potentially change the traveling intentions of potential travelers. Vlogs have the ability to engage viewers through perceptual interactivity and perceived enjoyment, while also providing useful information and recommendations that can positively impact their perception of a particular travel destination.

Moreover, the power of E-WOM in the context of travel should not be underestimated, as recommendations from trusted sources can heavily influence the decision-making process of people or travelers. Thus, it can be concluded that vlog marketing, through the combination of various factors such as perceptual interactivity, perceived enjoyment, perceived usefulness, and E-WOM, can be a valuable tool for the tourism industry to attract more travelers and influence their traveling intentions.

In conclusion, the reasons for watching travel vlogs vary among individuals, with some seeking entertainment and others looking for information. Nonetheless, the research suggests that these characteristics have a considerable impact on people's travel intentions. Therefore, travel vlogs can be a valuable tool in inspiring and motivating people to explore new destinations and have meaningful travel experiences. As such, content creators and

marketers should take note of these findings and tailor their messaging accordingly to connect with potential travelers and enhance their overall travel experience.

5.3 Implication

5.3.1 Managerial Implication

The findings of this research have important implications for the tourism industry and can be used by managers to develop effective marketing strategies. By understanding the factors that influence traveling intention, managers can create content that is more engaging and tailored to the needs of potential travelers.

The use of vlog marketing can be a valuable tool for managers to influence the perceptions of potential travelers by creating content that is visually appealing and informative, while also encouraging E-WOM through recommendations from trusted sources.

Managers can also use the findings of this research to create a more interactive and enjoyable travel experience for their customers. By focusing on creating a positive travel experience that is both useful and enjoyable, managers can increase customer satisfaction and ultimately build brand loyalty.

Overall, the insights gained from this research can help managers in the tourism industry to better understand the needs and preferences of their customers and to create marketing strategies that are more effective in attracting and retaining travelers.

5.3.2 Research Implication in Future

The findings of this study have crucial significance for future tourism and marketing research. One potential direction for future research could be to further explore the impact of vlog marketing on traveling intention and to investigate the specific features of vlogs that have the greatest influence on viewers.

Additionally, future research possibly can focus on the role of social media platforms in shaping travel preferences and behavior, and how these platforms can be leveraged by the tourism industry to influence potential travelers. By understanding the synergistic effects of these different marketing channels, tourism managers can create more effective marketing strategies that leverage the strengths of each channel to achieve maximum impact.

Another potential area for future research is investigating the impact of different travel experiences, such as cultural or adventure tourism, on traveling intention. By understanding the specific factors that influence the decision-making process of travelers in these different

contexts, tourism managers can create more effective marketing strategies and tailor their offerings to meet the needs and preferences of their customers. Furthermore, future research might look into the influence of vlogs on different sorts of travelers, such as solo travelers, families, and business travelers, and how vlogs can be adapted to meet the specific requirements and tastes of these various groups.

Certainly, viewer involvement with vlogs is an essential component that could be investigated more in future studies. Understanding the length of time that viewers spend viewing a vlog, or the precise characteristics of a vlog that attract and hold viewer interest, for example, could provide significant insights into how vlogs can be tailored for optimum impact.

Overall, the findings from this investigation give significant insights into the elements that influence travel intention and might serve as a platform for future research aimed at increasing the effectiveness of marketing techniques in the tourism industry.

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Perceptual interactivity

Code	Statement	1	2	3	4	5
a.	Happy to participate in interactive communication in travel vlog.					
b.	Questions may be answered when participating in travel blog interaction.					
c.	Facilitating travel options through interaction in travel vlog					
d.	Interaction in the travel vlog deepens my understanding of tourist city					

Perceived enjoyment

Code	Statement	1	2	3	4	5
a.	Watch travel vlog to enrich my free time					
b.	Watch travel vlog because it's fun					
c.	Watch travel vlog because it makes me feel very relaxed					
d.	Watch travel vlog because it makes me feel cool					
e.	Feel very excited when I watch travel vlog					

Perceived usefulness

Code	Statement	1	2	3	4	5
a.	Travel vlog makes me complete the travel choice more quickly					
b.	Content in the travel vlog gives me a more comprehensive grasp of travel information					
c.	Travel vlog make travel easier					
d.	Get useful information by watching travel vlog					

E-WOM

Code	Statement	1	2	3	4	5
a.	I frequently gather information from tourists' online travel reviews before I travel					
b.	If I don't read tourists' online travel reviews when I travel to a destination, I worry about my decision					
c.	To make sure I choose the right destination, I often read other tourists' online travel review.					
d.	I often read other tourists' online travel reviews to know what destinations make good impression on other.					
e.	I often consult other tourists' online travel review to help me choose a good medical destination.					

Traveling Intention

Code	Statement	1	2	3	4	5
a.	After watching travel vlog, I became more interested in the city.					
b.	After watching travel vlog, I want to visit the city.					
c.	After watching travel vlog, I will go the city again.					
d.	.. After watching travel vlog, I will recommend friends and family to the city.					