

TOURISM DESTINATION MARKETING AFTER COVID-19: THE IMPACT OF VIDEO TYPE ON DIGITAL NATIVE TOURISTS' OUTBOUND TRAVEL INTENTIONS

Kaige Zhu

Hokkaido University, Japan

Jiao Li

Hokkaido University, Japan

Han Zhou

Hokkaido University, Japan

Juhyeok Jang

Hokkaido University, Japan

INTRODUCTION

In the context of a global tourism recovery, the United Nations World Tourism Organization announces that international tourism recovered 63% of pre-pandemic levels in 2022, with Europe and Middle East in the lead (UNWTO, 2023). However, due to stricter travel restrictions in the Asia-Pacific countries, the number of international tourists recovered to only 23% of pre-pandemic levels in 2022 (UNWTO, 2023). With the changes in tourists' media use and gratification sought after the COVID-19 pandemic (Putra et al., 2022), for governments and destination marketers in Asia-Pacific countries, it has become more important to develop effective destination marketing strategies that can meet the new challenges and the dynamic social media-related demands of digital native tourists.

Many prior studies have suggested that short-form videos have advantages when marketing to digital native tourists (e.g., Du et al., 2022). Podara et al. (2021) highlighted that digital natives, especially Gen Z, rely more on recommendation systems on social media platforms and use smartphones with vertical screens to access information. According to Nam & Jung (2021) and Podara et al. (2021), they have developed a unique snack culture and screen culture, which significantly influences their consumption habits. The snack culture is characterized by short-form digital content, fast-paced lifestyles, and consumption preferences, which have shaped the digital natives'

preference for concise content (Nam & Jung, 2021). Therefore, longer videos may be less appealing to them compared to short-form videos. However, Köchling (2020) argues that the interference elements of short-form videos (e.g., sudden background music, less information, cluttered backgrounds) may reduce tourists' destination perceptions and travel intentions compared to other digital content.

The above issues have made the choice of video type a challenging issue for marketers when promoting destinations. Therefore, it is crucial to conduct comparative studies between short-form videos and other digital content, such as long-form videos. Although the importance of short-form videos in destination marketing is constantly increasing, few quantitative studies are comparing the differences between short-form videos and other digital content. Moreover, few prior studies have focused on how digital natives utilize and consume different types of video. Hence, further research is necessary to gain a better understanding of digital native tourists' video consumption preferences.

Based on the prior studies, this study aims to examine the effects of the viewing experience and video type on potential tourists' outbound travel intentions after COVID-19 pandemic. Moreover, this study attempts to answer the following research questions:

RQ1: What are the impacts of viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video) on tourists' destination knowledge formation and

tourists' outcomes (post-pandemic outbound travel intention)?

RQ2: What do marketers need to be aware of when using short-form or long-form videos for destination marketing?

LITERATURE REVIEW

Destination Knowledge Formation

Destination Knowledge. The conceptualization of destination knowledge originates from the concept of brand knowledge in the field of cognitive psychology and consumer brand research. According to Keller (2003), brands knowledge establishes a strong bond with consumers through brand awareness and brand image, which are the two primary components of brand knowledge. In fact, brand knowledge is a multi-dimensional conception, including dimensions such as brand awareness, attributes, benefits, images, thoughts, feelings, attitudes, and experiences, and so on. In the field of tourism research, according to Li et al. (2008), destination awareness is defined as what someone knows or thinks they know about a destination. Destination image is defined as the perceptions about a destination as reflected by the destination associations held in potential tourist's memory. In this study, both destination image and destination awareness are included in the conceptualization of destination knowledge.

Antecedents of Destination Knowledge Formation

Viewing experience (pre-viewing vs. post-viewing). The influence of viewing experience on destination knowledge formation has been extensively studied in the prior studies. Losada and Mota (2019) found that high-quality promotional videos have a positive impact on video consumers' travel decision-making process. Many prior studies have shown that both short-form and long-form travel videos can positively influence factors related to destination knowledge formation, such as travel motivation, destination image, and destination awareness (Du et al., 2022; Mansfeld, 1992; Shani et al., 2010; Zhou et al., 2023).

Video type (short-form video vs. long-form video). Short-form videos (vertical screens of less than 3 minutes) are gaining popularity on mobile devices through social media due to the snack and screen culture of the digital natives (Nam & Jung, 2021; Podara et al., 2021; Wang, 2020). Moreover, in destination marketing research, many studies have highlighted the effectiveness of short-form travel videos (Zhou et al., 2023; Zhu et al., 2023).

However, Köchling (2020) argues that short-form videos may have interfering elements, such as sudden background music, less information, and cluttered content, which can hinder their effectiveness. Therefore, it is important to conduct comparative studies between short-form and other digital content (e.g., long-form video). Considering the above, this study develops a research model. Figure 1 shows the hypothesis model of this study.

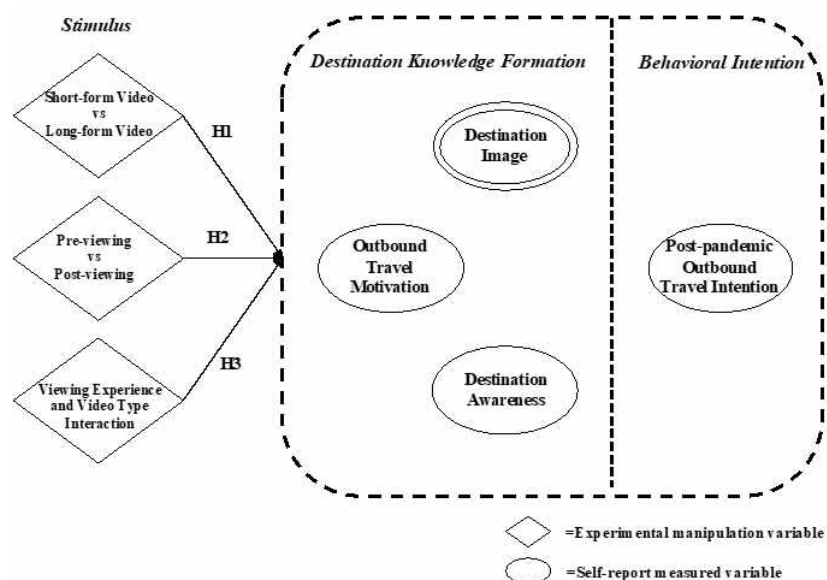


Figure 1. Research Model and Hypotheses.

METHOD

Participants. Participants in the experiment were undergraduate and research students from various schools of Hokkaido University. A total of 230 participants were recruited, and final data from 158 participants were included in the sample.

General research design. A 2 (viewing experience: pre-viewing vs. post-viewing) $\times$ 2 (video type: short-form video vs. long-form video) experimental research design was conducted in Japan, and the respondents are digital natives (Japanese) who had no experience in viewing the sample videos and had not been to Australia before.

Experimental manipulations. Using a 2 $\times$ 2 mixed factorial design (one within- and one between-subjects), we manipulated the viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video). We randomly assigned participants to either the short-form video group or the long-form, video group and administered the questionnaire twice by trained investigator

Analysis. To test the research model and the hypotheses, we will use a two-way repeated measures ANOVA. The effects of the two stimuli (viewing experience and video type) on potential

tourist's outbound travel motivation, destination knowledge, and outbound travel intention were evaluated via SPSS v26.0. The measurement models were evaluated via SmartPLS (version 4.0.8.7), using the PLS algorithm.

FINDINGS

Reliability and Validity Assessment

The measurement model was evaluated for internal consistency reliability, convergent validity, and discriminant validity of the constructs. All outer loadings were between 0.657 and 0.901, which was greater than the threshold of 0.50 (Hulland, 1999). Cronbach's α and composite reliability (CR) exceeded 0.70, indicating sufficient construct reliability (Hair et al., 2011; Taber, 2018). All values of average variance extracted (AVE) were between 0.529 and 0.757, surpassing the threshold of 0.50 (Fornell & Larcker, 1981), showing a satisfactory degree of convergent validity. As presented in the Table 1, all the square root of AVE for each construct was higher than the correlations between the constructs (Fornell & Larcker, 1981). The measurement model, therefore, successfully satisfied internal consistency reliability, convergent validity, and discriminant validity.

Table 1. Results of the Measurement Models Testing

Number of Items		M	SD	1	2	3	4	5
1.AI (pre-viewing)	4	5.70	0.76	0.766				
2.CI (pre-viewing)	4	5.09	0.85	0.481	0.727			
3.DA (pre-viewing)	3	3.47	1.20	0.209	0.234	0.796		
4.OTM (pre-viewing)	5	5.46	1.21	0.432	0.294	0.148	0.791	
5.PTI (pre-viewing)	4	3.84	1.32	0.499	0.408	0.255	0.648	0.854
		M	SD	6	7	8	9	10
6.AI (post-viewing)	4	6.06	0.70	0.823				
7.CI (post-viewing)	4	5.56	0.73	0.677	0.753			
8.DA (post-viewing)	3	4.69	1.07	0.392	0.421	0.824		
8.OTM (post-viewing)	5	5.65	1.10	0.613	0.513	0.315	0.807	
10.PTI (post-viewing)	4	4.03	1.36	0.534	0.509	0.474	0.596	0.870

Two-Way Repeated Measures ANOVA

To test the hypotheses, we conducted a two-way repeated measures ANOVA to examine the effects of the viewing experience (pre-viewing vs. post-viewing) and video type (short-form vs. long-form) on OTM (outbound travel motivation), DA (destination awareness), CI (cognitive image), AI (affective image), and PTI (post-pandemic outbound travel intention). The within-subjects

factor, viewing experience, contains two levels: pre-viewing (Time 1) and post-viewing (Time 2). As presented in the Table 2 and 3, the viewing experience has significant main effects on all independent variables, OTM ($F(1,156) = 13.1, p < .001$, partial $\eta^2 = .078$), DA ($F(1,156) = 202.4, p < .001$, partial $\eta^2 = .565$), CI ($F(1,156) = 73.4, p < .001$, partial $\eta^2 = .320$), AI ($F(1,156) = 75.8, p < .001$, partial $\eta^2 = .327$), PTI ($F(1,156) = 57.2, p < .001$, partial $\eta^2 = .327$).

.001, partial $\eta^2 = .268$). Moreover, the video type has significant main effect on CI ($F(1,156) = 3.9$, $p < .05$, partial $\eta^2 = .023$), but has no significant main effects on OTM ($F(1,156) = .41$, n.s.), DA ($F(1,156) = 2.67$, n.s.), AI ($F(1,156) = .04$, n.s.), PTI ($F(1,156) = .35$, n.s.).

Moreover, viewing experience and video type have interaction effects on DA ($F(1,156) = 8.83$, $p < .01$, partial $\eta^2 = .054$), CI ($F(1,156) = 5.96$, $p < .01$, partial $\eta^2 = .037$), AI ($F(1,156) = .60$, $p < .01$, partial $\eta^2 = .004$), PTI ($F(1,156) = 7.64$, $p < .05$, partial $\eta^2 = .047$). According to the results, there was a significant difference in terms of increased destination awareness between participants who viewed long-form video and those who viewed short-form video, with the long-form video ($M = 4.94$, $SD = 0.90$) being more effective than the short-form video ($M = 4.48$, $SD = 1.17$). However, after the participants viewed the videos (no matter short-form or long-form videos), there was no significant difference between the effectiveness of long-form and short-form videos on improving other relevant dimensions (OTM, CI, AD, PTI)

IMPLICATIONS

Theoretical implication. This study focused on viewing experience (pre-viewing vs. post-viewing) and video type (short-form video vs. long-form video) and compares the differences in influence between two video types from a quantitative perspective, bridging the research gap on the utilization of short-form and long-form videos in destination marketing.

Practical implication. This study explored the use of viewing experience and video type in destination marketing strategies, with the following valuable recommendations for governments and tourism marketers: (i) In the context of a global tourism recovery and post-pandemic era, the use of video marketing has emerged as a critical strategy for destinations seeking to promote themselves to younger generations of tourists, particularly the digital native generation such as Generation Z and the upcoming cohort of tourists. (ii) the choice of video type for destination marketing should be based on their marketing objective. Given the fast-paced lifestyles of the digital natives and the time constraints of viewers, opting for short-form videos

as a destination marketing strategy may be a wise choice to reach a wider audience with the same effectiveness (compared to long-form video) in a shorter period of time. In contrast, the findings suggest that long-form video may be more effective in driving destination awareness.

In summary, video marketing is an essential tool for destination marketing, especially when targeting younger generations of tourists. Short-form videos can be more efficient in terms of promoting destinations to a wider audience in a shorter timeframe, while long-form videos can be more effective in driving destination awareness, which can be a key competitive advantage for destinations looking to differentiate themselves in a crowded marketplace. Therefore, destination marketers should carefully consider their goals and target audience when choosing the appropriate video marketing strategy.

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