

Travel Videos Impacts Destination Choice: An Indian Perspective

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Abstract: From the landscape to travel activities to travel pointers, video can tap into the viewer's feelings and trigger their imagination. As such, video is evolving into one of the most effective promotional practices, especially in travel. Through the effective use of video content, brands can influence and captivate travel audiences. Videos can guide the traveler through the entire journey – from destination consideration, research and selection, to booking. This study is proposed to test the effects of travel videos on Indian travelers. Apart from the popular YouTube, several other social media platforms like Facebook, Instagram, Twitter, Snapchat, etc. also have ways to share video content. Understanding the impacts of travel video can help travel and related organizations to gain the attention of potential travel audiences. Tourism is an essential aspect of every nation, and India is no exception. Indian travelers, both inbound and outbound, has increased positively over the years. Exploring the relationship between social media and destination choice brings out more ideas and information that could help both the destination marketers and travel audiences. Understanding the preferences of travel audiences is likely to assist in the growth of travel products.

Key Word - Travel video, destination choice, social media, travel audiences.

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I. Introduction

Digital information has abetted the tourism sector in numerous ways. Accessibility of such information has been made easy through the growing social media platforms. It is seemingly easy to add or learn new information about any destination through these platforms, which has led social media to be a potential destination information hub. Travelers share their personal experience online, whereas tourism organizations use this opportunity to market themselves or to interact with potential consumers. Recent travel trends include travel blogging, travel vlogging, live travel experience sharing, etc.

Contemporary communication practices include looking for information online and making decisions based on them. The decision-making process is influenced by the projection of information in the minds of travellers. It is much dependent on what people see visually. Hence travel information in video format has a seemingly higher chance of impacting travel audiences.

YouTube being the leading source of video content online, has been attracting advertisers and people with different requirements, travel audiences included. Facebook links people from all corners of the earth, including potential tourism product sellers and buyers. Thus, creating a broader network in the tourism sector. While Instagram has become one of the popular sites to give digital support to organizations. For personal enjoyment, people share their travel experience online outwardly, influencing their network. The destination image created in the minds of the people potentially inspires them to travel and be a tourism product consumer.

The effect of them on travelers prompts the travel marketers and travel audiences alike to use social media platforms. Video sharing has been made very easy for ordinary people, and additional add-ons like live-streaming have potentially increased video content online. All these advantages have successfully created videos, a useful digital marketing tool.

The purpose of this study is to analyze how travel videos in social media influence Indian travelers. This study can help create new insights on how to make Indian travelers aspire to go and see what they saw in the videos in person. This study also helps in understanding the importance of travel video and their role in the building destination image. Creating positive effects on the minds of travelers will increase the consumption of travel products and services. Therefore, this study is done to explore more cognizance of the impact of travel videos.

II. Literature Review

Travel Intention and Destination Image:

Joana Eulália Marques Teixeira (2015) studied the role of promotional touristic video and how they create intent among individuals to visit Barcelona. It was discovered that videos are a good strategy because they are more reliable than pictures, but to create a desire to visit Barcelona, they need to show positive images. The videos' main objective must be to generate a positive emotional response in users. Positive emotions create a desire to visit a tourist destination.

Yao-Chuan Tsai, Chun-Min Chu, and Kazuhiko Kobori (2017) studied the influence of travel clips on travel intention. Their research used a travel promotion clip produced by the Taiwan promotion board. Their results show that both cognitive and affective images of as well as travel intention toward a destination can be influenced by watching a video clip.

HrvojeJakopovi (2015) did a study on YouTube's role in the destination image. This article explores the opportunity that national and local tourist boards can use to gain travellers attention. It also explores the option of YouTube being a useful promotional tool.

Research Gap:

Likewise, various researches have been carried out to discover the relation between travel video and travel intent. This study focuses on establishing that relationship and its impact on Indian travelers. Understanding these relations can help various segments under the tourism sector to explore options to gain more Indian travel audiences.

The two-way communication has enabled travelers to plan their trips on their own. Social media sites have been playing a vital role in this relation. Further, this study focuses on the top three social media sites that support and make it easy for people to share video content, namely, YouTube, Facebook, and Instagram. This study aims to offer a brief knowledge and understanding of the impact of travel videos in social media on Indian travel audience.

III. Research Hypotheses

Social media video contents directly impact Indian travelers. The following framework (Fig 1) is proposed to test the relation between travel audiences, travel videos, social media, and travel intention. With growing add-ons available on major social media sites, it is easy for users to learn about the destination directly. It can be from destination marketers, celebrities, or a friend who has recently visited the same destination.

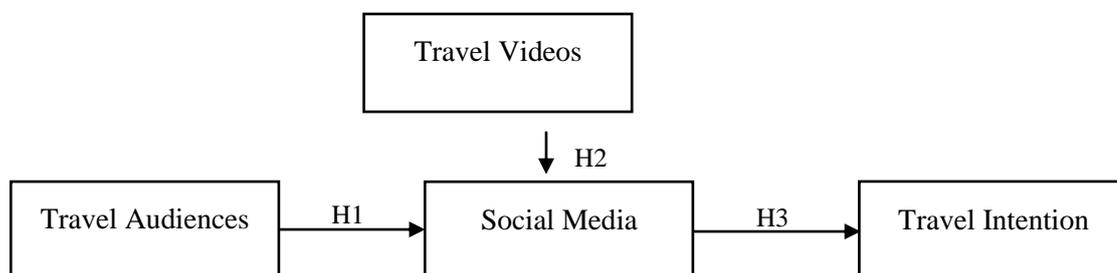


Figure 1: Proposed Framework

Accordingly, hypothesis H1 is proposed to test the association between travel audiences and social media. This hypothesis is formulated to check if Indian travelers use social media while trying to choose a destination. This study further argues that travel videos in social media have a high impact on destination image and travel intention of individuals. Video content in the major social media sites has gained more popularity and has effectively increased credibility among travel audiences. Hypothesis 5 is proposed to indicate there is a relationship between social media video content and travel intention.

IV. Research Methodology

A comprehensive questionnaire was designed to explore the stated hypotheses. The respondents must have taken trips recently and must be social media users. Based on the responses received, supplementary analyses were carried out.

Sample and Data Collection:

This study used data collected from Indian travelers and was instigated only after the confirmation of their nationality. Around 179 respondents answered the survey, which was conducted online using google forms.

Questionnaire:

The four constructs explored in this research was supported by supplement questions which were adapted from previous research papers. Few constructs were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The respondents were also asked to state how much time they spend on each of the social media platforms (YouTube, Facebook, Instagram). It was also recorded on which site they are more likely to watch travel videos. The questionnaire was designed to determine if these respondents watch travel videos online through their social media.

V. Result

Table 1 elaborates on the profile of all respondents: 65.4 % male and 34.7 % female. Nearly 88% of respondents are below 45 years, and 74.3 % are working. Seemingly 15.6% were students, and the remaining 10.1% are housewives, people looking for jobs, etc. The respondents' social media experience was roughly estimated using their response to how much time they spent on social media.

Table 1: Profile of Respondents

Profile	Total Percentage (n = 179)
Gender	
Male	65.4%
Female	34.7%
Age	
Under 25	29.6%
25 – 44	59.2%
45 - 65	11.2%
Above 65	0%
Current Status	
Working	74.3%
Students	15.6%
Others	10.1%

From the amount of time spent on social media, as shown in Table 2, it seems that approximately 77% use Facebook, 70% use Instagram and 50% use YouTube for less than an hour. Although 39% spend around 1 – 3hours on YouTube than other social media sites, this helps us understand that the audience pool for videos is seemingly higher, which further raises the question: do they enjoy travel videos as well. When this item was questioned, almost 51% said they enjoyed travel videos on YouTube. Hence there is a positive relationship between travel audiences and social media (H1).

Table 2: Social Media Experience

Social Media Sites	Less than an hour	1- 3 hours	More than 3 hours
Facebook	138	34	7
Instagram	127	37	15
YouTube	91	71	17

Further, the regression between travel video and social media is $r = 0.678$. This confirms a positive relationship between travel video and social media sites (H2). The calculation was done using SPSS software. Approximately 53% of respondents have agreed that they travel to destinations they see on social media, highlighting a positive relationship between social media information and their travel intention (H3). Hence, Indian travelers are influenced by the travel information available on social media, and travel videos play a dynamic role.

VI. Conclusion

The results have indeed determined that Indian travelers look for travel information on social media sites. Travel videos available on YouTube appears to be gaining more travel audience's attention. This study brings an understanding that travel marketers can use videos as a useful marketing tool for Indian travelers. Perception of the destination or it's related products can be boosted in a traveler's mind using YouTube video. Even Facebook and Instagram videos have a broad reach. They help travelers to influence their networks indirectly.

This study can be extended to determine the level of destination brand trust; videos create among travelers. Using a larger group of respondents can help in determining the factors with which travelers can be encouraged to post their travel videos online, thus, increasing the information pool about the destination.

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