Library Progress International
Vol.44 No. 3, Jul-Dec 2024: P.10986-11003

Print version ISSN 0970 1052
Online version ISSN 2320 317X

Original Article

Available online at www.bpasjournals.com

Factors Affecting Tourist Visit Intention and The Mediated Role of Attitude Towards Short Videos in Jiangxi Province, China

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How to cite this article: Xie Huimin, Ahmad Albattat (2024) Factors affecting tourist visit intention and the mediated role of Attitude towards short videos in Jiangxi Province, China. *Library Progress International*, 44(3), 10986-11003.

Abstract

As information technology rapidly advances and becomes increasingly digitalized, short video platforms have emerged as vital instruments for marketing tourist destinations, significantly influencing visitors' perceptions and decision-making processes. This study analyses the ways in which short video content affects visitors' intentions to visit tourism locations in Jiangxi Province. It also examines how tourists' impressions of short videos serve a mediation role in this process. The study formulates a theoretical model comprising four dimensions—perceived trustworthiness, perceived delight, perceived utility, and perceived ease of use—to assess their influence on visitors' visiting intentions. This paradigm is based on the Stimulus-Organism-Response (SOR) theory, the Technology Acceptance paradigm (TAM), and the Source Credibility Theory. The study employed a quantitative research methodology, utilizing structured questionnaire surveys to gather extensive data from potential tourists, subsequently analysed by structural equation modelling (SEM). The findings indicate that factors associated with short video content significantly and directly influence travelers' intentions to visit, with travelers' opinions towards short films serving as a crucial mediating factor in this relationship. Positive attitudes towards short films are significantly amplified by perceived utility and reliability, thereby elevating tourists' intentions to come. The emotional connection of tourists is fostered by perceived delight, which then promotes the formation of visitation intentions. The perceived ease of use enhances interest and intentions to visit by facilitating the acquisition and comprehension of information. The research highlights the significant role of tourists' perceptions in mediating the relationship between visit intentions and the qualities of short video content. This research indicates that a positive mindset enhances visitor intentions and intensifies the impact of short video content characteristics. The study recommends that destination administrators and marketers focus on improving the authenticity, enjoyment, practicality, and functionality of short video content to effectively capture tourists' attention and promote travel. This study provides theoretical and practical guidance for the future use of short films in tourism promotion, together with empirical evidence to support the marketing strategies of Jiangxi Province's tourist attractions. This study offers effective strategies to enhance the competitiveness of tourism destinations in the digital age by elucidating the complex relationship between short video content features and tourists' propensity to visit.

Keywords: short video content factors; visit intention; tourists' attitudes; Jiangxi Province; tourism marketing

Introduction

Due to the widespread use of electronic media, the tourism industry is now an integral part of the world's economy. One powerful tool that has changed the way people choose vacation spots is the use of short videos to promote these locations. Unprecedented growth in the tourism industry is largely attributable to technological

advancements. Due to the abundance of free online tools available to vacationers for planning their schedules, the use of short films in digital marketing has recently garnered a lot of attention. The concise and captivating short films on applications like Kuaishou and TikTok have successfully captivated a large audience of potential travellers. Platforms like this offer a fresh take on sharing travel facts, letting people feel the unique charm of a place before they even plan a vacation.

Commercials that are just a few minutes long capture the essence of a tourist spot, making them ideal for audiences with shorter attention spans. The beautiful scenery, tasty food, fascinating cultural discussions, and charming interactions with the locals are condensed into easily digestible content. Consequently, short films have become an effective tool for advertising, skilfully capturing the attention of potential customers and influencing their decisions. Because these aspects of short video marketing have such a direct impact on travelers' impressions of vacation spots and their purchasing decisions, they have attracted a growing amount of attention from academics and industry professionals alike.

An important driver of economic growth in many countries, the tourist industry has grown substantially in recent decades (Zhao, 2023). As a result of its positive effects on employment and economic growth, tourism in China has emerged as a key driver of the country's economy. Domestic visitor demand has been steadily increasing thanks to China's rapidly developing economy and rising household incomes, which has been great for the country's tourism industry as a whole. According to statistics compiled by China's Ministry of Culture and Tourism, the country's tourism industry has grown substantially throughout the past decade. There was a 7.0% year-on-year gain in the number of domestic tourists in 2022, reaching 3.458 billion, and a 5.0% increase in domestic tourism revenue, reaching 2.88 trillion yuan. The Chinese tourism industry has shown remarkable resilience in the face of the challenges posed by the COVID-19 epidemic (Harchandani & Shome, 2023). The domestic tourism market showed significant growth in 2023 due to the gradual easing of pandemic control measures. Domestic tourist income reached 148.056 billion yuan during the May Day vacation, up 128.9% year-on-year, and the number of domestic visitors reached 274 million, up 70.8% year-on-year.

Popular tourist spots in China's Jiangxi Province include Wuyuan, Mount Sanqing, and Mount Lushan, among other cultural and natural wonders. With the support of national tourism policy and active local government initiatives, Jiangxi's tourist sector has experienced rapid growth in the past few years. There was an increase of 18.2% in domestic tourism and 20.3% in foreign tourism in 2019, bringing in 817.843 billion yuan for the province. Tourist spending in Jiangxi had a brief hit in 2020 because to the COVID-19 epidemic, but the province bounced back strong the following year. In 2021, the province of Jiangxi received 510 million tourists, a jump of 20.6% from the previous year, and total tourism revenues reached 632 billion yuan, an increase of 21.7% from the previous year, according to data from the Department of Culture and Tourism in Jiangxi Province. To further leverage the tourist industry as a catalyst for local social and economic development, Jiangxi has aggressively pursued the expansion of rural tourism and integrated tourism. With its stunning landscapes and rich cultural history, Jiangxi has become an increasingly popular vacation destination, fuelling the province's booming tourism industry. Consequently, driven by a substantial growth in the local market, Jiangxi is quickly becoming a popular tourism spot for people from all over the world (Liu & Li, 2021). China is a highly attractive market for global firms due to its massive population (over 1.4 billion people) and rapidly improving living standards, which have led to a considerable demand for products and services.

The province of Jiangxi, China, is well-known for its beautiful landscapes and abundance of natural resources, and it has been actively promoting the development of eco-tourism and rural tourism. An increasing number of ecotourists and nature lovers are flocking to newly developed parks, wetlands, and rural attractions. In order to make the province more accessible to tourists, the government is investing in better transit options. Many tourist hotspots are now easier to reach thanks to the expansion of high-speed rail networks and the construction of expressways. Flights are now more convenient than ever thanks to the extension of routes at Jingdezhen Airport and Nanchang Changbei International Airport. Jiangxi Province is spearheading the smart tourism movement, which aims to enhance the experience of tourists by leveraging technology like the internet and big data. A lot of beautiful places have upgraded their service quality and visitor enjoyment by installing smart navigation systems,

online ticketing platforms, and sophisticated management systems. Improvements in resource development, infrastructure construction, marketing, and service quality have been hallmarks of Jiangxi Province's tourist industry in recent years. It is expected to continue growing in a positive way and become a major driver of expansion in China's tourism industry.

Officially designated as a Ramsar site, the Poyang Lake Wetlands are a stunning example of the Jiangxi region's natural beauty (Sun et al., 2014). The wetlands provide a peaceful haven for migratory birds and ecotourists, making them perfect places to reflect and reconnect with nature. People are likely to have deep feelings of awe and surprise when they witness several bird species living in harmony in a beautiful marsh setting. One of the most prized possessions in Jiangxi province, Lushan Mountain is known for its stunning scenery and rich cultural heritage. People who visit the mountain include those who are looking for peace and quiet, history buffs, and hikers. Tourists are drawn to the mountain because of its historical importance as a haven for famous people such as poets, philosophers, and emperors. The cultural legacy of Jiangxi Province is as illustrious as its beautiful scenery. The province is rich in history, and the many museums and monuments there shed light on China's complex past. The cultural richness of Jiangxi province is exemplified by Jingdezhen, which is known as the global capital of porcelain (Zhang et al., 2020). Historic kilns, ceramics galleries, and a thriving community of modern porcelain artists contribute to the city's lasting appeal as a ceramic's destination. At Jingdezhen, guests may experience both the traditional and modern methods used to make Chinese porcelain.

In recent years, short video marketing has become an integral part of digital marketing, rapidly rising to the top. Short video content satisfies modern viewers' need for individualized, video-centric expression due to its condensed character and strong expressiveness (Kaye et al., 2022). Social media's widespread use, together with people's growing need for instant gratification, has contributed to short films' meteoric rise in popularity. Appealing to a wide range of user demographics, short films showcase a diverse range of themes, such as skill sharing, humor, fashion trends, and social issues. Short video material has been greatly enhanced by the rise and growth of platforms like Kuaishou and TikTok (Wei & Wang, 2022). These platforms attract a large audience of users and authors by using algorithmic ideas to speed up the distribution of high-quality material.

The latest official statistics released by the China Internet Network Information Centre (CNNIC) on February 25, 2022, show that internet coverage in China is still expanding. There were 1.032 billion internet users in China as of December of the previous year, an increase of 42.96 million from December of 2020; this contributed to the country's internet penetration rate reaching 73.0%. There were 975 million people who watched short videos, with a consumption rate of 94.5 percent (China Consumer News, 2022). The rapid growth of several online applications and innovative buying methods, including the rise of short films, has been accelerated by the expansion of the internet's size (Su, 2023). Information dissemination is currently characterized by speed, scale, and fragmentation, thanks to the proliferation of internet users and ubiquitous use of the internet. In today's vast information world, consumers no longer only absorb marketing communications from companies but actively seek out relevant information to improve their decision-making process (Taőkan & Tunç, 2024).

Because of its short length, high levels of engagement, low entrance barrier, and dynamic structure, short videos have become a popular platform for consumers and a means of disseminating information (Hughes et al., 2024). According to the data, the number of devices using short video applications topped 900 million in January 2020, with a user penetration rate of 64.2% in February. The format with the shortest videos had the longest average daily usage duration per user. The market size for short videos was 288.49 billion yuan in 2021, and forecasts indicate that it will reach 386.07 billion yuan in 2022. According to the Cyberspace Administration of China, 888 million people in China viewed short videos in June 2021, making up 87.8 percent of the country's total internet users. That customers are so firmly committed to "viewing short videos" is evident from this. As a result of the market's evolution and the traffic value's meteoric rise, short videos have become an indispensable instrument for internet marketing campaigns (Qian, 2021).

There has been a proliferation of platforms in China's short video industry since the country's first platform launched in 2013, marking rapid growth in the short video market. As these platforms have developed and grown,

a new kind of advertising has emerged: short video marketing. The advent of short video apps and platforms has opened up vast marketing opportunities for businesses, giving rise to this marketing technique that emerged during the mobile short video era (Zeng, 2021). Corporations and companies have skilfully altered their marketing strategies to take advantage of these platforms' large user bases. They use short films to engage viewers, deliver product information directly or indirectly, and ultimately boost sales.

The rapidly expanding field of short video marketing, in contrast to more traditional forms of advertising, places greater emphasis on the end user. Short film audiences have shifted from one-way, passive viewing to two-way, interactive experiences (Zhang & Landicho, 2024). Their regular engagement with the content allows platforms to learn their tastes and make personalized product suggestions. In order to share their shopping experiences and encourage further involvement, consumers can also become creators of short films. Customers feel more invested in the marketing campaign because of this interactive feature. Short videos enhance the buying experience with their different styles, strong substance, and humorous elements (Kasilingam & Ajitha, 2022).

Literature Review

SOR Theory

The S-O-R hypothesis is based on the concept of "Stimulus-Organism-Response," which has roots in behaviourism and environmental psychology. The stimulus (S) refers to specific situations or events in the external environment that might provoke psychological and emotional responses in an individual. The organism (O) represents the individual's internal state, which includes emotions, attitudes, cognition, and motivation—essentially, the psychological interpretation of inputs. The response (R) is the observable behavior or attitude change that occurs as a result of the individual's internal processing of the stimulus. Mehrabian and Russell (1974) were pioneers in using this theory to explore how physical environmental elements, like as lighting, temperature, and noise, affect an individual's emotional state (e.g., pleasure, tension), which in turn influences their behavioural behaviors.

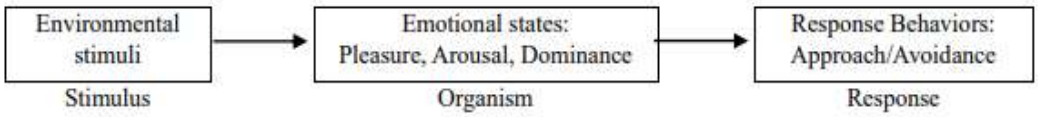

Figure 1: S-O-R model (Mehrabian and Russell,1974)

Traditional marketing and consumer behaviour research uses the S-O-R hypothesis to examine how shopping environment, advertising design, and brand image affect customer purchases. Donovan and Rossiter (Robert & John, 1982) found that store environments including lighting, music, and layout influence customers' emotional states (e.g., pleasure, excitement), impacting their purchase behavior. Eroglu, Machleit, and Davis (2001) found that page layout and colour schemes affect consumers' emotions and purchasing decisions in online shopping environments. As digitalization advances, scientists have concentrated on applying the S-O-R theory to virtual settings. Richard and Chandra (2005) showed that website visual beauty and interactivity trigger users' emotional states (e.g., pleasure, excitement) and purchasing intentions. Cheung et al. (2021) found that unique and entertaining social media short video content drives customer emotional involvement, increasing brand loyalty and buy intention.

Social media and short video platforms have further popularized the S-O-R paradigm in digital marketing. An emerging marketing tool, short movies, use rich visual and aural signals to instantly captivate customers and change their emotional, cognitive, and behavioural intents. In their study of user-generated content and travel decisions, Gardan et al. (2022) found that short videos' aesthetic quality and informational reliability trigger users' attitudes and emotional reactions, increasing their travel intentions. Tourism marketers employ the S-O-R hypothesis to study tourist behavior. Xiong et al. (2022) found that social media user-generated content affects passengers' emotions and trip decisions. Guo, Yang, and Gao (2024) found that on Doyin, travel short movies' visual appeal and informative credibility improve viewers' travel inclinations by influencing their emotions and attitudes. S-O-R theory explains how brief video material in tourism marketing affects visitors' emotional and cognitive states and travel behavior intentions. Tourism short films with strong emotions and high-quality graphics

can affect viewers' emotions. Emotions, which are vital to processing, then shape tourists' attitudes, including their views of movies and tourist locations, and their trip decisions.

Source Credibility Theory

In the 1950s, Hovland and his colleagues proposed the source credibility theory, which states that communication efficiency depends on source credibility. The foundational study "Communication and Persuasion" (Hovland et al., 1953) stated that source credibility is based on expertise and trustworthiness. Trustworthiness measures a source's honesty, neutrality, and fairness in providing credible information, whereas expertise measures its knowledge, skills, and ability. Source credibility is used in advertising, public relations, and communication studies in conventional media. McGinnies and Ward (1980) found that respectable advertising sources change customer attitudes and buy intentions more than less credible sources. Ohanian (1990) found that celebrity endorsers with high reputation help their brands get client approval and increase buy intentions. Source credibility theory has changed dramatically due to the internet and social media. The multiplicity and decentralization of digital media information sources make legitimacy more complicated and important. Flanagin and Metzger (2000) discovered that customers' online source credibility assessments include competence, trustworthiness, interactivity, and transparency.

Assessing social media source trustworthiness is more complicated. User-generated content (UGC) on social media without professional editorial oversight complicates information credibility, according to Luca and Michael (Luca, 2015). Thus, when assessing source dependability, consumers rely more on social indicators like likes and comments and the source's social standing (including impact and follower count). Sun and Zhang (2019) added that online consumers' credibility evaluations are influenced by visual design and user experience. In their study on brand marketing on short video platforms, Muda and Hamzah (2021) found that influencers and bloggers' credibility considerably affects viewers' attitudes and conduct. Audiences are more likely to like and visit a reliable travel information provider. Source credibility provides a complete framework for understanding information transmission effectiveness. Digital marketing, especially travel short video marketing, relies on source trustworthiness to affect viewers' emotional, cognitive, and behavioural responses. Adding the S-O-R theory and the Technology Acceptance Model to the theory of source credibility explains how short video content affects tourist behavior, providing theoretical support for tourist attractions' digital marketing strategies.

Technology Acceptance Model

Davis' 1989 Technology acceptance Model (TAM) is a key theoretical framework in information systems research for user acceptance and application of new technology. Two cognitive variables—Perceived Usefulness and Perceived Ease of Use—predict and explain user behavior toward technology acceptance in the Technology Acceptance Model (TAM) (Davis et al., 1989). This study will use the model to assess how brief video ads at tourist attractions in Jiangxi Province, China, affect visitors' impressions and intentions to visit. TAM provides strong theoretical basis for understanding how tourists use short films as informational resources. Psychology's Technology Acceptance Model (TAM) extends the Theory of Reasoned Action (TRA). In his pioneering study, Davis (1989) revealed that two cognitive beliefs—Perceived Usefulness and Perceived Ease of usage—dominate a user's technology usage intention. Perceived Usefulness indicates how much people think a technology would improve their job or life efficiency, whereas Perceived Ease of Use indicates how little they think the technology requires. These notions influence consumers' attitudes and technology use, according to TAM. The technological adoption paradigm shows that perceived usefulness and ease of use positively affect usage attitude and behavior. Numerous studies confirm the effects. Research by Kawal Kapoor and others shows that perceived usefulness and system quality positively affect user attitude and significantly impact RFID service adoption. (2014) Kapoor et al.

Recent decades have seen TAM used in information systems, e-commerce, educational technology, and health information systems. To better understand user technology acceptance behavior in information systems, Venkatesh and Davis (2000) included subjective standards, image, and job relevance to the Technology Acceptance Model (TAM). Davis and colleagues proposed in 1992 that Perceived Enjoyment drives user behavior. This paradigm was added to the Technology Acceptance Model (TAM) to analyse entertainment

applications like video games and social media, where it crucially affects user acceptance and usage intention (Ariffin et al., 2017). Information technology's widespread use in tourism has led to the gradual use of the Technology Adoption Model (TAM) to analyse visitors' adoption of new technologies. Morosan and Jeong (2008) used the Technology Acceptance Model (TAM) to understand travelers' intentions to book hotels on mobile platforms. Their research found that Perceived Usefulness dominates tourists' intentions to use, whereas Perceived Ease of Use indirectly affects intentions.

Tourism marketers use the Technology acceptance Model (TAM) to study visitor acceptance of online travel information platforms and mobile apps. Kim, Park, and Morrison (2008) found that tourists' intents to use online travel information platforms are strongly influenced by their perceived usefulness and ease of use. Xu, Qiao, and Hou (2023) discovered that Perceived Usefulness strongly influences visitors' decisions to use short video platforms for travel information, whereas Perceived Ease of Use affects their overall attitude. Their research showed that short videos' enjoyment and interactivity can increase customers' Perceived Usefulness and inclinations to use them. Combining the Technology Acceptance Model with Stimulus-Organism-Response and source credibility theory has increased. Research shows that information source dependability can significantly improve users' Perceived Usefulness and Ease of Use, influencing their attitudes and intends to use short films (Xu & Liu, 2021). SOR theory provides a more complete explanation by explaining how external stimuli, such as brief video material, affect users' emotional and cognitive states, which TAM interprets to show how these cognitive states affect users' intentions to engage.

Methodology

The deductive method states that we need to test the existing theory on the subject at hand in order to arrive at a concrete conclusion. Short video marketing in the Jiangxi region can be more effective if it considers the views and opinions of tourists. When it comes to the organization of the arguments, the deductive method makes use of the following codified framework, whereas the inductive method does not. By gathering quantitative data, this study uses an empirical research methodology to test assumptions and see how well theoretical models work in practice. The research hypotheses will be tested in this study by collecting data using surveys. Tourists interested in visiting Jiangxi Province's tourism attractions who have watched promotional videos about them will be the target audience for this online poll. Structural Equation Modelling (SEM), reliability and validity testing, and descriptive statistics will all make use of the survey data. According to the requirements of this study, simple random sampling can be employed, in which samples are taken at random from the population of interest, with each person having an equal opportunity of being chosen.

Findings and discussion

Descriptive analysis

To provide a more comprehensive understanding of the investigators, descriptive analysis of the sample was performed using SPSS 21.0. The male-to-female ratio was 42.9% for males and 57.1% for females, indicating a greater prevalence of women. This is due to the observation that women, particularly those who Favor online purchasing, are more predisposed to viewing short videos. Consequently, the observed gender distribution is considered justifiable. In terms of age distribution, 57.7% were in the 20 to 30 age brackets, 34.8% in the 31 to 40 age brackets, and 4.2% in the 41 to 50 age brackets. Other age groups represented a comparatively minor percentage. Short video shopping is a contemporary practice that has gained popularity in recent years, mainly among the younger generation born after the 1980s, 1990s, and 2000s. Consequently, the age distribution in this study is consistent with the characteristics of short video shopping. Educational attainment varied, with 3.6% lacking a high school diploma, 1.8% possessing a junior college degree, 90.5% holding a bachelor's degree, 1.4% seeking master's degrees, 2% engaged in doctoral programs, and 0.8% having other qualifications. As per the seventh census data, China's population with a college education or higher is 218 million, equating to 15,470 per 100,000 individuals. This study's educational distribution aligns with the seventh census data, featuring a sample solely from higher education backgrounds, so augmenting the trustworthiness of the conclusions. Corporate employees comprised 87.4%, public officials 2.4%, individuals 3.4%, and students 4.3% of the workforce. Corporate personnel, characterized by their youth and busyness, exhibit a greater receptivity to emerging trends

and may encounter difficulties in attending conventional farmers' markets. Therefore, this occupational distribution is deemed fair. Concerning monthly income, 20.2% earned below 1000 yuan, 57.5% earned between 1001 and 2000 yuan, 12.5% earned between 2001 and 3000 yuan, 2.6% earned between 3001 and 4000 yuan, 1.8% earned between 4001 and 6000 yuan, and 5.5% earned above 6001 yuan. The income distribution in this study is considered reasonable, given short video shopping is primarily used by medium to low consumption groups. Regarding the duration of short video consumption, 12.5% viewed for less 10 minutes, 9.3% for 11-30 minutes, 14.2% for 31-60 minutes, and 64% for over 61 minutes. Considering the extensive appeal of short films as a mode of entertainment, it is safe to note that most individuals dedicate over 60 minutes weekly to short video consumption.

The reliability analysis

The reliability test evaluates the consistency of observations from diverse observers throughout time and place. Cronbach's alpha (α) is generally used to assess reliability, with values from 0 to 1. Cronbach's alpha between 0.65 and 0.70 is least acceptable, 0.70-0.80 is fairly good, and 0.80-0.90 is very good. This study uses Cronbach's alpha and the Corrected Item-Total Correlation coefficient (CITC) to assess item internal consistency with the concept scale. CITC shows the correlation between each measurement item and the scale. CITC values below 0.4 and Cronbach's alpha values significantly improving following item deletion suggest low internal consistency and should be removed. To examine internal consistency, SPSS 21.0 calculated the reliability coefficient, CITC value, and reliability coefficient following item deletion for each dimension. These studies determine if empirical data for each latent variable meet internal consistency requirements.

Table 1 Reliability analysis of the variables

Variable	Measure the item	CITC	Delete the Cronbach's Alpha value for the item	Cronbach's Alpha
Perceived trustworthiness	A1	0.778	0.798	0.872
	A2	0.766	0.809	
	A3	0.721	0.85	
Perceived enjoyment	B1	0.71	0.763	0.837
	B2	0.736	0.738	
	B3	0.654	0.82	
Perceived usefulness	C1	0.816	0.851	0.902
	C2	0.801	0.865	
	C3	0.802	0.863	
Perceived ease of use	D1	0.75	0.811	0.868
	D2	0.763	0.8	
	D3	0.73	0.831	
Attitudes toward videos	G1	0.675	0.823	0.846
	G2	0.751	0.751	
	G3	0.723	0.778	
Tourist Visit Intention	H1	0.727	0.778	0.848
	H2	0.726	0.779	
	H3	0.696	0.807	

According to the reliability analysis results shown in the table above, this study used 24 measurement items that corresponded to 8 latent variables. Cronbach's Alpha coefficients for each latent variable are as follows: Authenticity (0.872), Preference (0.837), Fun (0.902), Trust (0.868), Opinion Leaders (0.874), Trusted (0.888), Perceived Value (0.846), and Purchase Intention. All Cronbach's Alpha coefficients above the fundamental criteria of 0.7, indicating that the questionnaire used in this study is highly reliable. Furthermore, the Corrected Item-Total Correlation (CITC) between the observed variables and their corresponding latent variables exceeds the 0.5 criterion, indicating that the item setup for each latent variable is effective and the overall questionnaire reliability is strong. To further test the credibility of the measurement items, an exclusion procedure was used, which **involved** progressively eliminating each variable to see if the reliability index increased after deletion. The table shows that

the overall Cronbach's Alpha coefficient for each item did not improve following elimination, indicating that each item is well-constructed and positively contributes to the questionnaire's overall dependability.

Validity analysis

This paper used different tests to determine the questionnaire's content and construct validity. Content validity determines if the questionnaire's content is consistent with the study's goal and requirements. To achieve high content reliability, the article used known scales both domestically and globally. Following that, a brief pretest was conducted using the questionnaire, with guidance from many specialists, including the supervisor. The iterative procedure attempted to ensure that the questionnaire's content validity was strong. Structural validity, on the other hand, investigates how well the findings of a questionnaire survey match the hypothesis, theoretical structure, and characteristics to be measured. In essence, it examines the survey's coherence with the underlying premise. This paper used factor analysis, which is a typical method for determining structural validity. The KMO test and Bartlett's ball test were used as preliminaries for the analysis. Only after passing these checks may the data be judged appropriate for factor analysis. Exploratory factor analysis was used to test the scale's structural validity, assessing whether the measurement variables for each latent variable had stable consistency and structure. This method is extensively used for assessing scale validity. SPSS 21.0 software was used to determine the makeup of each dimension. Certain conditions must be met before a factor analysis can be considered valid. The KMO value should surpass 0.7, and the Bartlett's sphericity test should have a significance level of less than 0.05. Meeting these parameters implies a substantial correlation between observed variables, making the data appropriate for factor analysis**.**

Table 2 Test for KMO and Bartlett

KMO		0.917
Bartlett’s ball test	approximate chi square	7679.977
	df	276
	Sig.	0.000

The test findings showed a KMO test value of 0.917 for the survey data, which above the required threshold of 0.70. This suggests that the questionnaire is well-suited for factor analysis. Bartlett's sphericity test yielded an approximate chi-square value of 7679.977, with a significance level of 0.000 ($P < 0.01$). As a result, the null hypothesis of Bartlett's sphericity test was rejected, indicating that the scale is suitable for factor analysis. These data support the questionnaire's structural validity.

Table 3 Factor analysis results

Measure the item	Element							
	1	2	3	4	5	6	7	8
A1		0.852						
A2		0.809						
A3		0.813						
B1						0.793		
B2						0.805		
B3						0.755		
C1	0.807							
C2	0.787							
C3	0.843							
D1					0.775			

D2					0.817			
D3					0.795			
G1							0.757	
G2							0.795	
G3							0.797	
H1								0.767
H2								0.784
H3								0.795
Characteristic value	9.853	1.748	1.609	1.396	1.240	1.123	1.112	1.037
The rate of variance interpretation	41.052%	7.284%	6.706%	5.816%	5.166%	4.679%	4.632%	4.320%
Total interpretation rate					79.655%			

In the factor analysis method, Principal Factor Analysis (PFA) was used to select 8 common components with eigenvalues greater than 1. The total variance interpretation rate for these eight components was determined to be 79.655%, which above the required threshold of 60%. As a result, the scale's validity was deemed good. Furthermore, using factor rotation with orthogonal rotation by maximum variance, the 24 problem alternatives were successfully classified into 6 factors. Each measurement item had a load greater than 0.5, and no cases of excessive double-factor loading were found.

Table 4 Confirmatory factor analysis of the model fit metrics

Fits the index	Criterion for judgement	Actual value
Chi-square degrees of freedom than X^2 / df	<5 Acceptable; <3 Ideal	1.565
Goodness-of-fit index, GFI		
Adjusted goodness offit index AGFI	> 0.8 Acceptable;> 0.9 Ideal	0.946
approximation error square root exponent RMSEA	> 0.8 Acceptable;> 0.9 Ideal	0.928
Normative fitting of the exponent NFI	< 0.08	0.033
Revised the fitting index IFI To compare the fitted index CFI	> 0.8 Acceptable;> 0.9 Ideal	0.955
Non-sample fitting index	>0.9	0.983
	>0.9	0.983
NNFI (TLI)	>0.9	0.979

According to the above table, the X2/df value is 1.565, which is less than three. The RMSEA is 0.033, which is less than the normal value of 0.08, indicating a strong model fit. The GFI is 0.946; AGFI is 0.928; NFI is 0.955; IFI is 0.983; CFI is 0.983; and TLI is 0.979. All goodness-of-fit indicators meet the general norms, implying that the factor analysis model evaluated in this study is effective and well-suited to the recovered data.

Table 5 Results of the confirmatory factor analysis

Variable	Measure the item	Standardized factor loading	S.E.	C.R.	P	CR	AVE
Perceived trustworthiness	A1	0.854					
	A2	0.864	0.044	22.081	***	0.8731	0.5689
	A3	0.784	0.045	19.883	***		
Perceived enjoyment	B1	0.812					
	B2	0.846	0.055	19.246	***	0.8407	0.5640
	B3	0.735	0.057	16.903	***		
Perceived usefulness	C1	0.884					
	C2	0.871	0.036	25.7	***	0.9025	0.5745
	C3	0.852	0.039	24.853	***		
Perceived ease of use	D1	0.843					
	D2	0.841	0.046	21.192	***	0.8684	0.5766
	D3	0.803	0.049	20.121	***		
Attitudes toward videos	G1	0.754					
	G2	0.856	0.071	18.309	***	0.8492	0.5531
	G3	0.811	0.063	17.611	***		
Tourist Visit Intention	H1	0.828					
	H2	0.821	0.049	19.508	***	0.8488	0.5519
	H3	0.772	0.05	18.308	***		

As seen in the table above, the standardized factor loadings for each item exceed 0.5, showing that each item effectively elucidates its particular dimension and demonstrating the questionnaire's sound validity. Combined Reliability (CR) is an important measure for evaluating the model's intrinsic quality, reflecting the consistency with which all test items in each latent variable account for that variable. According to the table, CR exceeds 0.7, indicating that all test items within each latent variable consistently express the latent variable. Convergent validity for each dimension is measured using the Average Variance Extraction (AVE) value, a statistic typically used to examine the scale's convergent validity. AVE represents the fraction of variance explained by latent variables rather than measurement error. Higher AVE values imply that more of the variance in measurement variables is explained by latent variables, resulting in a decreased relative measurement error. The general requirement is an AVE value greater than 0.5. As seen in the table, the AVE values exceed the conventional threshold of 0.5, demonstrating the scale's strong convergent validity.

Table 6 Correlations and discriminative validity

	1	2	3	4	5	6
Perceived trustworthiness	**0.754**					
Preferential	.365	**0.751**				
Interest	.412	.532	**0.758**			
Perceived enjoyment	.456	.463	.495	**0.759**		

Perceived value	.404	.444	.485	.463	**0.744**	
Purchase intention	.471	.460	.487	.421	.492	**0.743**

Note: The bold font is the arithmetic square root of AVE, * * significantly associated at the.01 level (bilateral).

As seen in the table above, the AVE for each dimension is greater than 0.5, and the square root of the AVE exceeds the correlation coefficient between the variables. This discovery shows that the scale's variables have strong convergence and discriminant validity. The correlation coefficients between the eight latent variables examined in this study have corresponding P-values less than 0.05, indicating a statistically significant relationship between these latent variables. When assessing the creation of a structural equation model, the major criteria are defined by calculating various fit indices. This includes the usual criterion that $\chi 2/df$ be smaller than 3. Fit indices include the Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI), all of which are expected to have values greater than 0.9, suggesting good model adaptation. Values above 0.8 are deemed acceptable. The Root Mean Square Error of Approximation (RMSEA) should be less than 0.08 to demonstrate acceptable fit and model adequacy**.**

Table 7 Structural equation model fit indicators

Fits the index	Criterion for judgement	Actual value
Chi-square degrees of freedom than X^2 / df	<5 Acceptable; <3 Ideal > 0.8 Acceptable;> 0.9	1.871
Goodness-of-fit index, GFI	Ideal	0.934
Adjusted goodness offit index AGFI	> 0.8 Acceptable;> 0.9 Ideal	0.914
Normative fitting of the exponent NFI	> 0.8 Acceptable;> 0.9 Ideal	0.945
Revised the fitting index IFI	>0.9	0.974
To compare the fitted index CFI	>0.9	0.973
Non-sample fitting index NNFI (TLI)	>0.9	0.968
approximation error square root exponent RMSEA	< 0.08	0.042

According to the table above, the X2 / df value is 1.871, which is less than 3. The RMSEA is 0.042, which is less than the acceptable limit of 0.08, suggesting successful adaptation. GFI = 0.934, AGFI = 0.914, NFI = 0.945, IFI = 0.974, CFI = 0.973, TLI = 0.968; all goodness of fit indicators meets the general standard, showing that the structural equation model developed in this study is valid and fits well with the recovered data.

Mediation effect test

Table 8 Test of mediation effect by Bootstrap method

Intermediary path	Estimate	Lower	Upper	P
Perceived trustworthiness - Attitudes toward videos − Tourist Visit Intention	0.044	0.013	0.087	0.003
Perceived enjoyment - Attitudes toward videos − Tourist Visit Intention	0.04	0.001	0.094	0.045
Perceived usefulness - Attitudes toward videos − Tourist Visit Intention	0.069	0.015	0.138	0.009
Perceived ease of use - Attitudes toward videos − Tourist Visit Intention	0.068	0.002	0.147	0.044

The following are the findings of the mediation effect tests using the Bootstrap method in AMOS software with 2,000 repetitions and the computation of 95% credible intervals:

1. The mediation path [perceived trustworthiness - attitudes toward videos - tourist visit intention] has an effect value of 0.044 and a 95% confidence interval of [0.013-0.087], excluding 0. The P-value is less than 0.05, indicating a mediation effect. Assume that H9a is supported, which indicates full mediation.

2. The mediation path [Perceived enjoyment - Attitudes toward films - Tourist Visit Intention] has an impact value of 0.04, with a 95% confidence interval of [0.001-0.094], omitting zero. The P-value is less than 0.05, indicating a mediation effect. Assume H9c is unsupported, implying no mediation.

3. The mediation path [perceived utility - attitudes toward videos - tourist visit intention] has an effect value of 0.069 and a 95% confidence interval of [0.015-0.138], excluding 0. The P-value is less than 0.05, indicating a mediation effect. Assume that H8a is true.

4. The mediation path [Perceived ease of use - Attitudes toward films - Tourist Visit Intention] has an impact value of 0.068 and a 95% confidence interval of [0.002-0.147], excluding zero. The P-value is less than 0.05, indicating a mediation effect. Assume that H8c is supported, which indicates full mediation.

The spread of low-quality short video content is due, in part, to insufficient regulatory mechanisms within the government's monitoring system. The lack of a clear order in the short video market has resulted in a number of difficulties, including the promotion of counterfeit brand sales and the selling of inferior agricultural products. These issues have marred the image of online agricultural product sales in the eyes of the general public, fuelling doubts about the freshness and authenticity of online agricultural products. Such negative opinions create an adverse climate for agricultural web marketing.

Conclusion

Relevant government departments must improve agricultural product certification and quality testing to address these concerns. Increasing intelligence in online agriculture product sales monitoring and testing is crucial. To assure product quality in short videos, rigorous investigations should be done from source to delivery. Consumer complaints should be prioritized, and fraudulent video content should be punished. Only complete supervision of

company sales of agricultural products can meet consumers' online agricultural product purchase issues, establishing a better market environment for short video online agricultural product consumers. This study uses a structural equation model to examine the effects of promotion, online comments, opinion leaders, agricultural product information, focus, and pleasure after reviewing the literature and integrating the Silence Spiral Theory, Heart Flow Experience Theory, and S-O-R Theory. Following careful testing of the article's research hypotheses, the following conclusions were drawn.

Short films are crucial to tourism. Short but captivating films use visual and audio to elicit emotion and travel ambitions. In this visually-oriented society, short travel movies influence visitor behaviour. Brief films are popular information communication tools due to their brevity, clarity, and ease of sharing. Short films have several advantages over text and image marketing. Their conciseness suits current audiences who manage their time in segments, providing significant travel information swiftly. Second, short videos show tourism places' beauty, culture, and atmosphere through images and music. Finally, TikTok (Douyin) and Kuaishou allow likes, comments, and shares, boosting video content distribution (Kaye et al., 2022). Trustworthiness influences viewers' acceptance and action on tourist short videos. Short videos, an emerging media, increase tourist trust due to authenticity, legitimacy, and favourable user response. Content creators influence passengers' credibility by participating. Real, credible short videos increase travelers' trust, awareness, and likelihood to visit. Short video influencers can enhance tourism by sharing their travel experiences and recommendations and starting trends. Overdone, inauthentic, or misleading information, especially in influencer promotion, may damage tourists' trust and diminish their likelihood of coming. Tourism short video quality and influencer reputation are crucial for tourist confidence. Quality travel content should enlighten, improve efficiency, and suggest engaging activities. When travellers accept short videos from credible sources, they become more aware of the destination and more likely to visit. Short video influencers can boost tourism by sharing their travel experiences and recommendations and gaining followers. Overstated, inauthentic, or deceptive information, especially un influencer advertisements, may damage tourists' trust and diminish their likelihood of coming. To develop tourist trust, short video content and influencer reputation are essential. Quality travel material should boost efficiency, provide relevant information, and suggest immersive destinations.

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