

Navigating the Nexus of Travel Videos and Travel Purchase Intention: Mediation Role of Psychological Factors

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Abstract

By providing captivating geographical impressions and information, online travel videos intend to have a significant impact in shaping consumers travel purchasing choices. Individuals when planning a trip come across a variety of travel-related content when they search for information about different places online. This includes travel videos and AI-generated content that highlights unique aspects of locations which directly or indirectly impact their decisions. This study aims to investigate the impact of travel video information on consumer travel purchase decision via psychological aspects using Stimulus organism response model to test the hypothesis. The data was gathered using a convenience and purposive sampling technique. Using a standardised questionnaire, data was gathered through surveys conducted both offline and online, and SmartPLS was used for analysis. The finding shows that online video information has significant influence on travel purchase intention via destination attraction, motivation and self-congruity. Additionally, self-congruity and motivation are crucial factors influencing travel purchase intentions, this study looks into their sequential mediation impact. Additionally, this study adds to the body of literature on content marketing on online platforms by highlighting the influence of travel videos on customer behaviour. Moreover, this study hold significance for expanding the theoretical and practical implementation of online travel video information regarding purchasing intention.

Keywords: Consumer Purchase Intention, Destination Attraction, Motivation, Self-Congruity, Video Information.

Introduction

With technological advancements and increased accessibility to information, tourism has shifted to a consumer-driven model. Consumers can now express their preferences and expectations, prompting service providers to offer the best possible facilities within their means to meet consumer demands (1). Today's digital environment has dramatically changed how we explore and make decisions because connectivity is a constant. A critical aspect of internet platforms is travel-related content, which is essential for pointing people toward their next journey (2). Destinations and attractions are leveraging new marketing tools, and short-form travel videos have emerged as a popular and impactful medium (3). Unlike traditional text or images, positive short-form travel videos can deeply immerse viewers in the local destination, making them an effective tourism marketing tool (4). Travel videos, with their virtual tours to multiple destinations, are a dynamic and engaging medium amidst the abundance of travel content accessible. The rise of

social applications and new media technologies has further amplified the influence of video content (5). Online travel videos have become a significant force in disseminating rich and diverse content that is easily accessible and shareable information, contributing to the continuous expansion of their influence (5). Moreover, nothing captures consumers' attention quite like the combination of sight, sound, and motion in video. Travel specifications and behaviours in modern times have been greatly influenced by digital media, especially travel videos. As a result, Travellers often use digital channels to get information related to trip. In addition, travellers are depending more and more on these realistic representations to uncover experiences, explore destinations, and make informed choices resulting in growth of online platforms and social media (2, 5). As tourists familiarize themselves with the locations which they intend to explore (6). These travel videos serve like guiding platform which function as virtual tours, exhibiting various aspects

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related to travel and destination to stimulate curiosity and facilitate travel choices. As a result, they have a significant impact on travel habits worldwide (1). Moreover, watching travel videos creates curiosity, excitement and emotion to visit the place. Furthermore, travel videos and photographs are a strong way of sharing information such as educating us in selecting the destination in this current era (7). However, Understanding the influence of travel videos is essential in choosing travel destinations.

Studies indicate that the influence of short videos on platforms like TikTok is considerable, impacting individuals' perceptions towards destinations and shaping their travel preferences (8). Previously, research has examined the reasons for individuals to travel and the destinations they prefer. Furthermore, the majority of the study emphasis on social media and generic online sources, ignoring the particular influence of travel video content on travellers' motivation, self-congruity, and assessments of destination attractiveness and their subsequent travel purchase intentions. Also, very limited studies have considered psychological aspects regarding travel videos and purchase intention. Hence, this study examining how travel video information influences travellers' purchasing intentions, this study seeks to application for the SOR (Stimulus-Organism-Response) theory. And thereby, investigates the mediating effects of motivation, destination attractiveness, and self-congruity in shaping visitors' psychological states (organism) and travel behaviours, i.e., purchase intention (response). However, this study aims to examine the factors that impact consumers' purchasing decisions after viewing travel videos, as well as how individuals' psychological aspects and thoughts contribute to their destination choices. To understand how these factors influence travel decision-making process to investigate how video information influences destination attractiveness, self-congruity and motivations. This research focuses on "stimulus organism Response theory" and aims to answer the following research questions RQ1. How do travel videos influence an individual's purchase intention to the desired destination? RQ2. What mediating function do self-congruity, motivation, and destination attractiveness contribute in this process? With this examination of contemporary travel preferences is

beneficial for both academic institutions and the tourism sector.

Theoretical Background- SOR Theory

Russell and Mehrabian introduced the SOR- "Stimulus Organism Response" in 1974. This theory states that stimuli have an impact on an individual's emotional states, which then have an impact on that individual's behaviour, which can take the form of "approach" or "avoidance" (9). In other words, Mehrabian and Russell (10) stated that consumer reaction is influenced by an individual's feelings in response to external stimuli. This theory examines internal variables associated with online consumer behaviour while accounting for both emotional and cognitive aspects (11). However, this theory facilitates evaluating consumer internal decision-making (12) and subsequently influencing their purchasing intentions making it useful for analysing elements related to trip videos. By using this method, we can learn more about how consumers make decisions (9, 12)

This study uses "Stimulus Organism Response" theory to investigate the impact of travel video information on the intention to purchase travel services. Travel videos facilitate improving knowledge and awareness of destinations, which stimulates travel. However, it can also make people think of one's self as belonging to that place and visiting that destination. Self-congruity is how much the desired destination is consistent and what an individual wants. Moreover, destination attractiveness is crucial in shaping motivation and self-congruity in purchasing a travel to a destination.

Travellers' selections are influenced by the congruence between their self-concept and the image of a place, as explained by "Self-Congruity Theory", which is closely aligned with one of the mediating components in this study. Even while these theories offer insightful background and reinforcement for the results, the SOR theory is better suited for this investigation since it fully examines how travel-related video information impacts psychological states and, in turn, travel-related purchase intentions. Consequently, this study's main framework is the SOR theory. When making travel decisions that are affected by video information, the S-O-R paradigm systematically examines the interactions between travel video information (stimulus), influences psychological

aspects such as destination attractiveness, self-congruity, motivation (organism) and finally impact purchase intention (response).

Digital Travel Video Information

Digital media is becoming even more important as customers increasingly rely on online resources for travel-related information. The way people plan and choose their trip experiences has changed as a result of the allure of travel videos, especially those in vlog format (13). Advanced digital technologies and electronic tools facilitate information exchange among individuals and enable tourist companies to disseminate products and services efficiently (2). Moreover, the travel narrative has become more inclusive due to the interactive character of social media platforms (14). With well-chosen travel videos, user-generated content provides a dynamic ecosystem that empowers travellers to make more customized and considerate selections.

According to Han *et al.*, (4) watching short-form travel videos increases the affective and cognitive image of the destination and, as a result, the viewer's intention to travel. Online customer reviews play a critical role in determining travel motivation, how a destination is seen, and whether or not a person plans to return (15). Additionally, Wang and Yan (16) showed that self-congruity and trust mediate the association between travel intention and social media tourist information quality. Previous research has confirmed that social media information significantly influences how desirable a trip is perceived (17). Based on the above information, the following hypothesis were framed.

H1 (a): Travel video information significantly influences Destination attractiveness.

H1 (b): Travel video information has a significant influence on Motivation.

H1 (c): Travel video information significantly influences self-congruity.

Destination Attractiveness

Destination attractiveness represents people's thoughts, feelings, and views about how well they think a destination will meet their particular vacation needs (18). Alzaydi and Elsharnouby (19) assert that the notion includes a range of elements, such as traits, attitudes, and emotions people encounter related location that impact their evaluations and satisfy their needs. According to Pike *et al.*, (20), travelers' assessment of a

destination's attraction may differ greatly per traveller preferences and the aim of their journey. The significance of destination attractiveness is emphasised by its impact on the decision-making process involved in destination selection (21). According to Hu and Ritchie (18) a destination's appeal is determined by how well people believe it can meet their particular travel demands. The interaction between exterior destination-related criteria and internal psychological components shapes this nuanced result of attractiveness. A destination's image affects the decision-making process, pointing out that a favourable image raises the possibility that travellers will select a destination. In his study, Lu and Wu (22) states that travel attraction influences purchase behaviour.

H2 (a): Destination attractiveness has a significant influence on Motivation.

H2 (b): Destination attractiveness has a significant influence on self-congruity.

H2 (c): Destination attractiveness significantly influences consumer purchase intention.

H2 (d): Destination attractiveness mediates between Travel video information and consumer purchase intention.

Motivation

Motivation is "an inner state that energises, channels, and sustains human behaviour to achieve goals" (23). In other words, motivations are internal forces that propel individuals to take action to fulfill their needs (24). Online travel videos have been increasingly effective in the digital era, influencing travellers' Motivation to travel (25). These videos have engaging and attractive descriptions that inspire and push people to travel (26). Comprehending the interplay among Motivation, decision-making, and internet travel videos is crucial for understanding the intricate mechanisms that guide contemporary travelers' quest for new experiences (25, 26). Mitang and Suhaily (27) In his study state that consumer motivation has an impact on purchase intention. However, in this study, online video information influences Motivation that causes them to purchase intention.

H3 (a): Motivation has a significant influence on consumer purchase intention.

H3 (b): Motivation mediates between Travel video information and consumer purchase intention.

Self-congruity

The notion of self-congruity was first applied to tourism by Chon (28), who discovered that the tourist's happiness increased with the degree of self-concept and destination image agreement. According to self-congruity theory, consumers compare their perceptions of a brand's personality or user image to their actual, ideal, social, and/or ideal social self-concepts (29). According to Sirgy and Su (30) in the self-congruity model, visitors are more likely to feel motivated to travel to a destination if their self-concept (or "self-image") and the destination's "image" are more in line with one another. Travellers feel a sense of resonance and connection when they believe the experiences the place offers strongly align with their personal beliefs. Self-congruity in a tourism context refers to harmonizing (some aspect of) a traveler's self-concept with the image of the location (30). The more closely one's self-concept matches the destination's image, the more likely one is to inspire tourists to visit. The ultimate decision is influenced by self-congruity or the alignment of one's self-identity with a location. Push incentives urge people to look for new experiences when deciding location. Moreover, by stimulating and managing the self-consistency motive, self-congruity has been proposed to affect consumer decision-making, including product preference and purchase intention (29).

H4 (a): Self-congruity has a significant influence on consumer purchase intention.

H4 (b): Self-congruity mediates between Travel video information and consumer purchase intention.

Consumer Purchase Intention

The decision-making process behind selecting a trip destination is known as destination choice intention (31). Tourists' decisions are intricate and multi-faceted, with interconnected choices for various elements evolving. Most studies on tourist

travel choices focus on the pivotal role of destination selection in decision-making (32). Sharma *et al.*, (33), emphasize the significance of social media marketing in helping businesses to promote their products and highlight the importance of awareness in influencing consumer purchasing decisions. However, the choice of tourism destination is influenced by marketing techniques, which in turn affects tourists' emotions and motivations (34). Nguyen *et al.*, (35) found that destination attractiveness has a strong impact on emotions. Moreover, Arora and Lata (36) discovered that travel video has a stronger influence on customer buying patterns.

Sequential Mediation

People are more likely to travel to an area where they hope to have fun, learn about a new culture, or relax. Curiosity, the desire for novel experiences, and leisure activities are intrinsic motivators (13, 14). Similarly, in travel videos, positive portrayals of a place also increase the likelihood that people will choose to visit or plan a trip there. Their increased motivation affects their objectives and action plans for that particular area (25). People might also connect with their identity and values when watching travel documentaries on vacation. Their affinity for the place is strengthened, which affects their purchasing choices. Positive perceptions influence feelings and behaviour in customers and foster a sense of community (29). Viewers of travel videos may feel inclined to make purchases related to the destinations they are interested in visiting.

H5 (a): Destination attractiveness and Motivation sequentially mediate between Travel video information and purchase intention

H5 (b): Destination attractiveness and self-congruity sequentially mediate between Travel video information and purchase intention. Figure 1 explains the framework for the study.

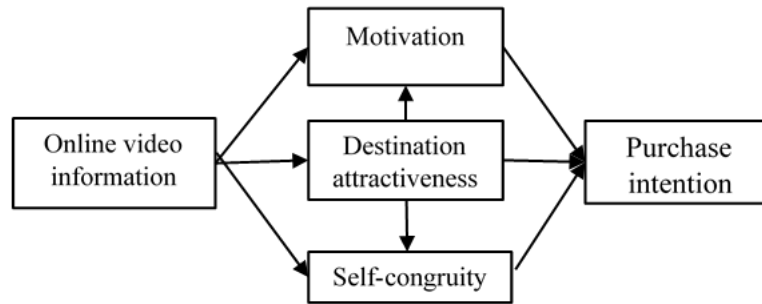


Figure 1: Framework for the Study

Methodology

Sample Design, Data Source and Data Collection

This study employed a cross-sectional approach to the research, and data was gathered from 394 individuals who had recently viewed travel videos related particular destinations and had planned about making a domestic travel booking in India. With a diverse history of culture comprising racial and religious backgrounds, social economic origins, and demographic variations, India is a symbol of unity in diversity (37). The study directly reached people who shared the research objectives by using a convenience and purposive sample technique. The strategy sought to portray the complex interactions between internet travel video information, buying intention, and related factors, while also offering depth and authenticity. Following informed consent, we gave priority to respondent anonymity and data protection in a comprehensive data-gathering strategy that covered both offline and online modes. In the screening question, the respondents were asked if they have viewed any travel videos recently. They were prompted to finish the survey if their answer was in the affirmative. From the 426 total responses, 394 were obtained after the removal of 32 incomplete responses.

Measurement Scale

To ensure the representation of study variables, we use measuring items from previously developed scales with established “reliability” and “validity” in empirical research. The construct of “online travel video information” is adapted from Li (5); Zhou *et al.* (38) comprises of four items. For destination attractiveness” four items were modified from Seo (39, 40). Four items were adapted from Chien *et al.*, (41) were used to measure “motivation”, while “self-congruity”

comprises of three items adapted from Kumar (42) and Wang and Yan (16). In addition, to evaluate the “travel purchase intention” four items were adapted from Zhai *et al.*, (43), Chen *et al.*, (44). These elements were assessed using Likert scale ranging from 1-7, where 1 state “strongly disagree” and 7 states “strongly agree”.

Analytical Tool for Assessment Model

Statistical analysis was performed using SPSS and Smart PLS. With SPSS, a descriptive analysis was carried out. CFA and path analysis was done using Smart PLS. A two-step analysis procedure was used to the data (45). First, whether the measured variables adequately represented the predicted latent variables was evaluated using a confirmatory factor analysis (CFA). The second phase also examined the importance of the path coefficients and the overall model fit. The suggested hypothesized linkages’ significance values were ascertained using bootstrapping using 5000 samples. Path analysis assessed the importance of path coefficients and the overall model fit.

This study uses PLS-SEM to examine the direct impact of trip videos information regarding purchasing intention in order to address RQ1. In order to investigate the mediating effects of motivation, destination attractiveness, and self-congruity, this employs mediation analysis to address RQ2. This method facilitates a thorough investigation of how these psychological elements mediate the impact of travel-related video content on consumer travel purchase intention, thus enhancing our comprehension of the mechanisms involved in travel-related purchase intentions.

Results

Descriptive Analysis

The demographics of the study (Table 1) indicates respondents' profile where participants were examined in terms of gender, age, income, and education. Male participants represented 62.44% of the sample, while female participants comprised 37.56%. Ages 31 to 40 comprised the largest age group (34.04%), followed by age 41 to

50 (31.45%), age 21 to 30 (21.83%), and age 50 and beyond (12.68%). Bachelor's degrees (38.03%) were the most common educational attainment, followed by master's degrees (25.35%), diplomas (20.66%), and other credentials (15.96%). The categories with the highest income levels were: Above 60000 (22.07%), 41000-60000 (33.33%), 21000-40000 (27.7%), and 10000-20000 (16.9%).

Table 1: Respondents Profile

Groups	Variable	Frequency	Percentage
Gender	Male	266	62.44
	Female	160	37.56
Age	21-30	93	21.83
	31-40	145	34.04
	41-50	134	31.45
	Above 50	54	12.68
	Diploma	88	20.66
Education	Bachelor Degree	162	38.03
	Master Degree	108	25.35
	Others	68	15.96
Income per month	10000-20000	72	16.9
	21000-40000	118	27.7
	41000-60000	142	33.33
	Above 60000	94	22.07

Table 2: Factor Loadings of Model, AVE and CR

Items	Constructs	Loadings	Cronbach's alpha	CR	AVE
Video information (VI)	VI1	0.900	0.923	0.952	0.834
	VI2	0.901			
	VI3	0.907			
	VI4	0.945			
Motivation (MO)	M01	0.875	0.893	0.929	0.766
	M02	0.868			
	M03	0.883			
	M04	0.874			
Destination Attractiveness (DA)	DA1	0.891	0.914	0.942	0.787
	DA2	0.881			
	DA3	0.851			
	DA4	0.902			
Self-congruity (SC)	SC1	0.900	0.820	0.892	0.734
	SC2	0.798			
	SC3	0.870			
Purchase intention	PI1	0.911	0.889	0.931	0.819
	PI2	0.895			
	PI3	0.908			

Measurement Model Analysis

According to the findings of the study by Hair *et al.*, (46), the construct reliability (CR) and average variance extracted (AVE) indices and factor loadings for each construct are shown in Table 2. As indicated in Table 2, confirmatory factor analysis (CFA) was used to evaluate the estimated model's reliability and validity and create confidence in the measurement model. All CR values, which ranged from 0.829 to 0.952 and over the minimum requirement of 0.70, according to Hair *et al.*, (46), demonstrated the dependability of

every construct element. Good convergent validity was shown by the AVE values, which ranged from 0.734 to 0.834 and were all over 0.50 (47).

We employed Fornell and Larcker discriminant validity as shown in Table 3. According to Fornell and Larcker (48), that the variances obtained by each construct were bigger than the squared correlation among them, suggesting that the constructs are empirically distinct. In conclusion, the measuring mode's test, which includes discriminant and convergent validity measures, is good.

Table 3: Fornell Larcker discriminant validity

	DA	DV	MO	SC	VI
DA	0.881				
DV	0.788	0.875			
MO	0.673	0.664	0.905		
SC	0.413	0.383	0.538	0.857	
VI	0.681	0.721	0.587	0.364	0.913

The structural model's performance is assessed by the R² value, which shows how much the independent factors affect the dependent variable. According to Hair *et al.*, (46), an R² of 0.25 or less indicates a minimal effect, 0.75 and above indicate a considerable impact, and values over 0.50 indicate a moderate influence. The R² values for this study are DA 0.464, MO 0.684, and SC 0.183 and PI 0.570.

For the mediation analysis, Smart PLS (v.3.2.9) was used. The "normed fit index" (NFI) and "standardized root mean squared residual"

(SRMR) were used to evaluate the quality of fit (49). The SRMR value, within the predefined 0.08 threshold at 0.041, suggested a favourable fit. Henseler *et al.*, (49) found that the model's NFI score of 0.909, which was greater than the 0.90 criterion, further supported the model's good fit.

Hypothesis Test and Results

All the suggested study hypotheses were validated by the bootstrapping results, and the direct effect results of various factors on travel purchase intention are shown in Table 4.

Table 4: Direct Effect Results

Hypothesis	Path	Path coefficient	T- value	Decision
H1(a)	VI -> DA	0.681	21.454	Supported
H1(b)	VI -> MO	0.344	7.001	Supported
H1(c)	VI -> SC	0.155	2.452	Supported
H2(a)	DA -> MO	0.554	11.705	Supported
H2(b)	DA -> SC	0.307	4.667	Supported
H2(c)	DA -> PI	0.309	4.423	Supported
H3(a)	MO -> PI	0.308	4.749	Supported
H4(a)	SC -> PI	0.292	7.712	Supported

Mediation Analysis

All of the hypotheses are supported by the mediation analyses' results presented in Table 5. Mediation effect results in how mediating variables influences between independent

variables and dependent variables. Serial mediation shows that self-congruity and motivation partially mediate the relationship between online travel video and purchase intention variables.

Table 5: Mediation Effect Results

Hypothesis	Path	Path coefficient	T value	Decision
H2(d)	VI -> DA -> PI	0.210	4.286	Supported
H3(b)	VI -> MO -> PI	0.106	3.716	supported
H4(b)	VI -> SC -> PI	0.045	2.185	Supported
H5(a)	VI -> DA -> MO -> PI	0.116	4.439	Supported
H5(b)	VI -> DA -> SC -> PI	0.061	4.285	Supported

Discussion

The study's findings provided in Figure 2 indicates the significant influence of travel videos have on customers' travel preferences. The research indicates a substantial relationship between online travel videos and destination attractiveness underscoring the noteworthy influence of travel videos on consumer preferences for various locations. Moreover, the findings of this support prior studies, proving the validity of the noted relationship (19, 39). It also showed a significant impact between online video content and traveller motivation, emphasizing the individual advantages of exploring new locations, learning new things, and engaging in novel activities. Notably, this study relation is consistent with earlier studies. On the other hand, this study states that online video content has a big impact on self-congruency, or how well a place fits individuals' ideas and self-image (16). Additionally, a strong relationship was shown between the content in trip videos, self-congruity, and propensity to buy vacation. Moreover, this study builds upon research Wang and Yan (16) which demonstrated that travel intentions to destinations are positively impacted by tourism information on social media through self-congruity. Our research further supports the findings, showing a significant relationship between digital travel video information and self-congruity. However, in contrast to more generalized social media information in the travel and tourism industry, this study explicitly examines the persuasive power of online travel films, which extends this understanding.

Additionally, the attractiveness of the location has a major impact on purchase intention, which in turn has a major impact on travellers' motivation

(22, 27). According to Lam *et al.*, (50) watching online travel videos can prioritize a destination attractiveness, enhancing individual likelihood of travelling and shaping a favourable self-perception. Moreover, previous research (17, 22) observed that appealing travel information and enticing destinations boost travellers' intents to travel. Although, previous study demonstrated a relationship between travel intention and the destination attractiveness, they often did not explore the mediation mechanisms by which online travel videos influence this traveller perception. Furthermore, this study emphasises the function that destination attractiveness plays as a mediator, demonstrating how travel videos affect self-congruity and ultimately, purchase intention. The fact that these elements have a significant impact on customer preferences when it comes to purchasing travel gear highlights the importance of destination attractiveness.

Since inspiration can encourage individuals to travel, turning trip videos into meaningful accomplishments is crucial. Additionally, decisions made by tourists to visit new places and the psychological components of travel videos influence travel (51). Dewantara *et al.*, (8), a place's unique attributes and attractions determine its capacity to draw tourists, hence augmenting individual motivation. Since motivation is the internal stimulation of an inclination to act in this situation of travel buying intention (27), the direct relationship between consumer motivation and purchase intention is significant. Moreover, video content and a customer's purchasing intent are linked psychologically through congruity. However, people's personality and ideals will influence what they broadcast on trip videos, as stated by Kumar (42).

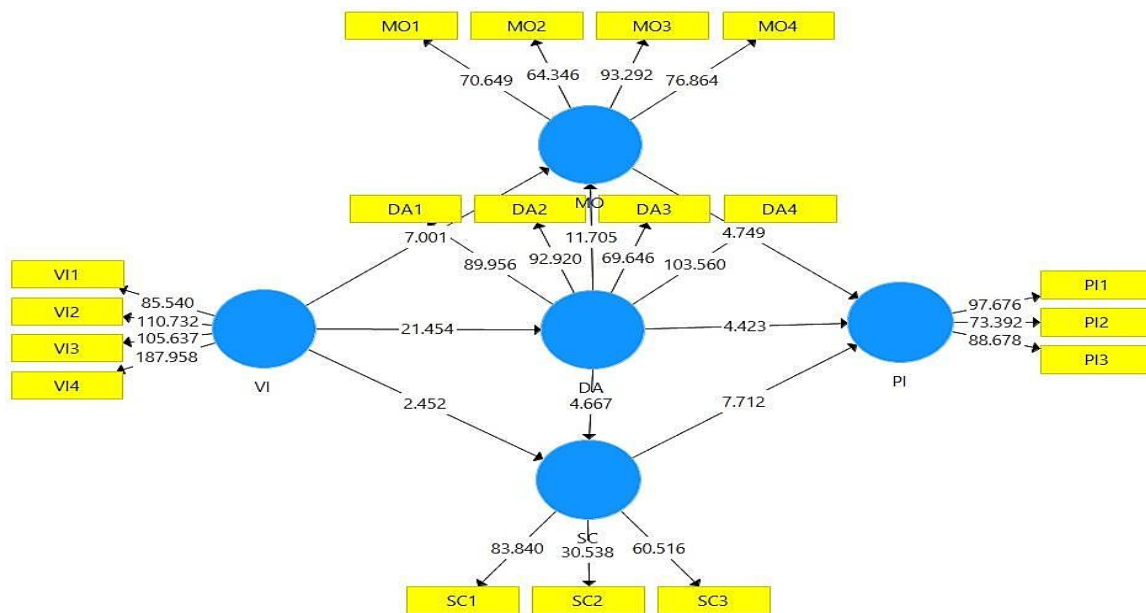


Figure 2: Path Analysis Model

To facilitate the relationship between travel-related video content and travel-related buying intents, motivation is essential. Because the alignment of motivational triggers with captivating video content increases audience engagement and influences their perceptions and propensity to plan travel (25). Furthermore, through the alignment of viewers' self-images with the portrayed destination (16), self-congruity plays a significant role as a mediator between travel video information and travel purchase intentions. As, viewers' emotional connection is strengthened when they perceive a destination that aligns with their personal identity, values, or goals (19). The way in which the attractiveness of a destination is portrayed serves as a crucial mediator, drawing viewers' attention, stimulating their curiosity, and persuading them to choose the location for their next trip (36). Destination attraction can be influenced by video information, which impacts motivation and intention to purchase, simultaneously destination attractiveness, self-congruity and purchase intention is influenced by travel video information. Consequently, the sequential mediation demonstrates that destination's attraction, self-congruity and motivation are enhanced by travel video information, which impacts purchase intention. However, to assess traveller purchase intention regarding travel video information, it is necessary to comprehend the psychological process and its multifaceted relationship.

Implications

Theoretical Implications: This study's application of the "Stimulus organism response" theory sheds light on how consumers of travel videos affect their propensity to purchase a trip. Comprehending this can help illuminate why people travel, as it affects motivation levels, how they view their choices, and how appealing a trip is to individuals (26). The concept highlights how perceptions and emotions influence travel decisions by revealing how internal factors influence purchasing decisions. Acknowledging the importance of inspiration and a sense of belonging (29) for travellers is critical. Understanding consumer behaviour requires investigating how emotions influence consumer decision-making. Marketers need to understand travellers' tastes and find efficient methods of promoting places. When making trip videos, it is crucial to consider the viewers' opinions and feelings (27). When external stimuli and customer feedback are included into tourist marketing the likelihood that travellers will select a place enhances. The psychological factors like self-congruity and motivation in travel decisions are examined in this study, with a focus on their significant roles. It emphasises the evolving impact caused by destination attraction, motivation, and self-congruity on travel choices in favour of holistic promotional strategies that consider both internal and external aspects to influence purchases. Moreover, the study expands on existing theoretical frameworks by concentrating on the

significance of visual and psychological aspects regarding travel purchases. It provides a thorough analysis of the ways in which motivation, self-congruity, and destination attractiveness mediate the relationship between purchase intentions and travel videos. The aforementioned contributions have significant consequences for academic studies and establish a basis for prospective studies concerning digital media and consumer behaviour in the travel and tourism domain.

Practical Implications: The results of the study will help marketers and tourism managers enhance travellers' buying patterns. Assessing how travel information affects viewers' motivation, relevancy, and destination attraction is one way to make tourism promotional videos more effective. By making advertisements that appeal to the motives of their target audience, marketers may effectively engage and interact with them. However, the perception of a destination's attractiveness can be directly increased by generating attractive, "high quality travel videos" that highlight distinctive experiences and attractions. Giving people real experiences is essential to motivating them and making a place seem more enticing. As, the engagement and interest of viewers can be greatly increased by tailoring these videos that cater to different traveller motivations such as adventure, leisure, or cultural discovery. Furthermore, Videos showcasing a place's features and benefits can entice visitors to purchase. By exhibiting location features, online influencers and content creators might persuade others to make travel plans. Furthermore, connecting viewers' personalities and preferences with video content can strengthen their psychological connections and raise the probability that they will make a travel-related purchase. Finally, working with well-known content producers that appeal to their audience's interests can help businesses market their goods more successfully and reach a wider audience, ultimately attracting more customers.

Limitation and Scope for Future study

The results of this study improve our knowledge of the behavioural and psychological aspects influencing consumers' inclinations to purchase travel. Travel videos perform as potent psychological tools that shape perceptions imparting knowledge. This study looks at the various ways that the decision to buy a trip is

influenced by motivation, self-congruity, location attractiveness, and video information. Additionally, well-constructed, customised travel videos increase the perceived attractiveness of a destination and suitable to the goals and personalities of viewers, increases the likelihood that they will make a travel purchase. Furthermore, it offers significant perspectives for the marketers, digital media and tourist industries, laying the groundwork for further research initiatives. It draws attention to the necessity for a comprehensive strategy that considers the interactions of several elements that influence travel intentions, opening the door for more intelligent and calculated approaches to destination marketing and content production in the dynamic travel industry.

Conclusion

Despite the current study yields many of interesting findings, there are some limitations. Firstly, it is cross sectional and the use of cross-sectional data restricts the establishment of a definitive causal relationship. Furthermore, the results may not be as thorough as they may be due to the study's exclusion of some aspects, such as socioeconomic or cultural differences. Future research that delves deeper into certain demographic or cultural elements can be motivated by the findings, leading to a more thorough knowledge of the various elements influencing travel behaviour in the digital era. Additionally, investigating the specific aspects of travel videos that have the most significant impact on destination attractiveness or examining how different types of destinations (e.g., urban vs. rural) are perceived differently based on online video information.

Abbreviations

SOR: Stimulus Organism Response

SEM: Structural Equational Modelling

AVE: Average Variance Extract

CR: Composite Reliability

CFA: Confirmatory factor analysis

SRMR: Standardized root mean squared residual

NFI: Normed fit index

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Author Contributions

Conceptualization and literature review by Chudamani S and Suman Datta S. Data curation was managed by Suman Datta S and Chudamani S; Formal analysis was performed by Chudamani S and Dr. G.N.P.V. Babu; Methodology is done by Chudamani S and Dr. G.N.P.V. Babu. Validation was handled by Dr. G.N.P.V. Babu; Wrote the original draft, Chudamani S and Suman Datta S. Supervision. Dr. G.N.P.V. Babu.

Conflict of Interest

The authors declare no conflicts of interest.

Ethics Approval

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