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How Do Short Videos Influence Users' Behavioral Intentions?

Completed Research Paper

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Abstract

Short videos have become an essential tool for marketing tourism destinations. However, the impact of the characteristics of characters appearing in short videos on viewers' travel intentions has not been adequately explored. To address this research gap, this study uses narrative transportation theory, self-congruity theory, and place attachment theory to investigate the impact of tourism short videos on tourist behavioral intentions. The study employs the SEM method to analyze the influence paths empirically. The results indicate that the vlogger-self congruity and role-self congruity significantly impact the destination image at the "person-person relationship" construction level. At the "human-place relationship" construction level, destination image-self congruity directly influences the behavioral intentions of potential tourists. Furthermore, place attachment mediates this effect and creates two influence paths. This study provides a new framework for understanding short-video intention research and enriches studying the human-place relationship in the new media era.

Keywords: narrative transportation; self-congruity; place attachment; short video; behavioral intentions

¹ Two authors contribute equally to this paper.

Introduction

Tourism destination marketing has been one of the important topics in tourism research. With the rapid expansion of mobile marketing, social media has profoundly influenced and changed people's behavior patterns, transmuting users from a single role as an information receiver to the dual role of transmitter-receiver. Furthermore, the modes of tourism information production and dissemination have also changed dramatically, and content marketing is gradually becoming an essential means of tourism destination marketing (Wang et al., 2020). Thus, the influence mechanism of tourists' behavior has become an increasingly important focus of research (Kim et al., 2007).

Compared with the traditional image and text social mode, the short video platform has an increasingly important influence on users' travel imagination and behavior intention with its fragmented, popularized, and personalized user-generated content(UGC) and immersive experiences with solid interaction and sensory stimulation. As an emerging content dissemination media in recent years, short videos have gradually become an essential channel for tourism destinations to build their brand image and for potential tourists to obtain information. In the contemporary era, the dissemination of short videos from personal perspectives has facilitated the recognition and pursuit of diverse destinations by the public. Unlike traditional tourism promotional films, which rely on official perspectives, this approach engenders an unparalleled impact. This is attributed to the brevity of such videos, which enables prospective tourists to consume vast amounts of information quickly. This is why the traditional tourism promotional film based on the official perspective is challenging to achieve. Many studies have confirmed that social media tends to have a positive impact on travel intentions (Al-Marouf et al., 2021; Seol et al., 2016; Wang et al., 2022). However, as an emerging media, a short video has relatively little in-depth research focusing on its users' attitudes, behaviors, and the internal influence mechanism. In addition, few studies pay attention to the essence of tourism marketing -- destination marketing narrative (Gong and Tung, 2017). Although Gong (2017) took the narrative structure as a starting point to explore the effect of short travel videos and the link between narrative transportation and narrative persuasion (Cao et al., 2021), it is still unclear how short video users establish connections with tourist destinations and the influence mechanism of the person-place relationship behind them. Therefore, more exploration of the narrative transportation mechanism behind destination marketing is needed, which is the core of tourism destination content marketing research (Korez-Vide, 2017).

Unlike traditional tourism propaganda videos, short tourism videos often have an intense personal color, and the vlogger is an essential factor influencing user behavior (Yang et al., 2022). In addition, narratives often stimulate tourists' interest in visiting destinations through interesting legends or historical stories(Wong et al., 2016), so these roles in the stories are also important factors in the users' attitudes. Therefore, to identify the role of short videos in affecting the visitation intention of customers, this study explores the influence mechanisms of vlogger-self congruence, role-self congruence, destination image-self congruence, and place attachment on potential tourists' tourism behavioral intentions in the context of short tourism videos, starting from narrative transportation theory and combining self-congruence theory and place attachment theory. We clarify how short videos use people as the mediator of attitude transmission, based on the online to offline vlogger/story role relationship constructs with tourists, promoting person-place relationship constructs, and then further influencing potential tourists' travel behavior intentions.

Data were collected through an online questionnaire and structural equation modeling (SEM) was used to test the substantive framework and proposed model from the empirical data. The results suggest that vlogger-self congruity and role-self congruity have a significant positive impact on the destination image of the destination-self congruity, destination image-self congruity directly influences the behavioral intentions of potential tourists, while place attachment plays a mediator role and produces two influence paths.

This study has particular theoretical significance. First, narrative transportation theory is introduced to explore the user persuasion mechanism of short videos. The two key criticaltors of vlogger and role are taken up to provide a new perspective and framework of understanding for the study of user behavior. Second, by introducing self-congruity and place attachment theory, this paper explores the path change from "person-person relationship" to "person-place relationship", and clarifies the influence mechanism of short tourism videos on potential tourists' behavioral intentions. Thirdly, it broadens the application scope of place attachment theory and demonstrates the positive effect of place attachment theory prior to prior to

travel. In addition, it enriches current research examining short tourism videos. This current study focuses on the unique persuasive role of participants as users of short video narratives, which helps to deepen understanding of the person-place interaction model in a new media form, enrich the study of tourism person-place relationships in the current media era, and suggests further development directions for tourism destination marketing.

Literature review

Short video and tourist behaviors

The short video refers to video content of short duration viewed on mobile devices for the primary purpose of entertainment and consumption. Short videos can be broadly defined as videos that range from seconds to minutes in length (Qian, 2021). Although there is no consensus on the definition of short videos in the literature, videos that are shorter than 5 minutes are typically classified as such (Ge et al., 2021).

Short videos have an impact on tourists' destination choices, tourism product purchases, and travel itinerary planning in terms of content creation, presentation format, and social sharing. Firstly, short videos stimulate tourists' willingness to travel by introducing them to different content such as local cuisine, culture, tourist resources, and travel routes. The perceived enjoyment, professionalism, and interaction are the stimulus factors to come out a flow experience during the watching (Liu et al., 2023). Compared to traditional forms of visual presentation such as images and text, short videos with their intuitive visual displays and overlaid musical backgrounds create a more profound impression of tourist destinations, thereby increasing tourist engagement and travel intentions (Yoo & Gretzel, 2011).

Furthermore, unlike films and TV series, the fragmented content and rapid dissemination of short videos cater to modern fast-paced lifestyles, making it easy for tourists to become immersed and unable to extricate themselves from the viewing experience. Furthermore, with the aid of personalized AI recommendation algorithms, tourism destination organizations, enterprises, or brand owners can quickly and accurately push short videos to targeted tourists and potential users with minimal cost, resulting in vivid engagement (Koochang et al., 2023).

Scholars have investigated the impact of short videos on tourists' travel intentions from various theoretical perspectives, given the growing significance of short videos in promoting tourism products, destinations, and brands. Most scholars used the two theoretical variables of perceived ease of use and perceived usefulness in the technology acceptance model to explore the behavioral intentions of tourism short video users. Wang et al. (2022) added two new independent variables--eWOM and eTrust, and found that they positively influence user attitudes toward using short video apps for planning travels and making destination decisions. Cheng et al. (2020) further explored how the cognitive and emotional aspects of travel vlog watching experience on WOM based on theory of resonance, and found that source credibility factor is the strongest predictor of WOM. Apart from the perspective of customer, the person appears in the video also play an important role in influencing watcher's travel intention. Zhu et al. (2022) constructed a theoretical framework based on Presence theory to explore the impact of celebrity attachment on tourists' on-site travel intentions. Besides, the value congruence between tourists and normal short video tourism vloggers impacts tourists' sharing intention positively (Zhao et al., 2022). However, how value congruence can lead to tourists' behavior intention hasn't been studied yet.

Narrative transportation theory

Narrative transportation is a mechanism that can change people's attitudes in a dramatic way. When people read stories or novels, they enter the narrative world and bring the character's perceptions and attitudes into the real world to influence their judgments (Green and Brock, 2000).

Deighton et al., (1989) anticipated the construct of narrative transportation by arguing that a story invites story receivers into the action it portrays and, as a result, cause them to lose themselves in the story (Nell, 1988). Gerrig (1993) was the first to coin the term "narrative transportation" within the context of novels. Using travel as a metaphor for reading, he conceptualized narrative transportation as a state of detachment from the world of origin that the story receiver—in his words, the traveler—experiences because of his or her engrossment in the story, a condition that Green and Brock (2000) later described as the story receiver's experience of being carried away by the story and define it as a process that is highly cohesive in terms of

attention, imagination and sensation (Experiencing Narrative Worlds, 2018). Notably, the state of narrative transportation makes the world of origin partially inaccessible to the story receiver, thus marking a clear separation in terms of here/there and now/before, or narrative world/world of origin.

When listening to a story, people are removed from the real world and enter the virtual world portrayed in the story, experiencing the encounters and emotions of the characters. When individuals return to the real world, they also tend to retain the same perceptions as the story characters and make judgments through emotional reactions rather than logical analysis of the information. Narrative transportation affects consumers' choice preferences and purchase decisions and has been widely utilized in several real-world fields such as advertising (Chang, 2009; Escalas, 2007; Kim et al., 2017) and doctor-patient communication (Green, 2006).

Narrative transportation is a unique psychological process resulting from a high degree of empathy with the story characters. In the state of narrative transportation, individuals gain a near-real sense of presence, are easily influenced by the plot of the story, experience strong emotions and states due to the developmental changes of the story's protagonist, and have a powerful influence on their attitudes and beliefs regardless of whether the character roles are real or not (Green and Brock, 2000). People play a crucial role as they are full participants in information generation during narrative transportation (Fisher, 1985), and there are many different types of participatory roles for people (Chatman, 1980). In the tourism narrative context, short video vloggers can significantly influence users' attitudes and intentions as mediators of destination image transportation (Li and Liu, 2020). Personal images in the narrative can affect destination attractiveness for customers by influencing consumers' perceived emotional and cognitive image of the destination (Wong et al., 2016). Therefore, this article divides the relevant characters that influence the change of readers' attitudes during the narrative transportation process into two basic categories, namely, "narrative subject - short video vlogger" and "narrative objectives - real or fictional roles that appear in the short videos". In the process of short travel video narrative, users are often used to compare the relevant characters appearing in the story with their self-image (Van House, 2009), so this study simultaneously incorporates the concept of "self" to build comparative variables for exploration, to more clearly explain the relevant relationship and influence processes. Based on this theory, we proposed the conceptual model (see Figure 1).

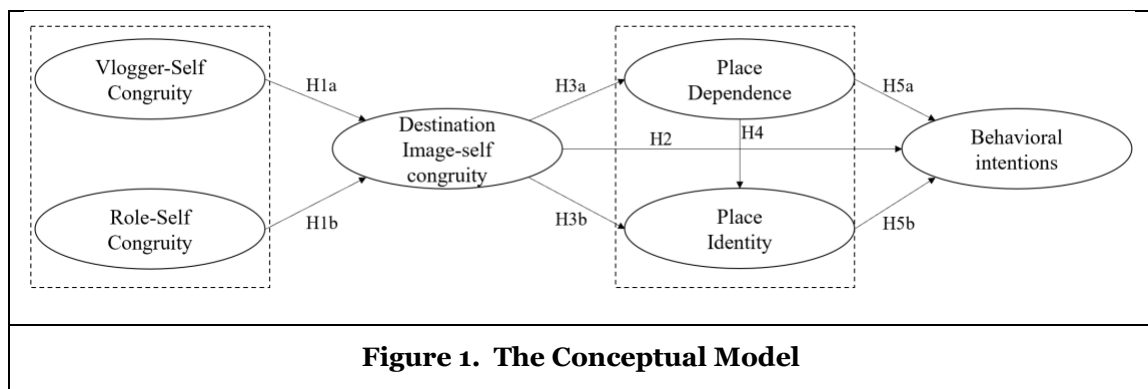


Figure 1. The Conceptual Model

Self-congruity and travel intention

Self-congruity theory refers to the tendency of consumers to use products or brands whose personality and image match their self-concept (Landon, 1974) and is one of the most powerful tools for understanding consumer decision-making behavior and attitudinal preferences. The self-concept originates from social psychology, which defines it as a collection of feelings and thoughts generated by individuals looking at themselves (Socor, 1997), and its conceptual framework has undergone a continuous process of development and refinement. Initially, scholars believed that the self-concept referred to the real self and represented the individual's perception of the self in real life (Markus and Wurf, 1987). With the growing understanding of the self-concept, researchers began in the 1980s to theorize different ways to divide it up into parts. Sirgy (1982) proposed a four-dimensional division: actual self-image, ideal self-image, social self-image, and ideal social self-image. Sirgy defined social self-image as "image that one believes others

hold” while the ideal social self-image as “the image that one would like others to hold” (Sirgy, 1982). The ideal social self refers to the individual's perception of himself or herself different from the perspective of others (Sirgy, 1982). Correspondingly, self-congruity can also be divided into four dimensions: actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity (Sirgy et al., 2016), and these dimensions are widely recognized and accepted.

The theory of self-congruity has received attention from scholars in the tourism field since the 1990s, when Chon (1992) first combined self-congruity and tourist satisfaction to explore the logical relationship between the two in a tourism context (Chon, 1992). Since then, a series of studies also confirmed the positive effect of self-congruity on tourists' behavioral intentions. Beerli et al. (2007) found that higher self-congruity was associated with stronger tourist intentions toward their destinations in an empirical study of tourism among long-time residents of Spain (Beerli et al., 2007). Hung et al. (2011) confirmed that self-congruity helps to enhance behavioral intentions toward tourism based on a cruise tourism scenario (Hung and Petrick, 2011).

Based on the narrative transportation theory, in order to further test the influence path of narrative related images on destination images, the research attempts to propose and use the concepts of "Vlogger-Self Congruity" and "Role-Self Congruity", which mean the degree of consistency between the short video user's self-concept and the vlogger/role in the short video. In addition, the concept "Destination Image-Self congruity" is put forward to distinguish, which means the degree of consistency between tourists' perceived destination image and tourists' self-concept. In the tourism short video narrative context, the narrative subject (vlogger) and narrative role (role of characters appearing in the story of short videos) have a significant influence on the tourism destination image. The higher the match between the self-concept of the short video audience and the narrative subject/role, the higher the match between the destination image and the self-concept of the audience, and thus the more likely the audience will have a positive behavior intention. Therefore, the following research hypothesis is proposed:

H1a: The congruity between vlogger and self-congruity significantly affects the match between destination image and self-congruity.

H1b: The congruity between narrative role and self-congruity significantly influences the match between destination image and self-congruity.

H2: The congruity between destination image and self-congruity significantly influences consumer behavioral intention.

Self-congruity and Place Attachment

Place attachment (PA) plays a central role in person-place relations and has been the focus of much recent research interest in human geography, environmental psychology, and tourism (Chen et al., 2014; Dwyer et al., 2019). Place attachment research began in the late 1980s and refers to the emotional connection that arises from the interaction between people and a particular place, in which people feel a more positive psychological experience and thus prefer to stay in that environment (Hidalgo and Hernández, 2001). The multidimensional facets of place attachment have been widely explored and practiced by the academic community (Scannell and Gifford, 2010). The one that is generally accepted is the two-dimensional division: place dependence and place identity (Williams and Vaske, 2003).

Place dependence is the functional attachment that reflects the importance of a place in providing features and conditions that support specific goals or desired activities (Williams and Roggenbuck, 1989). In this article, place dependence refers to individuals' functional dependence on a destination's environmental resources, landscape facilities, and so on. Place identity emphasizes emotional attachment: the individual or community uses the place as a medium to achieve a definition of itself and generate a sense of belonging to a specific place (Williams and Vaske, 2003). This emotionally connected relationship between the individual and the objective environment incorporates the integrated development of attitudes, values, thinking, beliefs, meanings, behavioral tendencies, and skills associated with the individual's destination (M, 1983). Regarding intra-dimensional relationships, place dependence influences place identity (Moore and Graefe, 1994).

Intrinsic factors of individual tourists are important antecedents that influence the emergence of attachment (Tsai, 2012). It has been demonstrated that self-congruity significantly positively affects

destination attachment from the tourism perspective. Kyle et al. (2003) explored the process of place attachment formation using a study sample of hiking travelers in the Appalachian Mountains. They concluded that self-expression as a dimension of activity enthusiasm significantly affects both place attachment and place identity (Kyle et al., 2003). Another quantitative study by Cifci (2022) found that actual self-congruity directly affects destination attachment, which extended an understanding of the extent of how self-concept affects travelers' destination attachment (Cifci, 2022). Furthermore, private and public self-congruity with a destination positively influences tourists' attachment to the destination (Usakli et al., 2022).

The short tourism video narrative context produces an empathy effect in which users transfer their emotions towards a particular object to people or objects related to that object, which in turn affects their emotions and perceptions of the tourist destination producing individual attachment to the tourist destination (Li & Liu, 2020). The following hypothesis was made to clarify the degree of influence of self-congruity on the elements of place attachment.

H3a: Destination image-self-congruity positively influences place dependence.

H3b: Destination image-self-congruity positively influences place identity.

H4: Place dependence positively influences place identity.

Place Attachment and Travel Behavior Intention

Place attachment as an attitudinal element contains affective and cognitive components between people and places, and influences behavioral tendencies (Kozak, 2001; Ramkissoon, 2015). A growing body of research suggests that place attachment or the emotional bond individuals have with a particular location, can significantly impact travel behavior intention. For example, a recent study published in the *Journal of Sustainable Tourism* found that place attachment was significantly correlated with the intention to revisit a destination (Stylos et al., 2017). Similarly, recent research published in the *Journal of Travel Research* found that place attachment was a strong predictor of travel behavior, including the intention to return to a destination, recommend it to others, and engage in pro-environmental behaviors while there (Ramkissoon et al., 2012). These findings suggest that individuals with strong place attachments are more likely to engage in travel behaviors that support the sustainability of a destination.

A study by KIL (2012) investigated the role of place attachment in shaping visit intentions for nature-based recreational destinations, finding that place that place attachment may play a key role in shaping visit intentions for nature-based recreational destinations and that interventions aimed at increasing place attachment may be effective in encouraging repeat visitation (Kil et al., 2012). A study by Wong et al. (2021) developed a conceptual model that postulated place attachment affects subsequent camping behaviors (Wong et al., 2021). Based on this research, the following hypotheses were formulated.

H5a: Place attachment has a significant direct positive effect on behavioral intention.

H5b: Place identity has a significant direct positive effect on behavioral intention.

Methodology

Questionnaire design

The research questionnaire consists of three aspects: the first part involved the collection of demographic information, including gender, age, education level and average monthly income of the respondents. The second part concerned about screening questions. Users who have not seen the short travel video will automatically be notified that they have completed the questionnaire. The third part consists of the core variable measurement, a total of 31 items across 3 scales including self-congruity, place attachment, and travel behavior intention. The self-congruity scale is based on that of Chon (1992) and includes items that measure the four dimensions of real self, ideal self, social self and social ideal self, with a total of 15 items (Chon, 1992); the place attachment scale is based on the research of Williams and Vaske et al. (2003), and consists of 8 items under two dimensions of place dependence and place identity (Williams and Vaske, 2003); the behavioral intention scale is based on the research of Woodside and Frey et al. (1989), and contains three items, namely, intention to travel, intention to recommend, and intention to revisit

(Woodside et al., 1990). All the above scales are Likert 7-point scale, which ranges from 1 (strongly disagree) to 7 (strongly agree), and modifies the items according to the specific situation. Before distribution, industry experts were invited to evaluate the items in the questionnaire, and it was then further adjusted according to the feedback received.

Data collection and sample characteristics

The research questionnaire was produced on the professional Chinese research platform "Questionnaire Star" and distributed online. A small-scale pilot test was conducted on the questionnaire before distribution to ensure clear semantics and logic, and the items were further adjusted based on the pilot survey results to form the final questionnaire. The main survey was conducted from August 25 to September 8, 2022. A total of 508 responses were received. Of those, 461 valid responses were obtained after removing some abnormal responses as determined by the time taken to answer and the distribution of answers. The effective recovery rate was 90.7%. From the sample data, the proportion of men and women was relatively balanced, with men and women accounting for 47.07% and 52.93% respectively; The overall education level of respondents was relatively high, and more than half (58.14%) held bachelor's degree or higher; All age groups are involved, however those aged 20 to 29 accounted for the bulk of the responses at 70.28% of the total (see Table 1).

Items	Classification	Amounts	Percentage (%)
Gender	Male	217	47.07
	Female	244	52.93
Age	<20	13	2.82
	20-29	324	70.28
	30-39	89	19.31
	40-49	25	5.42
	>50	10	2.17
Educational level	High school/college or below	192	41.86
	Bachelor's	202	43.82
	Master's	66	14.32
Total		461	100

Data analysis and results

Reliability and validity test

Cronbach's α coefficient was used to evaluate the reliability test. The minimum threshold for reliability is generally considered to be 0.7, and the larger the coefficient, the better the reliability (NUNNALLY, 1975). As shown in Table 2, Cronbach's α coefficient of the 6 latent variables in the questionnaire of this study ranged from 0.889 to 0.943, meeting the reliability requirements of the questionnaire, indicating that the internal consistency of the questionnaire was good.

The validity test mainly evaluates convergent validity and discriminative validity. First, three indexes of factor loading, average variance extracted (AVE) and construct reliability (CR) were used to test convergent validity (Fornell & Larcker, 1981), which should meet the requirement that factor loading and AVE value are not less than 0.5 and CR value is not less than 0.6. As shown in Table 2, factor loadings of measured variables range from 0.779 to 0.904, AVE values of all latent variables range from 0.73 to 0.769, and CR values all meet the requirement of greater than 0.6 indicating that the research model has good convergent

validity. Secondly, the discriminant validity was tested by AVE value. The AVE value should be greater than the square value of the correlation coefficient between other variables (Fornell and Larcker, 1981). As shown in Table 3, the discriminant validity of each latent variable in this questionnaire is good.

Table 2. Results of reliability and convergent validity

Latent Variables	Measured Variables	Factor Loadings	CR	AVE	Cronbach's α
Vlogger-self congruity	VL1	0.881	0.938	0.75	0.937
	VL2	0.877			
	VL3	0.858			
	VL4	0.851			
	VL5	0.863			
Role-self congruity	RO1	0.904	0.943	0.769	0.943
	RO2	0.847			
	RO3	0.847			
	RO4	0.894			
	RO5	0.89			
Destination image-self congruity	DI1	0.899	0.94	0.759	0.939
	DI2	0.858			
	DI3	0.814			
	DI4	0.885			
	DI5	0.897			
Place dependence	PD1	0.9	0.927	0.761	0.926
	PD2	0.822			
	PD3	0.867			
	PD4	0.899			
Place identity	PI1	0.898	0.919	0.741	0.917
	PI2	0.779			
	PI3	0.863			
	PI4	0.897			
Behavioral intentions	BI1	0.879	0.89	0.73	0.889
	BI2	0.811			
	BI3	0.872			

Table 3. Results of the discriminant validity test

Latent Variables	Vlogger-self congruity	Role-self congruity	Destination image-self congruity	Place dependence	Place identity	Behavioral intentions
Vlogger-self congruity	0.866					
Role-self congruity	.465**	0.877				

Destination image-self congruity	.466**	.510**	0.871			
Place dependence	.280**	.325**	.587**	0.872		
Place identity	.232**	.238**	.513**	.553**	0.861	
Behavioral intentions	.271**	.304**	.597**	.465**	.551**	0.854

Goodness-of-Fit of SEM and Hypothesis testing

Amos 26.0 was used to analyze the sample data by maximum likelihood estimation. The fit results of the model are as follows: $\chi^2/df = 1.453$, normed fit index (NFI) = 0.962; comparative fit index (CFI) = 0.988; root-mean-square error of approximation (RMSEA) = 0.031; standardized root mean square residual (SRMR) = 0.027. All goodness-of-fit indexes were in line with the general research standards, and the model fit was deemed to be good (see Table 4).

Table 4. Degree of fit and discriminant validity			
Index	Criteria	Actual Value	Judgment
χ^2/df	< 3.00	1.453	Yes
NFI	> 0.90	0.962	Yes
CFI	> 0.90	0.988	Yes
RMSEA	< 0.05	0.031	Yes
SRMR	< 0.08	0.027	Yes

The results of hypothesis testing are shown in Table 5. All hypotheses are accepted except H5a which is not supported (see Figure 2). The results were as follows: vlogger-self congruity had a significant positive effect on destination image-self congruity ($\beta = 0.295, p < 0.05$), H1a was supported. Role-self congruity positively affected destination image-self congruity ($\beta = 0.392, p < 0.05$), H1b was supported. Destination image-self congruity had a significant positive effect on behavioral intention ($\beta = 0.43, p < 0.05$), H2 was supported. Destination image-self congruity had a significant positive effect on place dependence ($\beta = 0.623, p < 0.05$), H3a was supported. Destination image-self congruity had a significant positive effect on place identity ($\beta = 0.282, p < 0.05$), H3b was supported. Place dependence significantly positively affected place identity ($\beta = 0.411, p < 0.05$), H4 was supported. Place dependence did not significantly affect behavioral intention ($\beta = 0.042, p > 0.05$), H5a was not supported. Place identity positively affected behavioral intention ($\beta = 0.339, p < 0.05$), H5b was supported.

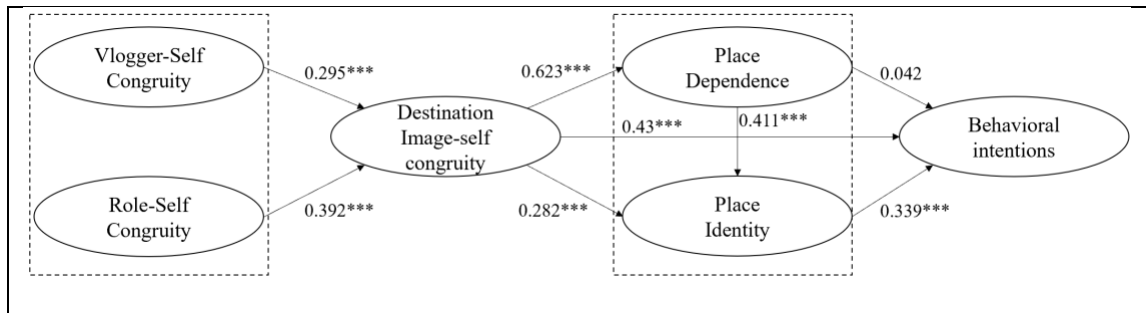


Figure 2. Results of the structural evaluation model

Hypothesis	Path	β	S.E.	C.R.	P	Result
H1a	VSC→DISC	0.295	0.052	6.062	***	Support
H1b	RSC→DISC	0.392	0.05	8.017	***	Support
H2	DISC→BI	0.43	0.053	7.875	***	Support
H3a	DISC→PD	0.623	0.045	14.073	***	Support
H3b	DISC→PI	0.282	0.054	5.233	***	Support
H4	PD→PI	0.411	0.053	7.471	***	Support
H5a	PD→BI	0.042	0.053	0.758	0.449	-
H5b	PI→BI	0.339	0.052	6.446	***	Support

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Mediation effect

In this study, the mediation effect was verified using the bootstrapping method. If the bootstrap confidence interval did not contain 0, it could be determined that the mediation effect existed. Using Amos 26.0, 5000 operations were performed with the bootstrap method, and a 95% confidence interval was obtained for the bias-corrected and percentile confidence intervals. The results are shown in Table 6, and the indirect effect value of destination image-place dependent-behavioral intention is 0.026, and 0 is included in both the Lower and Upper value ranges of bias-corrected and percentile 95% confidence intervals, indicating that the effect does not exist and the hypothesis is not valid. The confidence intervals of the other two hypotheses do not contain 0, indicating the existence of a mediation effect.

According to the test results, there are two main mediating paths between destination image-self congruity and behavioral intention: one is destination image-self congruity → place identity → behavioral intention, with place identity having a significant mediating effect. The second is destination image-self congruity → place dependence → place identity → behavioral intention. In both paths, place dependence and place identity play a significant role in the chain mediation between destination image-self congruity and behavioral intention.

Path	β	SE boot.	Bias-Corrected 95%CI		Percentile 95%CI Result	
			Lower	Upper	Lower	Upper
Total effect						
Destination image-self congruity→ Behavioral intentions	0.639	0.047	0.545	0.727	0.547	0.729
Indirect effects						
Destination image-self congruity→ Place dependence→ Behavioral intentions	0.026	0.029	-0.028	0.086	-0.029	0.085
Destination image-self congruity→ Place identity→ Behavioral intentions	0.096	0.025	0.054	0.153	0.051	0.15
Destination image-self congruity→ Place identity→ Place identity→ Behavioral intentions	0.087	0.017	0.057	0.125	0.056	0.123
Direct effects						

Destination image-self congruity→ Behavioral intentions	0.43	0.045	0.339	0.519	0.34	0.519
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Discussion and Conclusion

Theoretical Contribution

Short video as a new social media requires further exploration. There is a lack of research examining attitudes and influence mechanisms, which are the essence of content marketing - narrative processing perspectives (Pachucki et al., 2022). Some scholars start their research from the perspective of media form and use the technology acceptance model. However, they ignore that the essence of short video content marketing lies in the marketing narrative, and pay insufficient attention to the core of short video content marketing (Wang et al., 2022; Liu et al., 2022). Even though some scholars have also noticed that elements such as vloggers and celebrities as subjects can enhance on-site visit intentions, the exploration of their impact process and mechanism is not clear enough (Zhu et al., 2022; Zhao et al., 2022; Peralta, 2019).

This paper investigated the effects of narrative subjects and roles in short videos as crucial transportation elements on short video audiences by constructing two independent variables of vlogger-self congruity and role-self congruity at the level of "person-person relationship". We found that both significantly positively affect destination imagine-self congruity. This paper provides a new understanding framework for short video user behavior research. It also expands the scope of applications of narrative transportation theory in the tourism field and short video communication media.

At the level of "person-place relationship" construction, viewers' attitudes toward the roles in the narrative lead to the development of empathy with the related tourist destinations. The consistency between the destination image and the self directly influences the behavior intention of potential tourists. At the same time, place attachment plays a part in mediating the effect of this influence and generates two influence paths place dependence and place identity. Of the two dimensions of place attachment, place dependence focuses on functional satisfaction. In contrast, place identity, as a result of the cognitive evaluation of the symbolic meaning and symbolic value of a tourist destination (Igbaria et al., 1995), is more likely to stimulate the emotional resonance of potential tourists and ultimately promote the formation of their positive behavioral intentions. This paper also broadens the scope of the application of place attachment theory. In the past, place attachment theory was often used to study the influence of person-place relationships after tourists' arrival in the field (Hosany et al., 2017). In contrast, this study focuses on tourists' decision-making in the pre-tour stage, which has received little attention from prior studies.

Management Implications

Firstly, tourism destinations and marketers should focus on creating compelling and authentic stories in short-form video content to attract potential tourists. This can be achieved by leveraging the power of vloggers and their storytelling abilities to create narratives that resonate with audiences and evoke emotional responses. Secondly, tourism destinations and marketers should focus on creating a sense of place attachment among tourists by showcasing the unique characteristics and cultural elements of the destination in their short-form video content. This can lead to a transformation of human-land relationships and ultimately increase travel intentions among viewers. Thirdly, tourism destinations and marketers should consider collaborating with vloggers and content creators to co-create meaning with the destination and enhance the authenticity of the tourism narrative.

Limitations and future research

Firstly, this study has limitations in terms of its sample size of 461 respondents, which may not be enough to generalize the findings to the entire population, and its limited representation of specific age groups with smaller proportions of individuals under 20 and over 50 years old. Secondly, this study only focused on short-form video media. Future research could investigate the impact of tourism narratives in other media formats, such as long-form videos, blogs, and social media, and compare the effects of short-form video tourism narratives and other media narratives. Finally, it would be valuable to explore how short video

creators represent tourism destinations and the mechanism of co-creation of meaning with tourism destinations in the future.

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