UNLOCKING IMPULSIVE TRAVEL DECISIONS THROUGH SHORT VIDEO PLATFORMS: THE EMPIRICAL STUDY FROM GENERATION Z

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Abstract

Short video platforms are growing rapidly, and users often use them to get an overview before deciding. Short videos are a unique tool for tourist marketing because of the growing amount of content on tourism, which is believed to significantly impact information dissemination and travel decision-making (Li & Hayes, 2024). Therefore, the primary objective of this study was to examine the factors that influence Generation Z's impulsive travel decisions by watching short videos. 280 individuals with prior experience with brief videos were recruited using judgmental sampling for data collection. Partial least squares structural equation modeling (PLS-SEM) was used to analyze the data. The results emphasize the importance of social factors and the quality of brief videos in influencing impulsive travel behaviors through affective reactions. On the one hand, the study results are expected to assist tourism businesses in developing strategies for improving the quality of their short videos to capture the attention of travelers. On the other hand, this discovery augments the comprehension of travelers' behavior by examining the roles of social factors, affective reactions, impulsive travel, and the quality of brief videos.

Keywords: Short Video, Impulsive Travel, Affective Reactions, Generation Z

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1. INTRODUCTION

Tourism is a growing and influential industry that boosts global economic expansion (Buigut et al., 2022; Gao & Su, 2021). According to statistics from Thailand, the tourist industry directly or indirectly contributed to 9.3% of Thailand's gross domestic product (GDP) and employed millions of people in 2019 (Uddin et al., 2023). However, the COVID-19 epidemic and severe travel restrictions have resulted in only 0.84% of the direct contribution of the tourism industry to Thailand's GDP by 2021 (Statista, 2024). Therefore, it is unsurprising that the tourism industry plays a significant role in a country's worldwide economic growth. One way to recover the economic tourism industry after the COVID-19 pandemic is to select an effective marketing platform critical for its rapid growth (Lu et al., 2022). Short video platforms are the most effective method for rapidly and extensively marketing the tourism industry to large audiences (Du et al., 2022). The prevalence of tourism-related content in short videos has been increasing, and it is thought to significantly impact the spread of information and influence travel decision-making, thereby making short videos a distinctive instrument for tourist marketing (Li & Hayes, 2024). In addition, short video stands apart from other online social networking sites and video-streaming platforms because of its appealing content, varied communication methods, and robust recommendation system (Schellewald, 2021). Users can interact with short videos by liking, commenting, and sharing (Qiu et al., 2024). These short videos provide an innovative method for presenting scenic landscapes and tourist sites to prospective travelers. Short videos offer greater flexibility and accessibility to a broader range of viewers than other types of social media (Zhou et al., 2023). Although short videos are becoming increasingly important, few studies have investigated their impact on tourist attitudes and behaviors (Du et al., 2022; Liao et al., 2020). This fact highlights the need for additional studies on the specific capabilities of this platform and the effectiveness of short videos in influencing impulsive travel intentions (Han et al., 2022).

Impulsive buying refers to acquiring goods or services without deliberate planning or preparation, usually motivated by random considerations or emotions rather than thoughtful evaluation and intentional decision-making (Doyle, 2021). In the tourism industry, impulsive buying frequently occurs when travelers explore unfamiliar destinations and are excited by unique local products, souvenirs, or unplanned experiences (Do et al., 2020). Although the role of impulsive buying is significant, it is yet to be thoroughly examined to the same extent as retail buying (Li et al., 2021). Thus, there is an obligation to encourage further research on impulsive buying in the tourism industry to develop a deeper understanding of the processes and variables influencing it. This research theme will enable the development of suitable management and marketing strategies to ensure sustainable industrial growth.

Generation Z (Gen Z) is the main object of this study, and it is the first generation to have grown immersed in digital communication (Reinikainen et al., 2020). These are the generations born between 1995 and the beginning of 2010 (Priporas et al., 2020). Some interesting statistics about Gen Z members and their Internet usage habits can be listed, with 95% of Gen Z members visiting social networks and 92% watching video clips (Statista, 2019). Gen Z is also widely regarded as a highly significant demographic group in the tourism and travel industries (Robinson & Schänzel, 2019). Furthermore, Gen Z's inclination towards experiences rather than material items leads to a higher likelihood of traveling in pursuit of enjoyable encounters (see Expedia[1]). Therefore, short video platforms must develop marketing strategies to capture the attention of this target demographic. These traits make it valuable to investigate impulsive travel in this generation.

Many studies have focused on short videos within a specific aspect, such as impulsive buying (Gao et al., 2022; Cui et al., 2022), repurchase intention (Lin et al., 2022), and online shopping (Yuan et al., 2022), however, little research has been conducted on short videos in the travel field. Therefore, it is crucial to consider short video platforms in the context of travel, and this study focused on impulsive travel. Moreover, the short video topic was conducted mainly in developed countries, such as the United Kingdom (Schellewald, 2021) and the United States (Wang, 2020). Such research in developing countries such as Vietnam is minimal. Furthermore, existing literature recognizes the influence of social factors, such as social media influencers and socialization agents, on travel behavior (Liu et al., 2023). However, there is a lack of systematic investigation into how these social factors (key opinion consumers [KOCs] and perceived trustworthiness) interact with affective reaction variables such as curiosity and vividness, giving rise to impulsive travel intentions (Wang, Yu, et al., 2022). It is crucial to research the effects of short videos on Gen Z's impulsive travel in Vietnam using a newly developed approach, partial least squares structural equation modeling (PLS-SEM). Our study aims to address these gaps.

Furthermore, previous studies of short videos have focused only on their qualities, such as perceived usefulness (Qiu et al., 2024) and perceived vividness (Vazquez, 2020). However, it is rare for papers to investigate social factors, including KOCs or perceived trustworthiness. It is, therefore, important to examine these social factors. Specifically, most previous studies used the theory of acceptance model (TAM) framework in their models (Qiu et al., 2024; Hussein et al., 2019). Nevertheless, in this study, the authors used the stimulus-organism-response (SOR) framework to examine the effects of the quality of short videos and social factors on impulsive travel through affective reactions. Specifically, "S" (stimuli) includes perceived usefulness, perceived vividness, KOCs, and perceived trustworthiness; "O" (organism) includes curiosity and arousal; and "R" (response) encompasses impulsive travel.

In summary, our study sought to confirm through affective responses the relationship between social elements and the quality of short movies that contribute to Gen Z's impulsive travel. It also gives interested parties the information they need to create more successful strategies for the travel and tourism sector.

The paper is structured as follows. Section 1 serves as an introduction. Section 2 outlines the research's theoretical development and literature evaluation. Section 3 clarifies the methodology

[1] https://advertising.expedia.com/

employed. Section 4 statistically presents the results. Section 5 discusses the results and consequences of this study. Lastly, Section 6 talks about future research and the limitations of this study.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Stimulus-organism-response framework

Using the SOR model, the external surroundings shape people's psychological transformation or behavior. Moreover, people rely on stimuli inductively to produce a suitable response when changing their emotional contacts (Dang Quan et al., 2024). More especially, it claims that the surroundings include stimuli (S) capable of influencing and changing people's internal or organismic states (O). These inner states then cause people (Nieves-Pavón et al., 2023) to react either in avoidance or in approach.

This model helps to evaluate tourist reactions since it allows a complete understanding of visitor perceptions and attitudes toward outside stimuli and their consequent actions (Kani et al., 2017). Using the traditional SOR model, this study explained the physical and psychological responses resulting from different stimuli and their effect on visitors' attitudes and behavior. This resulted in impulsive travel. Particularly, the SOR theory is widely used in the tourism sector (Hew et al., 2018; Jani & Han, 2014; Rodríguez-Torrico et al., 2020; Rajaguru, 2014; Kim et al., 2020; Wu, Wong, & Lin, 2021). More precisely, SOR theory has been successful in explaining impulse travel. Particularly, the features of the quality of the short videos and social variables (the stimulus) affect the favorable affective reactions (the organism) of the user, therefore guiding impulsive travel (the response) (Zhu et al., 2020).

2.2. Hypotheses development

2.2.1. Quality of short videos and affective reactions

The technology acceptance model states that perceived benefit is the most important factor influencing a person's intention to utilize information technology (Davis, 1989; Mathieson, 1991; Morris & Venkatesh, 2000). According to Davis (1989), perceived usefulness refers to an individual's or organization's conviction of the ability of a system to enhance their work efficiency (Hussein et al., 2019). Most studies have verified that this aspect is pivotal in developing hotel and travel technologies (Ayeh et al., 2013; El-Gohary, 2012; Morosan & Jeong, 2008). The general opinion is that if a person perceives an application as valuable for achieving a particular outcome, they will probably use it (Wang, Cui, et al., 2022). The usefulness of short video platforms affects how well they aid travelers in displaying affective reactions and making impulsive travel plans (Wang, Cui, et al., 2022). Several studies have confirmed the relationship between usefulness and affective reactions (Huang et al., 2016; Pavlou, 2003; Zhang, 2013). Therefore, the first pair of hypotheses are as follows:

H1a: Perceived usefulness has a positive effect on arousal.

H1b: Perceived usefulness has a positive effect on curiosity.

It is true that users' impressions of content vividness impact digital engagement because they transmit branded messages and persuade users (Chun & Lee, 2016). Therefore, the perceived vividness of the short video platform's content is critical for user engagement, which stimulates curiosity (Vazquez, 2020). This study defined perceived short video content vividness as the degree to which a stimulus evokes meaningful and distinct imagery in a customer. This can resolve ambiguities, modify views, and persuade customers (Han & Stoel, 2017). It is widely accepted that exposure to stimuli and vividness may simultaneously affect users' attitudes towards short video platforms, stimulating them to learn more about and boosting their arousal (Vazquez, 2020). Therefore, this study proposes the following hypotheses:

H2a: Perceived vividness has a positive effect on arousal.

H2b: Perceived vividness has a positive effect on curiosity.

2.2.2. Social factors and affective reactions

Key opinion consumers arose in response to the necessity for businesses to efficiently leverage viral marketing and the familiarity economy to effectively promote items, thereby increasing consumer action on social networks (He et al., 2019; Wang et al., 2019). Thus, KOCs are regarded as genuine consumers who provide evaluations based on their personal experiences (Kondamudi et al., 2023). In short, travel videos, and the perspectives on social media platforms are regarded as the most objectionable, reality-based, and honest evaluations that create affective reactions from viewers (Dwidienawati et al., 2020). Thus, the following hypotheses are proposed:

H3a: Key opinion consumer has a positive effect on arousal.

H3b: Key opinion consumer has a positive effect on curiosity.

In any technology study, perceived trust primarily pertains to the attitudes and dispositions of users when embracing an original information platform, as well as the risks they are willing to assume when deciding to adopt a new technology (Zhou et al., 2023). Similar to the technologies developed and utilized by individuals, users' trust in the system can also be considered a form of interpersonal trust (Kim & Kim, 2020; Wu, Li, et al., 2021). Perceived trustworthiness is the most significant factor in determining willingness to react effectively using content-sharing platforms (Balouchi et al., 2017). It also substantially impacts their propensity to accept tourism information from short videos (Chen & Li, 2020). Therefore, this perception of trustworthiness, whether in online information, social platforms, or tourism suppliers, substantially influences tourists' affective reactions, behavioral intentions, and final decisions and actions (Agag & El-Masry, 2016; Jeon et al., 2019). Thus, this study proposes the following hypotheses:

H4a: Perceived trustworthiness has a positive effect on arousal.

H4b: Perceived trustworthiness has a positive effect on curiosity.

2.2.3. Affective reactions and impulsive travel

Affective reactions encompass emotions, sensations, and moods (Frijda, 2007; Farkas & Keshk, 2019). When individuals have an affective reaction to certain acts, their intentions to engage in those behaviors are more robust (Qiu et al., 2024). A positive attitude towards a specific product or service strongly influences the intention to purchase it (Lim et al., 2017). Prior studies investigated the connections between emotions and behavioral intentions (Güzel, 2014; Prayag et al., 2013) and demonstrated in an experimental study how a message presented (such as text, graphics, or video) triggers varied emotional reactions across participants. Tourists are influenced by their emotions, cognitive abilities, and engagement levels. Wang et al. (2020) highlighted the influence of arousal on individual perceptions. As a result, affective reactions are pivotal in building relationships with tourists because they influence various behavioral characteristics, including their intent to travel (Gefen et al., 2003). Thus, the following hypotheses are proposed:

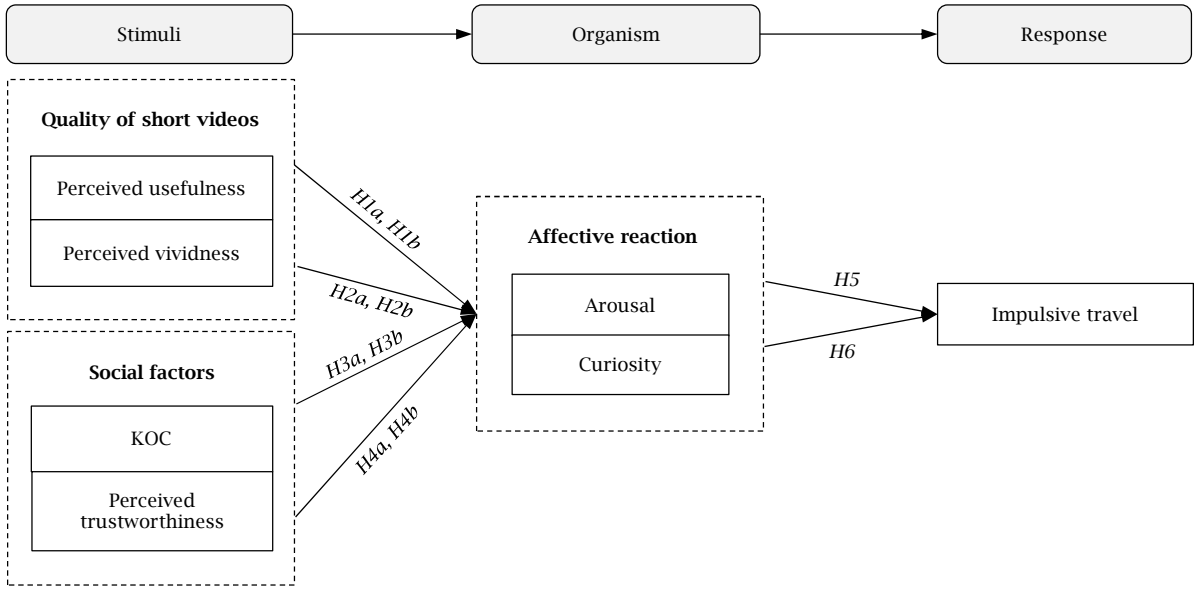
H5: Arousal has a positive effect on impulsive travel.

H6: Curiosity has a positive effect on impulsive travel.

2.3. Conceptual framework

Figure 1 shows the conceptual framework of this study from all hypotheses.

Figure 1. Conceptual framework



3. RESEARCH METHODOLOGY

3.1. Data collection method and sample characteristics

The study focuses on Gen Z and uses a short film on impulsive travel in Ho Chi Minh City, which has a 15.5% growth rate and is the top-ranked city in Vietnam in terms of GDP in 2023 (Binh, 2021). Approximately 43,000 flights enter and exit Ho Chi Minh City annually, making up 17.5% of all domestic flights ("Hanoi-Ho Chi Minh City ranks 4th", 2024). Ho Chi Minh City was chosen because of the size and diversity of its student body, which included a range of exposure and familiarity levels with Internet-connected gadgets ("Gen Z and the need to explore", 2023).

A judgmental sample technique was used to choose the responders for two reasons. First, since participants in this study must be members of Gen Z and own cell phones with internet access, judgmental sampling is suitable. Second, it's important to collect specialized data only pertinent to a certain group — people who have previously seen short videos. In particular, researchers employed judicious sampling, choosing representative and easily accessible samples based on prior studies (Qiu et al., 2024; Acikgoz et al., 2023). Using G*Power 3 version 3.1, which has been utilized in earlier studies (Tan & Ooi, 2018; Dang et al., 2023), the least sample size was determined. The following parameters were entered into the calculator: six predictors, an alpha value of 0.05, a target statistical power level of 0.8, and an expected effect size of 0.15. The analysis recommends a minimum sample size of 92 respondents. 280 valid responses were collected when the data-cleaning procedure was finished. The sample size satisfied the essential requirements for significance and statistical power.

3.2. Analysis method

The study's structure was assessed using partial least squares (PLS) analysis. PLS is a methodology that is employed to evaluate and construct a structural model for the purpose of examining the relationship between ideas (dependent and independent variables) (Hair et al., 2019). This methodology has been employed by researchers from a variety of fields, such as strategic management, information systems management, and organizational behavior. This is due to certain advantages, particularly in the context of marketing research on consumer satisfaction. The initial PLS is suitable for investigations with small sample sizes and does not necessitate the representation of a normal

distribution (Aibinu & Al-Lawati, 2010). The second PLS is optimal for the examination of prediction models with multidimensional components (Hair et al., 2019). A third PLS can be employed to simultaneously reanalyze the structural and measurement models (Hulland, 1999).

3.3. Questionnaires

Surveys were adopted as the primary technique for data collection because of their capacity to gather research data from direct observations, making them particularly effective for studying human behavior (Aw et al., 2024). This study used Google Forms to conduct an electronic survey. The questionnaire was divided into two parts: demographic and key questions relating to the quality of short videos, social factors, affective reactions, and impulsive travel. Before the distribution, minimal changes were made to the original questionnaire. The questionnaire was translated into Vietnamese to ensure that respondents could complete it accurately. The questionnaire was derived from previous research (see Table 1). The survey questionnaire used validated and reliable measurement scales from the literature. Specifically, a 7-point Likert scale was used to facilitate the measurement process. This scale ranged from "strongly disagree" (1) to "strongly agree" (7). The fundamental rationale for choosing this scale is its benefits, such as higher response variability and a decline in neutral responses.

Among the participants, 28.21% were male and 71.79% were female. Most participants (over 96.43%) were learning at a university. About monthly income, the largest group (84.64%) reported earnings under VND 4,999,000. Regarding the short video platform, a significant portion (63.21%) watched TikTok, and about 22.86% watched Facebook. Regarding impulsive travel experiences, 54.64% participated at least once. These comprehensive data will be essential in analyzing the potential impact of demographic characteristics and short travel video experiences on individuals' views towards impulsive travel intentions while watching short videos.

Table 1. Questionnaires

Constructs	*Items*	*References*
Arousal (*AS*)	*AS1*: My feelings of excitement in the process of watching short travel videos are positive: joyful, delighted, happy, excited, active, interested, and beautiful.	Wang et al. (2020)
	AS2: I am willing to share the short travel videos with others.	
	AS3: I feel inspired when watching short travel videos.	
Curiosity (*CR*)	*CR1*: I like to browse through short travel videos even when I do not plan to travel.	Acikgoz et al. (2023)
	CR2: I often watch short travel videos just out of curiosity.	
Impulsive travel (*IT*)	*IT1*: I predict I will visit the destination in short travel videos in the future.	Qiu et al. (2024)
	IT2: I would visit the destination in short travel videos rather than others.	
	IT3: If everything goes as I think, I will plan to visit the destination in short travel videos.	
KOC (*KC*)	*KC1*: The KOC's comments on their traveling are very convincing.	Acikgoz and Burnaz (2021), Ardoin et al. (2020)
	KC2: By virtue of KOC, I would be more confident about my performance and intention of traveling.	
	KC3: By virtue of KOC, I believe traveling is worth experiencing.	
Perceived trustworthiness (*TW*)	*TW1*: Travel influencers in short video platforms would not talk without grounds.	Qiu et al. (2024)
	TW2: Travel influencers in short video platforms would not either exaggerate or lie.	
Perceived vividness (*VN*)	*VN1*: I believe that the sensory details provided by short travel videos are highly vivid.	Kim and Ko (2019)
	VN2: I believe that the sensory contents provided by short travel videos are quite detailed.	
Perceived usefulness (*UF*)	*UF1*: I am able to make a more quick decision regarding my travel plans by watching short travel videos.	Ayeh (2015)
	UF2: I am able to acquire a more comprehensive understanding of travel information by watching brief travel videos.	
	UF3: I am able to more effectively obtain travel information by watching short travel videos.	
	UF4: I obtain valuable information by viewing brief travel videos.	
	UF5: In general, I find the short travel videos to be beneficial.	

4. RESEARCH RESULTS

4.1. Common method bias

We employed several techniques built on earlier work by Tan and Ooi (2018) to evaluate the possible influence of common method bias because of the cross-sectional nature of our study. Only 36.97% of the variance in our analysis could be explained by a single factor, based on Harman's single-factor analysis. We also conducted a comprehensive collinearity investigation to support our conclusions. The maximum variance inflation factor (VIF) value was 1.734, which is much less than the threshold of 3.3 set by Dang et al. (2023) and Kock and Lynn (2012). Considering these results, we can confidently declare that our dataset is free from any observable indication of common technique bias.

4.2. The measurement model assessment

To utilize a reflective model, it is necessary to establish the reliability and validity of the measurement model. The values for internal consistency reliability, which measures the consistency of the constructs, are shown in Table 2. The results show that all constructs have adequate reliability, as evidenced by outer loading values of more than 0.7 (Hair et al., 2017). In addition, the reliability values (Cronbach's alpha, Rho_a, and Rho_c) shown in the same table are above the 0.70 standard established in (Hair et al., 2017). Convergent validity measures the level of similarity between items with similar underlying principles. Convergent validity was evaluated by determining the average variance extracted (AVE) and examining the outer loading values proposed by (Dang et al., 2023). Table 2 shows AVE values

over 0.50 for all constructs and almost all outer loadings above 0.70, confirming the model's validity. Subsequently, discriminant validity is demonstrated by the uniqueness of the items pertaining to the construct in question, in contrast to the items linked to other constructs, as evidenced by the correlation coefficients and loading coefficients (Hair et al., 2017). Table 3 employs the traditional Fornell-Larcker criterion (Fornell & Larcker, 1981), revealing that the AVE square root exceeds the correlation coefficients. Thereafter, we employed heterotrait-monotrait (HTMT) scores and HTMT inference ratios to examine the correlations. Furthermore, the HTMT inference revealed that both the lower and upper limits of the 90% confidence interval were below one, as referenced by Tan and Ooi (2018) in Table 4. This conclusion underscores sufficient discriminant validity, confirming that the variables in our investigation are statistically distinct.

Table 2. Reliability and convergent validity

Latent constructs	*Items*	*Outer loadings*	*Cronbach's alpha*	*Rho_a*	*Rho_c*	*AVE*
AS	*AS1*	0.948	0.937	0.938	0.960	0.888
	AS2	0.941				
	AS3	0.938				
CR	*CR1*	0.958	0.907	0.908	0.956	0.915
	CR2	0.955				
IT	*IT1*	0.946	0.935	0.936	0.959	0.886
	IT2	0.943				
	IT3	0.934				
KC	*KC1*	0.944	0.934	0.935	0.958	0.883
	KC2	0.934				
	KC3	0.941				
TW	*TW1*	0.923	0.917	0.922	0.947	0.857
	TW2	0.922				
	TW5	0.933				
VN	*VN1*	0.954	0.900	0.900	0.952	0.909
	VN3	0.952				
UF	*UF1*	0.843	0.942	0.943	0.955	0.811
	UF2	0.919				
	UF3	0.917				
	UF4	0.919				
	UF5	0.902				

Source: Authors' elaboration.

Table 3. Fornell-Larcker criterion

Variables	*AS*	*CR*	*IT*	*KC*	*TW*	*UF*	*VN*
AS	**0.943**						
CR	0.820	**0.957**					
IT	0.836	0.743	**0.941**				
KC	0.739	0.723	0.705	**0.940**			
TW	0.659	0.659	0.625	0.753	**0.926**		
UF	0.655	0.657	0.642	0.631	0.511	**0.901**	
VN	0.762	0.741	0.710	0.748	0.641	0.692	**0.953**

Source: Authors' elaboration.

Table 4. Heterotrait-monotrait assessment (90% confidence interval)

Variables	*AS*	*CR*	*IT*	*KC*	*TW*	*UF*	*VN*
AS							
CR	0.889						
IT	0.892	0.806					
KC	0.788	0.785	0.753				
TW	0.708	0.719	0.671	0.811			
UF	0.697	0.709	0.684	0.672	0.546		
VN	0.829	0.819	0.773	0.816	0.702	0.752	

Source: Authors' elaboration.

4.3. The structural model assessment

Table 5 presents the outcomes of hypothesis testing. Specifically, arousal ($\beta = 0.694$, p-value < 0.05) and curiosity ($\beta = 0.173$, p-value < 0.05) were significantly correlated with impulsive travel. In addition, KOC ($\beta = 0.242$, p-value < 0.05), perceived trustworthiness ($\beta = 0.158$, p-value < 0.05), perceived usefulness ($\beta = 0.172$, p-value < 0.05), and perceived vividness ($\beta = 0.361$, p-value < 0.05) had a significant impact on arousal. Furthermore, KOC ($\beta = 0.213$, p-value < 0.05), perceived trustworthiness ($\beta = 0.190$, p-value < 0.05), perceived usefulness ($\beta = 0.205$, p-value < 0.05), and perceived vividness ($\beta = 0.318$, p-value < 0.05) had a positive effect on curiosity. Therefore, the tested hypotheses (*H1a, H1b; H2a, H2b; H3a, H3b; H4a, H4b; H5; H6*) were confirmed.

Next, the blindfolding approach was used to determine the Q^2 value, which represents the prediction efficacy of the structural model (Hair et al., 2017). As the Q^2 values in this study were more than zero, the research model was considered predictive. Furthermore, R^2 values must be higher than a certain threshold (greater than 0.1) for the design to meet the required explanatory power. In this case, the result of interest had an R^2 value of 0.35, indicating that a significant portion of the variance was explained.

Table 5. Result

Hypothesis	*Pathway*	*Coefficients*	*T-statistics*	*P-values*	*2.5%*	*97.5%*	*Remarks*
H1a	*UF → AS*	0.172	2.721	0.007	0.052	0.297	Supported
H1b	*UF → CR*	0.205	2.805	0.005	0.067	0.357	Supported
H2a	*VN → AS*	0.361	3.926	0.000	0.172	0.529	Supported
H2b	*VN → CR*	0.318	3.367	0.001	0.124	0.494	Supported
H3a	*KC → AS*	0.242	2.653	0.008	0.057	0.413	Supported
H3b	*KC → CR*	0.213	2.466	0.014	0.052	0.390	Supported
H4a	*TW → AS*	0.158	2.131	0.033	0.022	0.315	Supported
H4b	*TW → CR*	0.190	2.295	0.022	0.024	0.350	Supported
H5	*AS → IT*	0.694	9.720	0.000	0.542	0.826	Supported
H6	*CR → IT*	0.173	2.261	0.024	0.025	0.333	Supported

Source: Authors' elaboration.

5. DISCUSSION

This study revealed that perceived usefulness can positively affect users' opinions toward short video platforms, aligning with previous studies (Phuong & Vinh, 2019; Singh & Srivastava, 2019; Yoo et al., 2017; Yousaf et al., 2021). In addition, Kim et al. (2020) research aligns with this result, demonstrating that video vividness enhances viewers' positive emotional responses such as arousal or curiosity. Thus, the relationship between perceived usefulness and vividness improves the quality of short videos and supports viewers' affective reactions.

This study corroborates the beneficial impact of short movies on social and emotional responses, aligning with prior studies (Schouten et al., 2021). Based on their deep knowledge of the location and enormous travel experience, KOC shares personal information about the destination to enhance the social aspect of short travel videos. As a result, the KOC suggests curiosity and arousal for viewers in the short travel videos they review. Furthermore, the perceived trustworthiness of short-travel videos is considered particularly beneficial in influencing the affective reactions of viewers, aligning with previous research (Su et al., 2022). When realistic short travel videos are highly trustworthy, they may create beneficial feelings for viewers, such as satisfaction, curiosity, and arousal. Therefore, it can be said that KOC's background knowledge and perceived trustworthiness can be considered important for viewers' affective reactions.

Furthermore, previous research has discovered that the affective reaction of the online shopping platform experience significantly influences customer behavior (Xu et al., 2020). This study supports previous research and shows that watching a short travel video enhances tourists' affective reaction (e.g., curiosity and arousal), which drives their impulsive travel intention. Positive emotional aspects significantly influence customer behavior (Chen & Hsieh, 2011). Thus, this study reveals that affective reactions, such as curiosity and arousal, significantly influence tourists' spontaneous travel intentions. The favorable connections in the context of short videos show that encouraging viewers' emotive reactions to both the social and quality aspects of short videos could greatly encourage their impulsive travel intentions. Xu and Pratt's (2018) research supports the idea that this affective reaction can catalyze travel intentions. This is one of the first studies to examine the relationship between affective reactions to the quality and social aspects of short videos and impulsive travel intentions.

5.1. Theoretical implications

Our research provides a number of important contributions to the larger body of literature on travel that already exists. First, unlike previous studies that have concentrated on impulsive buying intentions through short videos (Zhang et al., 2024), our study aims to comprehend impulsive travel choices. Furthermore, this conclusion is compatible with theories in behavioral economics, such as prospect theory, which highlights the importance of affective reactions in making decisions (Pogarsky et al., 2018; Saeed & Khattak, 2023). Thus, developing insight into these behavioral patterns can provide marketers or KOCs with valuable information on effective strategies for promoting locations and experiences through digital media (Yousaf et al., 2021). Therefore, this study provides a new perspective for the debate about the effect of the quality of short videos and social factors on impulsive travel through affective reactions such as curiosity and vividness.

Second, this study enhances existing research on impulsive travel intentions by utilizing the SOR model to create a solid theoretical framework for investigating how the content of short travel videos influences viewers' attitudes through affective reactions. Third, this study was conducted on Gen Z individuals residing in Vietnam, a demographic not previously explored in the existing research. Finally, this study adds to the existing body of research on celebrities' impact. Previous research has recognized the importance of celebrities as essential agents in altering people's cognitive responses and attitudes toward products. Nevertheless, there is a scarcity of studies in the tourism domain investigating the influence of Internet celebrities, particularly KOCs, on short video usage experiences. Consequently, this study meets the previous requirement by merging KOCs, allowing for a more comprehensive understanding of the elements influencing tourists' reactions to short videos. As a result, this study contributes to our understanding of the elements that influence customers' spontaneous travel intentions.

5.2. Practical implications

Our study offers valuable insights for businesses specializing in the tourism industry. Regarding the advancement of the Internet, destination marketers should utilize innovative technologies, such as short videos, to augment communication effectiveness and stimulate consumers' curiosity to visit a location. Tourism businesses need to focus more on vivid aspects, such as colors, themes, and the content of short videos, which promote affective reactions leading to impulsive travel (Yousaf et al., 2021). Furthermore, this study suggests that short video creation should prioritize the knowledge of influencers such as KOC over their attractiveness and avoid exaggerating the content, especially in Gen Z. Tourism businesses need to consider KOC's

role in driving impulsive travel through affective trust. In addition, this study demonstrated that perceived usefulness has a favorable impact on individuals' attitudes toward short video platforms, consequently impacting their attitudes toward a particular place and their intention to visit it. Moreover, KOC and perceived trustworthiness were the main drivers of impulsive travel, promoting both affective and cognitive trust. Sustaining the impression of impulsive travel requires vibrant, short videos, useful content, robust perceived trustworthiness, and honest KOCs.

6. CONCLUSION

In conclusion, the results highlight the importance of social aspects and the caliber of short videos in influencing impulsive travel behaviors through emotional responses. The results of the study indicate that practitioners need to address the role of short videos in impulse travel through affective reactions because of their significance. The conclusions of this study should aid travel agencies in planning and improving the caliber of their brief films to attract tourists. Through an examination of the roles of short video quality, social aspects, affective reactions, and impulsive travel, this discovery advances our understanding of how travelers behave while using short videos. However, owing to cultural differences, the findings may be constrained to other nations, as the data were collected explicitly from Vietnamese respondents. Exploring impulsive travel in many cultural situations is a remarkable way to enhance current knowledge. Another limitation of this study is that all individuals involved are from Gen Z and reside in the same urban area. Future research should focus on examining various age groups to assess the distinct effects of short videos on each demographic variable.

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