

Camera to Compass: Unravelling the Impact of Travel Vlogs on Tourist Visit Intentions

Md. Tariqul Islam

Taylor's University, Malaysia
tariqul.tonmoy812@gmail.com

Jeetesh Kumar

Taylor's University, Malaysia
jeetesh.kumar@taylors.edu.my

Wong Foong Yee

Universiti Putra Malaysia, Malaysia
fywong@upm.edu.my

Siti Rahayu Hussin

Universiti Putra Malaysia, Malaysia
rahayu@upm.edu.my

Neethiahnanthan Ari Ragavan

Taylor's University, Malaysia
neethia.n@taylors.edu.my

Travel vlogs are considered as video forms of online review, usually generated by tourists and mainly shared on social media platforms. They provide a visual and personal perspective of a destination, inspiring and guiding viewers on where to go and what to do. This study identified the impact of travel vlog videos on tourists' visit intentions by collecting 231 responses from Bangladeshi residents with a structured, self-administered survey. The findings indicated that tourists perceive travel vlog videos as valuable and trustworthy based on the quality of travel vlog information and vlogger credibility, which subsequently influence the tourists to adopt the vlog information and their visit intention. Theoretically, this study contributes by extending the Information Adoption Model (IAM) with information trust and tourists' visit intention. Practically, the present study provides several implications for tourism stakeholders, specifically destination marketing organisations (DMOs). Finally, the study concludes by indicating several limitations and recommendations for future research.

Keywords: travel vlog, information quality, vlogger credibility, information usefulness, information trust, visit intentions, destination marketing organisation



<https://doi.org/10.26493/2335-4194.17.163-177>

Introduction

A vlog is a type of online review that enables users to share their perceptions and opinions with other potential tourists regarding products and services they have experienced or consumed (Chen & Dermawan, 2020). Vlogs have emerged as a significant information source for marketers and tourists regarding products and services. Online consumer reviews (OCRs) are vital in tourism and hospitality. Tourism is an intan-

gible product, and tourists often struggle to evaluate the quality and characteristics of intangible products before experiencing them (Liu et al., 2022). Reviews shared in vlogs assist the consumer in evaluating the intangible product before purchasing. Living in the era of technology has significantly altered the tourist experience. Tourists frequently depend on information from user-generated platforms to determine travel-related choices and develop beliefs and perceptions

about destinations and tourism amenities. According to research, 59.4% of American travellers utilise online reviews about accommodations, tourist destinations, and tourist activities to assist them in planning their tours (Alhemimah, 2019). In consequence, the abundance of information accessible on the internet has increased issues concerning trustworthiness.

Moreover, travel vlog videos have emerged as an information source for tourists as they serve as contemporary storytelling, bridging geographical distances and cultural disparities (Xu et al., 2021). Unlike traditional travel guides or documentaries, vlogs offer a personalised perspective, enabling viewers to connect with destinations more intimately. Tourists increasingly use travel vlog reviews to schedule their tours rather than content generated by the marketer (Silaban et al., 2022; Islam et al., 2024). Most travel vlogs are created based on individuals' travel experiences. Vlogs are simple and convenient for developing effective interaction and have a strong appeal and high trust. This communication method through video has significantly transformed the usual way of transmitting tourism information, which influences the behaviour of prospective tourists (Lin et al., 2022).

Furthermore, tourists have the opportunity to access a plethora of news, reviews, and advertisements through various online platforms. Their behaviour is also affected by inaccurate or misleading advertisements, reviews, and information. Rubin (2022) revealed that tourists become highly distrustful of advertising when encountering deceptive advertisements. Reviewers may influence tourists' decisions by presenting deceptive, inaccurate, or fraudulent advertisements and information: TripAdvisor acknowledges that 93% of hotels are involved in posting fake reviews (Longwell, 2021).

Therefore, credibility becomes even more significant in planning tours, given the intangible character of tourist products and the comparatively high financial and intellectual risks involved with travel decisions (Zhu et al., 2022). Due to this, more tourists are turning to user-generated content (UGC) websites for travel-related information submitted by tourists rather than service providers. Tourists may use user-generated content, such as travel vlogs, to find

the best destinations for food and accommodation, evading inferior products and services and enhancing their decision-making. Thus, it is essential to understand how individuals adopt information from travel vlogs and utilise this to shape their visit intention. The Information Adoption Model (IAM) is a widely utilised theory to comprehend how information is adopted from online platforms. Several studies have investigated the role of information quality, vlogger credibility, and information usefulness in adopting information from travel vlogs (Fileri et al., 2023; Santateresa-Bernat et al., 2023). Information trust is a significant element that impacts tourists' decision-making (Mariani et al., 2019). However, the role of information trust is yet to be studied in the context of travel vlogs and tourist visit intention.

While the influence of travel vlogs on tourists' intention to visit has been studied in the context of several countries (Hu et al., 2024; Zhou et al., 2023), there remains a significant gap in research within the Bangladeshi context. Specifically, there is a lack of studies that integrate both the quality of vlog information and the credibility of vloggers in shaping tourists' visit intention. Therefore, the current study examines the role of vlog information quality and vlogger credibility on Bangladeshi tourists' visit intention with the mediating role of information usefulness, information trust, and information adoption.

Theoretical Background and Hypothesis Development Travel Vlog and Information Adoption Model (IAM)

The travel vlog is a popular information source for prospective tourists to plan their trips. It provides the viewers with a virtual experience and plenty of information regarding the destination. Tourists adopt information about the local culture, food, and activities of the destinations from travel vlog videos, which trigger their visit intention. The influence of travel vlogs on consumer visit intention can be explained by the Information Adoption Model (IAM), as it provides a framework for comprehending how people adopt new information and make decisions based on that information. Sussman and Siegal (2003) developed the IAM theory to explain how individuals adopt information and thus change their intentions and behaviours by

integrating four variables: argument quality (AQ), source credibility (SC), information usefulness (IU), and information adoption (IA). Argument quality refers to the persuasive power of arguments in an information message (Bhattacharjee & Sanford, 2006). Source credibility indicates the extent to which information receivers consider an information source reliable (Martínez et al., 2020). Information usefulness refers to the degree to which the receiver perceives the information will assist them when making a better purchase decision (Sussman & Siegal, 2003). Information adoption is how individuals purposely use information (Sirithanaphonchai, 2017). Information Adoption Model theory explains how individuals are persuaded to adopt information from online platforms. Several researches utilised the IAM theory to explain how online information (e.g. e-WoM, online reviews, travel vlogs, and blogs) is adopted by individuals (Erkan & Evans, 2016; Islam et al., 2022).

Information Adoption Model theory has been employed to understand how tourists utilise information from travel vlogs to shape their visit intentions. Argument quality in the context of travel vlogs refers to the persuasiveness and reliability of the information presented in the videos. Viewers are more likely to consider visiting a destination if the arguments presented in the vlogs are compelling and relevant to their interests (Santateresa-Bernat et al., 2023). Source credibility becomes crucial in evaluating the vloggers' or content creators' trustworthiness and expertise. Tourists are more inclined to believe the information provided by vloggers, perceived as knowledgeable and experienced in travel (Filiery et al., 2023). Information usefulness pertains to the practical value and relevance of the information conveyed in travel vlogs. Viewers assess the usefulness of the content based on its ability to meet their specific travel needs (Islam et al., 2024; Silaban et al., 2022; Santateresa-Bernat et al., 2023). Useful information enhances viewers' understanding of a destination and can positively influence their intentions to visit. Information adoption represents the extent to which individuals incorporate the information from travel vlogs into their decision-making process regarding tourism activities. The degree of information adoption is influenced by the

perceived quality, credibility, and usefulness of the information presented in the vlogs (Filiery et al., 2023; Santateresa-Bernat et al., 2023).

Moreover, IAM revealed that AQ and SC influence individuals to adopt information with the mediating role of IU. However, previous studies mentioned that IAM does not indicate individual behavioural intention (Erkan & Evans, 2016). Information trust (IT) also influences individuals to adopt information, which was not examined in the IAM model (Chang et al., 2013). The IAM model has been utilised in many studies on consumer behavioural intention in tourism. Numerous studies employed argument quality as information quality, and source credibility as information provider credibility (vlogger credibility) (Liu & Ji, 2018). As a result, the current study has adopted the IAM to comprehend better how tourists adopt information from online tourist review platforms such as travel vlogs to determine the tourists' visit intention.

Information Quality (IQ), Information Usefulness (IU), and Information Trust (IT)

The information quality in travel reviews is essential, as it can strongly influence an individual's travel decisions and experiences (Islam et al., 2022). Tourists rely on travel reviews as an essential information source when planning a trip. Therefore, inaccurate or misleading information in travel reviews can result in a negative experience. Information quality is the overall quality of online reviews posted and shared by the consumer (Dedeoglu, 2019). It also indicates the persuasive power of information in an online review (Bhattacharjee & Sanford, 2006). When tourists have need of decision-making requirements and behavioural assistance, online review quality assists them. Santateresa-Bernat et al. (2023) mentioned that IQ directly impacts the usefulness of travel reviews to prospective tourists. Accurate and reliable information assists tourists in making informed decisions and effectively planning their travels. In contrast, low-quality information in travel reviews can be deceptive or inadequate, resulting in a lack of usefulness (Kim, 2021). Jiang et al. (2021) highlighted that high-quality information provides comprehensive, accurate,

timely, and efficient content to assist tourists in understanding the product and service quality.

Tourists' perception that utilising information will improve their performance is referred to as perceived information usefulness (Talwar et al., 2020), which aligns with the IAM theory. According to Sussman and Siegal (2003), information quality and information source credibility are primary predictors of IU. The IAM theory posits that the consumer's assessment of review information quality and credibility influences their perceived usefulness. Tourists perceive the information as useful based on the depth and comprehensiveness of the information (Ho et al., 2015). Cheung (2014) stated that when the readers and viewers of online reviews perceive the review information as genuine and accurate, they consider it useful. In addition, Hussain et al. (2017) indicated that information relevancy, accuracy, timeliness, and comprehensiveness are significantly related to online review usefulness. Moreover, Horrich et al. (2024) investigated the relationship between information quality and information usefulness within the context of social media information adoption, revealing a positive correlation.

Information trust refers to the tourists' perceptions of the originality and reliability of the information on online review platforms (Borchert & Heisel, 2022). Song et al. (2021) mentioned that information trust seems to be more connected with tourists' perceptions of online information quality. Cooley and Parks-Yancy (2019) concluded that the quality of information assists tourists in determining its trustworthiness. The degree to which people trust the information they receive is directly impacted by its quality. Information trust is essential in travel reviews because it influences a consumer's decision-making process and confidence in the accuracy of the information conveyed (Coronel Padilla & Smith, 2023), whereas if tourists have doubts about the quality of the review, they will rethink whether to trust and adopt. Previous research findings have consistently demonstrated a positive correlation between information quality and trustworthiness (Alhemimah, 2019). In addition, Jiang et al. (2021) showed that higher levels of information quality lead to increased perceptions of information trustworthiness. Hence, the current study hypothesised that:

H1 *There is a significant and positive relationship between IQ and IU.*

H2 *There is a significant and positive relationship between IQ and IT.*

Vlogger Credibility (VC), Information Usefulness (IU), and Information Trust (IT)

The prospective tourist obtains information from various sources, including watching travel vlogs, before making any travel decision (Ong et al., 2022). The credibility of information sources in online travel reviews is essential for tourists to make decisions, evaluate the accuracy and reliability of the information, develop trust, manage business reputations, and encourage tourists (Filiari et al., 2015). It promotes transparency and ensures that tourists can access reliable and trustworthy resources for shaping their travel experiences. Hence, it is essential to ensure the information source's credibility. In the context of a travel vlog, the vlogger is the source of information. Perceived source credibility comprises two components: perceived source expertise and perceived source trustworthiness (Ismailova et al., 2020). Kang and Namkung (2019) defined source expertise as the knowledge and capability of the sources to deliver the correct information and source trustworthiness as the perceived willingness of the sources to be honest and believable. Sussman and Siegal (2003) stated that source credibility is the information recipients' perception of the trustworthiness and expertise of information providers.

González-Rodríguez et al. (2016) found that reviewers' online reviews are more useful when they come from an expert source, aligning with IAM's emphasis on the importance of source credibility in information adoption. Expertise establishes credibility and encourages viewer belief. Travel vloggers with extensive knowledge and expertise in travelling, exploring destinations, and providing insightful commentary are credible information sources (Le & Hancer, 2021), enhancing the perceived usefulness of their travel reviews, a notion supported by the IAM theory. Consequently, when a consumer perceives the source of the review as trustworthy, they will be more inclined to perceive it as valid, reflecting IAM's emphasis on the relationship between source credibility and informati-

on adoption. Thus, the source's credibility influences the perceived usefulness of a travel review. The relationship between a source's credibility and a review's usefulness depends mainly on trustworthiness, expertise, accuracy, and relevance (Lee & Hong, 2019). Tourists place a higher value on reviews from credible sources because they believe the information provided is accurate, reliable, and relevant to their requirements, thereby increasing the review's usefulness in their travel decision-making. González-Rodríguez et al. (2016) found that in the context of online reviews, perceiving the usefulness of the review information is influenced by the trustworthiness of the review source. Chong et al. (2018) stated that source trustworthiness positively influences perceived information usefulness. In addition, Horrich et al. (2024) examined the relationship between source credibility and information usefulness in the context of social media information adoption, revealing a significant positive correlation.

Perceived trustworthiness refers to the extent of trust and acceptance generated by the review information receivers toward the source (Daowd et al., 2020). Tourists trust the information from a renowned review platform and consider it more trustworthy than information on an anonymous review platform (Lee & Hong, 2019). Ladhari and Michaud (2015) found that hotel review information is perceived as trustworthy if the reviewer is perceived as credible. Muda and Hamzah (2021) found that the review source credibility and the expertise of the vlogger are vital for determining the trustworthiness of online reviews. Trustworthy sources and expert vloggers are recognised for their credibility, in-depth knowledge, transparency, authenticity, and consistency, which impact tourists' belief in the provided information (Maggiore et al., 2022). The perceived trustworthiness of travel reviews is essential to tourists' decision-making process, and their trust depends on the reviews when making travel plans. Chih et al. (2020) stated that the consumer is likelier to trust review information provided by a reviewer with more expertise, experience, abilities, or knowledge. However, Alhemimah (2019) studied the correlation between source credibility and information trust within the realm of online review adoption, revealing a posi-

ve correlation. Hence, the current study hypothesises that:

- H3 *There is a significant and positive relationship between VC and IU.*
 H4 *There is a significant and positive relationship between VC and IT.*

Information Usefulness (IU), Information Trust (IT), Information Adoption (IA), and Tourists' Visit Intention (VI)

Information adoption in the context of online reviews refers to how an individual adopts online review information after thoroughly evaluating the information included in the online review (Hussain et al., 2018). Prior researchers found the usefulness of information to be the primary determinant of information adoption and an individual's behavioural intention (Erkan & Evans, 2016; Sussman & Siegal, 2003), aligning with the IAM perspective. Tourists should review the predicted results before adopting technology or purchasing any product, as depicted in the Theory of Reasoned Action and Technology Acceptance Model (Davis, 1989; Fishbein et al., 1975). Arora and Lata (2020) found that tourists watch online videos on YouTube while deciding whether to visit a destination. If they perceive the videos as applicable, then the possibility of adopting information increases. Furthermore, tourists are more inclined to interact with, evaluate, and employ beneficial travel review information, reflecting the interplay between IAM and tourists' decision-making processes.

Insufficiency of trust has been identified as an obstacle to tourists adopting online reviews (Chang et al., 2013). Information adoption highly depends on trust because when tourists believe the information provided in travel reviews, they establish faith in its accuracy, trustworthiness, and relevance (Su et al., 2022). Their trust in the information provides a strong foundation for them to contemplate adopting and integrating information into their decision-making process. Park et al. (2021) mentioned that online information trust significantly influences tourists' online purchase intention. Prior research has established that perceived trust in information predicts

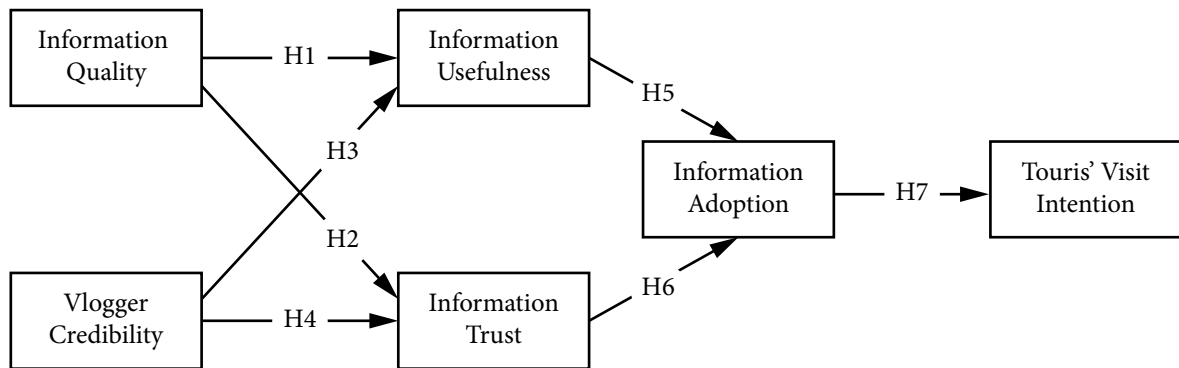


Figure 1 Conceptual Research Framework

information adoption (Fileri et al., 2015). Moreover, Park and Oh (2021) identified information trust as a determinant of information adoption from social media platforms (YouTube). Several studies have found that trust is essential in online behavioural intention and purchase decisions (Lee & Hong, 2019; Park et al., 2021). In addition, Guzzo et al. (2022) provided empirical evidence supporting the notion that the content and sentiment of online reviews strongly influence tourists' intentions to purchase tourism products online. Moreover, Arora and Lata (2020) revealed a significant influence of online reviews on tourists' purchase intentions for tourism products, highlighting the pivotal role of user-generated content in shaping consumer behaviour in the tourism sector. Thus, the current study hypothesised that:

H5 *There is a significant and positive relationship between IU and IA.*

H6 *There is a significant and positive relationship between IT and IA.*

H7 *There is a significant and positive relationship between IA and VI.*

Methodology

The current research was designed as a quantitative, survey-based study due to its nature, aims, and the requirement for a greater sample size. The respondents of this study were Bangladeshi residents familiar with travel vlog videos and with prior experience in leisure tourism. No statistical data is available about the number of people familiar with travel vlog

videos. Hence, the non-probability sampling method was adopted. The purposive sampling technique was employed to collect the data as it assists in collecting data from target respondents. Before starting the survey, three screening questions were asked of the respondents (Q1: Are you currently a resident of Bangladesh? Q2: Are you familiar with travel vlog videos? Q3: Have you participated in leisure tourism activities (both day trips and multiday trips) in the past 12 months?); their positive responses to all the questions led them to participate in the study.

Moreover, the respondents were requested to share the survey link with their peers. Determining sample size has always been an essential and complex element in data collection. A large sample size is generally required for conducting structural equation modelling (SEM); however, it is not yet specified how large a sample is needed (Hair et al., 2021). A previous study suggested using G* Power analysis to estimate the sample size when the research population number is unknown (Memon et al., 2020). According to the G* power analysis, the minimum sample size was estimated at 138.

To collect data, a structured, close-ended, self-administrated questionnaire was utilised, and the measurement items were adapted from the previously published existing literature (see Appendix A). The data were collected through an online questionnaire survey. A 5-point Likert scale was adopted to evaluate the respondents' perceptions in the questionnaire. Two academicians pre-tested the questionnaire, and the pilot study was conducted by collecting responses

from 30 respondents. The current research collected data from 1st October 2023 to 31st December 2023, which made the present study cross-sectional. A total of two hundred and thirty-six responses were collected from online surveys. After screening the data, a total of 231 entries were considered valid for proceeding to the further data analysis. Among 231 respondents, the majority were male (62.3%) and belonged to the age group of 18 to 24 years old (54.5%). Most respondents were either university students or had a university degree (90%). Additionally, most of the respondents had been familiar with travel vlog videos for 2–3 years (44.2%). In terms of travel frequency, 44.59% of respondents claimed they had travelled 2–3 times in the past 12 months. Respondents' demographic information is indicated in Table 1.

Harman's single-factor test was carried out to examine the common method bias (CMB) issue. Consequently, the present research conducted a single-factor test on six constructs (IQ, VC, IU, IT, IA, and VI) and their 31 items. Podsakoff et al. (2003) suggested that CMB occurs in research when the overall variance extracted by one component surpasses 50%. The statistical outcome indicates no common method bias in the present study, as the total variance extracted by one component is 42.638%, which is lower than the suggested cut-off value of 50% (Podsakoff et al., 2003).

Data Analysis and Result

Assessing the Measurement Items

Hair et al. (2021) recommended to validate a measurement model. Table 2 represents the results of the reliability and validity of the constructs, and it was assessed through factor loading, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). The outcomes revealed that all constructs' CA values were between 0.893 to 0.956, CR values were between 0.921 to 0.966, and each item's factor loading values were between 0.7 to 0.9. Hair et al. (2021) suggested that a CA, CR, and AVE value above 0.7 is accepted. A value of AVE equal to or greater than 0.5 is accepted, and it confirms that the latent variable satisfactorily explains the average variance of its indicators, which is considered sufficient (Henseler et al., 2015; Hair et al., 2021). Therefore, there are no issues

Table 1 Respondents' Demographic Profile

Variable	Category	Frequency	Percentage (%)
Gender	Female	87	37.7
	Male	144	62.3
Age	18–24 years	126	54.5
	25–34 years	81	35.1
	35–44 years	19	8.2
	45–54 years	3	1.3
	55 and Above	2	0.9
Level of Education	Secondary	3	1.3
	Higher Secondary	10	4.3
	University	208	90
	Others	10	4.3
Familiar With Travel Vlogs	Less than 2 years	36	15.6
	2–3 years	102	44.2
	4–5 years	49	21.2
	More than 5 Years	44	19.0
Travelling Frequency in the Last 12 Months	Less than 2 times	55	23.81
	2–3 times	103	44.59
	4–5 times	50	21.64
	6 times and above	23	9.96

regarding the constructs' reliability and convergent validity (Hair et al., 2021).

In addition, the discriminant validity was evaluated through the Fornell-Larcker criterion in the current study (see Table 3). The Fornell-Larcker criterion denoted that the square root of the AVE value of a construct should be greater than the inter-correlation values between constructs. (Fornell & Larcker, 1981). As indicated in Table 3, the calculated square root of the AVE values was more significant than the construct's intercorrelations with the other constructs in the model, denoting acceptable discriminant validity (Fornell & Larcker, 1981).

Assessing the Structural Model

Once the measurement model is in place, the validity of the structural model must be evaluated (Hair et al., 2021). Various statistical tests, including the direction coefficient (β), predictive relevance (Q^2), effect size (f^2), and determination coefficient (R^2), are employed to assess the structural model.

The strength of the structural model was evaluated through R^2 value. Hair et al. (2021) categorised

Table 2 Construct Reliability and Validity

Variables	Items	Factor Loading	CA	CR	AVE
IQ	IQ1	0.863	0.933	0.947	0.750
	IQ2	0.904			
	IQ3	0.847			
	IQ4	0.841			
	IQ5	0.872			
	IQ6	0.869			
VC	VC1	0.868	0.893	0.921	0.702
	VC2	0.889			
	VC3	0.880			
	VC4	0.770			
	VC5	0.774			
IU	IU1	0.910	0.948	0.96	0.827
	IU2	0.922			
	IU3	0.896			
	IU4	0.906			
	IU5	0.914			
IT	IT1	0.904	0.956	0.966	0.850
	IT2	0.942			
	IT3	0.948			
	IT4	0.915			
	IT5	0.901			
IA	IA1	0.809	0.898	0.925	0.711
	IA2	0.784			
	IA3	0.881			
	IA4	0.853			
	IA5	0.886			
VI	VI1	0.889	0.921	0.941	0.761
	VI2	0.885			
	VI3	0.879			
	VI4	0.836			
	VI5	0.872			

the model's strengths based on R^2 value as substantial (0.75), moderate (0.50), and weak (0.25). The current study's coefficient of determination (R^2) result indicates that the exogenous variables had a moderate and substantial impact on the endogenous variable (see Table 4). In addition, a Q^2 value of more than zero

Table 3 Discriminant Validity Result

Fornell Larcker Criterion Result						
Constructs	VI	IA	IQ	IT	IU	VC
VI	0.872					
IA	0.792	0.843				
IQ	0.592	0.759	0.866			
IT	0.65	0.832	0.71	0.922		
IU	0.67	0.907	0.772	0.808	0.91	
VC	0.855	0.856	0.764	0.7	0.771	0.838

for an endogenous variable indicates the presence of predictive relevance in the path model, as Hair et al. (2021) recommended. Table 4 indicates that the values are above 0, meaning that the construct with an exogenous role has predictive relevance.

Moreover, the researchers utilised Cohen's recommended f^2 values to identify the relative effect size of a predictor variable on an endogenous variable (Cohen, 2013). In the current study (see Table 5), statistical outcomes indicated that information adoption on tourists' visit intention and information usefulness on information adoption had a high effect. In addition, information trust and vlogger credibility had a small effect on information usefulness. In contrast, the rest of the relationship between predictor and endogenous variables had a medium effect. In addition, the multicollinearity test was evaluated through the inner variance inflation factor (VIF) value. All the inner VIF values in the present study were between 1 to 4.003 (see Table 5). Pallant (2020) suggested that the values of VIF more than 10 and less than 0.1 indicate multicollinearity. The present study has no multicollinearity problem, as all the VIF values are less than 5.

In addition, the present study developed seven hypotheses. The bootstrapping process was conducted to identify path estimation and the relationship between the hypotheses. The t-statistics values range from 3.313 to 18.419, and the path coefficient values range between 0.180 and 0.792 (see Table 5). All the proposed hypotheses have been accepted as all the t statistics were greater than 1.96, and the p values are lower than 0.05 (Hair et al., 2021).

Table 4 Results of Coefficient of Determination (R²) and Predictive Relevance (Q²)

Coefficient of Determination (R ²)			Predictive Relevance (Q ² Value)				
Endogenous Variables	R ²	Magnitude	Endogenous Variables	SSO	SSE	Q ²	Remarks
VI	0.627	Moderate	VI	168.489	89.6	0.468	Yes
IA	0.886	Substantial	IA	158.413	55.628	0.649	Yes
IT	0.564	Moderate	IT	160.856	61.755	0.616	Yes
IU	0.675	Moderate	IU	165.532	68.8	0.584	Yes

Table 5 Result of Hypotheses Test, Effect Size (f²), and Multicollinearity Test

Hypothesised Relationship	Sample Mean	T Statistics	P Values	Hypotheses Test Result	Effect Size (f ²)	f ² Magnitude	Inner VIF
IQ -> IU	0.442	4.495	0.000	Accepted	0.248	Medium	2.404
IQ -> IT	0.42	3.829	0.000	Accepted	0.168	Medium	2.404
VC -> IU	0.432	4.738	0.000	Accepted	0.137	Small	2.404
VC -> IT	0.38	3.641	0.000	Accepted	0.241	Medium	2.404
IU -> IA	0.476	7.114	0.000	Accepted	0.505	High	4.003
IT -> IA	0.18	3.313	0.001	Accepted	0.089	Small	3.193
IA -> VI	0.792	18.419	0.000	Accepted	0.979	High	1.00

Discussion

The present study’s findings revealed that all the developed hypotheses were found to be significant; therefore, the quality of travel vlogs and the credibility of vloggers influence the tourist intention to visit with the mediating role of IU, IT, and IA.

The first hypothesis indicated the association between IQ and IU (H1). The statistical outcome of the current research (*t*-value = 4.495 and *p*-value = 0.000) indicates that IQ has a significantly positive relationship with perceived IU. Similar findings were indicated by other researchers in the field (Erkan & Evans, 2016; Sirithanaphonchai, 2017). Cheng and Ho (2015) identified that tourists perceive the information as useful when the provided online review information is detailed and comprehensive. Travel vlogs and comprehensive information are perceived as more valuable in online-based communication. In addition, the second hypothesis of this study showed the association between IQ and perceived IT (H2). The statistical outcome of the current study (*t*-value = 3.829 and *p*-value = 0.000) reveals that IQ has a significantly

positive relationship with IT, and the previous study also revealed the same findings (Alhemimah, 2019). Song et al. (2021) found that tourists’ perception of information trust in social media is connected with the quality of the information. Tourists perceive social media information as more trustworthy if the information quality is good.

The association between VC and IU was indicated in the third hypothesis (H3). The statistical outcome of the current study (*t*-value = 4.738 and *p*-value = 0.000) illustrates that VC has a significantly positive relationship with IU, and the result is supported by other previous researchers (Silaban et al., 2022; Cheng & Ho, 2015; Filieri et al., 2018). A previous study also found that prospective tourists always determine whether the reviews are helpful and perceive them as more beneficial when experienced reviewers share them (Ismagilova et al., 2020). When tourists consider the review source to be trustworthy, they will be more inclined to perceive that as applicable. González-Rodríguez et al. (2016) found that the review source’s trustworthiness influences the perceived usefulness of

the online review information. Moreover, the association between VC and IT was mentioned in the fourth hypothesis (H4). The statistical outcome of the current study (t -value=3.641 and p -value=0.000) reveals that VC has a positive relationship with IT. Previous researchers also indicated a significant relationship between vlogger credibility and information trust (Alhemimah, 2019; Yin & Zhang, 2020). When tourists feel that the information source is trustworthy and shared by an expert reviewer, they are more likely to perceive that review information as credible. Ladhari and Michaud (2015) found that the hotel review information is perceived as reasonable if the reviewer is perceived as trustworthy.

The fifth hypothesis of this study is to determine the association between IU and IA (H5). The statistical outcome of the present study (t -value=7.114 and p -value=0.000) shows that IU has a significant and positive relationship with IA, and a similar result was indicated by previous researchers (Sirithanaphonchai, 2017). Arora and Lata (2020) found that if tourists perceive the travel vlog videos on YouTube as useful, the likelihood of adopting the information from those videos will increase. In addition, the sixth hypothesis (H6) of this study has been accepted (t -value=3.313 and p -value=0.001); therefore, IT has a positive relationship with IA, and a similar result was indicated by other researchers (Alhemimah, 2019). Filieri et al. (2015) identified IT as a strong predictor of adopting information. When tourists can build trust in the information included in an online review, their intention will be inclined to adopt the information, and similar findings were found by Park and Oh (2021).

The seventh hypothesis of this study (H7) was accepted (t -value=18.419 and p -value=0.000); hence, the association between IA and VI was found to be significant, and the current study's findings were confirmed in a previous study (Alhemimah, 2019). Tourists seek assistance by asking questions on online platforms to make the perfect purchase. In addition, Pop et al. (2022) stated that prospective tourists go through the online reviews and comments that experienced tourists share before purchasing tourism products.

The unique socio-cultural landscape and tourism offerings of Bangladesh significantly shape the findin-

gs and implications of this research (Horaira & Devi, 2021). Focusing on Bangladeshi residents is crucial as their perceptions and behaviours are influenced by culturally specific factors. Bangladeshi society's distinct preferences and expectations regarding travel destinations and information sources necessitate understanding how they engage with travel vlogs. Insights gained can inform destination management organizations (DMOs) in Bangladesh, aiding marketing strategies, destination management efforts, and tailored tourism product development. This contextualisation enriches understanding of the dynamics between travel vlog videos, information adoption, and tourists' visit intentions, offering theoretical insights and practical implications for the tourism industry in Bangladesh.

Theoretical Implications

The most significant contribution is developing a comprehensive theoretical model describing how travel vlogs influence tourists' visit intentions in connection to destinations. The present study's theoretical framework extends the IAM theory developed by Sussman and Siegal (2003). In the current study, IQ and VC have acted as the argument quality and source credibility. The IAM theory was extended to IT and VI. IAM describes how an individual is influenced by the information derived from web-based communication. IAM can also be utilised to comprehend how individuals adopt and associate information.

However, it has been found that the IAM does not indicate behavioural intention when explaining how information from an online review is adopted (Erkan & Evans, 2016). Tourists' intention to visit has been added to the current model. The positive relationship observed between information adoption and tourists' intention to visit signifies that tourists' intention is indeed the ultimate behavioural response within the context of this study. The present study has contributed by including tourists' visit intention as the next phase of adopting information through travel vlogs.

Trust is essential in adopting online information, and inadequate trust was recognised as an obstacle to tourists' adoption of online reviews. Moreover, the IAM theory fails to describe information trust issues. A travel and hospitality review platform enables po-

tential tourists to assess the opinions of previous tourists who have used the service. It also helps potential tourists adopt those opinions and develop confidence and trust in that information. In the present study, the IAM theory has been extended with information trust, which mediated the information quality and vlogger credibility with information adoption.

Practical Implications

This study significantly contributes to destination management organizations (DMOs) by describing the influence of travel vlogs on tourists' visit intentions. Tourists' final selection of a specific destination can be predicted by their intention to visit that destination. It was found that travel vlogs influence tourists' intention to visit; hence, DMOs need to pay more attention to online reviews, mainly travel vlogs.

Moreover, the DMOs need to invest in high-quality vlog content as it is crucial to capture potential tourists' attention and interest. Allocating resources to produce visually appealing and informative content authenticates experiences available in Bangladesh. High-quality content positions tourism entities as reliable sources of information and inspiration, enhancing their ability to influence visit intentions. These techniques may significantly enhance the tourists' travel experiences. Vendors in the tourism industry can develop strategies to attract prospective tourists to share their experiences and reviews by generating and posting travel vlog videos on social media platforms. Those strategies will enhance the number of travel vlogs regarding a specific destination. The quickly identified information will likely enhance the tourists' intention to visit a destination.

In addition, travel organisations and destination marketers can collaborate strategically with influential travel vloggers to enhance tourists' visit intentions. These partnerships leverage vloggers' credibility and reach to create compelling content showcasing Bangladesh's unique attractions. Engaging potential tourists on platforms where they seek travel inspiration increases the likelihood of positively influencing their visit intentions. DMOs can generate their travel vlogs to demonstrate their products and services in a visually appealing and informative manner to attract prospecti-

ve tourists. To reach a larger audience and stimulate interest in their products and services, DMOs can also include travel vlogs in their marketing strategies.

Moreover, the current study provides long-term practical implications for DMOs. DMOs can emphasise experiential marketing by providing distinctive and memorable experiences to draw tourists and provide material that can be shared on social media. The emergence of virtual reality and other immersive technologies has allowed DMOs to employ these technologies in their promotional strategies to provide tourists with a more fabulous immersive experience.

Conclusion and Recommendations for Future Research

The study was conducted to identify the influence of travel vlog information quality and vlogger credibility on tourists' visit intention with the mediating role of information usefulness, trust, and adoption. This study found a significant relation in all the hypotheses. Additionally, the current research makes valuable contributions in both theoretical and practical aspects. Theoretically, the current study extends the IAM theory with information usefulness, information trust, and tourists' visit intention.

This study provides numerous substantial contributions to the existing body of knowledge in academic research, but a few limitations cannot be avoided. Firstly, the current study has been conducted based on 231 respondents. Though the sample size (231) is enough to perform Structural Equation Model (SEM) analysis, a larger sample size could improve the result and make the study more generalisable. Secondly, the present study was cross-sectional, which limits its ability to fully reflect the complex tourists' visit intention based solely on online reviews. It is possible to examine the replication of the existing findings in the research utilising alternative techniques, such as longitudinal design. In addition, the conceptual framework has been mainly validated on Bangladeshi tourists; hence, the results provide only a limited understanding of the perception of Bangladeshi tourists. In addition, the conceptual research framework was only assessed in the tourism industry, specifically in the context of tourists' visit intention. To evaluate the

framework's generalisability and validity in the future, it would be interesting to replicate the framework in other domains of tourism and hospitality.

References

- Alhemimah, A. (2019). *The influence of online reviews on Saudi consumers' tourism destination choices* [Unpublished doctoral dissertation]. University of Plymouth.
- Arora, N., & Lata, S. (2020). YouTube channels influence on destination visit intentions: An empirical analysis on the base of information adoption model. *Journal of Indian Business Research*, 12(1), 23–42.
- Bhattacharjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. *MIS Quarterly*, 30(4), 805–825.
- Borchert, A., & Heisel, M. (2022). The role of trustworthiness facets for developing social media applications: A structured literature review. *Information*, 13(1), 34.
- Chang, M. K., Cheung, W., & Tang, M. (2013). Building trust online: Interactions among trust building mechanisms. *Information and Management*, 50(7), 439–445.
- Chen, J.-L., & Dermawan, A. (2020). The influence of YouTube beauty vloggers on Indonesian consumers' purchase intention of local cosmetic products. *International Journal of Business and Management*, 15(5), 100–116.
- Cheng, Y. H., & Ho, H. Y. (2015). Social influence's impact on reader perceptions of online reviews. *Journal of Business Research*, 68(4), 883–887.
- Cheung, R. (2014). The influence of electronic word-of-mouth on information adoption in online customer communities. *Global Economic Review*, 43(1), 42–57.
- Chih, W. H., Hsu, L. C., & Ortiz, J. (2020). The antecedents and consequences of the perceived positive eWOM review credibility. *Industrial Management and Data Systems*, 120(6), 1217–1243.
- Chong, A. Y. L., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analyzing key influences of tourists' acceptance of online reviews in travel decisions. *Internet Research*, 28(3), 564–586.
- Cohen, J. (2013). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
- Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce*, 18(3), 249–269.
- Coronel Padilla, M. F., & Smith, M. (2023). Technology acceptance and readiness among different generations of urban tourists. *Marketing & Menedzment*, 57(1), 37–48.
- Daowd, A., Hasan, R., Rafi-Ul-Shan, Cao, P. M., & Kasemsarn, D. (2020). Factors affecting eWOM credibility, information adoption, and purchase intention on generation Y: A case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859.
- Davis, F. D. (1989). Perceived Usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- Dedeoglu, B. B. (2019). Are information quality and source credibility really important for shared content on social media? *International Journal of Contemporary Hospitality Management*, 31(1), 513–534.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61(2), 47–55.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.
- Filieri, R., Açikgöz, F., & Du, H. (2023). Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products. *Journal of Business Research*, 160(3), 113774.
- Filieri, R., Alguezai, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174–185.
- Filieri, R., Hofacker, C. F., & Alguezai, S. (2018). What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility and ranking score. *Computers in Human Behavior*, 80, 122–131.
- Fishbein, M., Ajzen, I., & Belief, A. (1975). *Intention and behavior: An introduction to theory and research*. Addison-Wesley.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382–388.
- González-Rodríguez, M. R., Martínez-Torres, R., & Toral, S. (2016). Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. *International Journal of Contemporary Hospitality Management*, 28(11), 2609–2627.
- Guzzo, T., Ferri, F., & Grifoni, P. (2022). What factors make online travel reviews credible? The Consumers' credibility perception-CONCEPT model. *Societies*, 12(2), 50.

- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Ho, C. H., Chiu, K. H., Chen, H., & Papazafeiropoulou, A. (2015). Can internet blogs be used as an effective advertising tool? The role of product blog type and brand awareness. *Journal of Enterprise Information Management*, 28(3), 346–362.
- Horaira, M. A., & Devi, A. (2021). Cultural tourism in Bangladesh, a potential and profound tourism destination: Developing a model for cultural tourism development in Bangladesh. *International Tourism and Hospitality Journal*, 4(10). <https://doi.org/10.37227/ITHJ-2021-08-1187/>
- Horrach, A., Ertz, M., & Bekir, I. (2024). The effect of information adoption via social media on sustainable consumption intentions: The moderating influence of gender. *Current Psychology*, 43(18), 16349–16362.
- Hu, J., Wang, H., Li, L., & Guo, L. (2024). How travel vlog audience members become tourists: Exploring audience involvement and travel intention. *Computers in Human Behavior*, 152, 108045.
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102.
- Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, 80, 22–32.
- Islam, M. T., Hussin, S. R., & Yee, W. F. (2022). Factors influencing the information adoption from social media review platform: Extending Information Adoption Model (IAM) with information diagnosticity. *Journal of Content, Community & Communication*, 16(8), 4–25.
- Islam, M. T., Kumar, J., Hussin, S. R., & Wong, F. Y. (2024). Embarking on virtual journeys: The evolutionary dynamics of travel vlogs and the integration of virtual reality. In J. Kumar, M. Arora, & G. Erkol Bayram (Eds.), *Exploring the use of metaverse in business and education* (pp. 235–255). IGI Global.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to buy: A meta-analysis. *Information Systems Frontiers*, 22(5), 1203–1226.
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22.
- Kang, J. W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189–198.
- Kim, R. Y. (2021). When does online review matter to consumers? The effect of product quality information cues. *Electronic Commerce Research*, 21(4), 1011–1030.
- Ladhari, R., & Michaud, M. (2015). eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46(3), 36–45.
- Le, L. H., & Hancer, M. (2021). Using social learning theory in examining YouTube viewers' desire to imitate travel vloggers. *Journal of Hospitality and Tourism Technology*, 12(3), 512–532.
- Lee, J., & Hong, I. B. (2019). Consumer's electronic word-of-mouth adoption: The trust transfer perspective. *International Journal of Electronic Commerce*, 23(4), 595–627.
- Lin, K., Fong, L. H. N., & Law, R. (2022). Live streaming in tourism and hospitality: A literature review. *Asia Pacific Journal of Tourism Research*, 27(3), 290–304.
- Liu, W., & Ji, R. (2018). Examining the role of online reviews in Chinese online group buying context: The moderating effect of promotional marketing. *Social Sciences*, 7(8), 141.
- Liu, X., Nicolau, J. L., Law, R., & Li, C. (2022). Applying image recognition techniques to visual information mining in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 35(6), 2005–2016.
- Longwell, L. (2021, May 20). *What's wrong with TripAdvisor reviews, and what to do about it*. Travel Addicts. <https://traveladdicts.net/tripadvisor-fake-reviews/>
- Maggiore, G., Lo Presti, L., Orłowski, M., & Morvillo, A. (2022). In the travel bloggers' wonderland: Mechanisms of the blogger-follower relationship in tourism and hospitality management; A systematic literature review. *International Journal of Contemporary Hospitality Management*, 34(7), 2747–2772.
- Mariani, M., Ek Styven, M., & Ayeh, J. K. (2019). Using Facebook for travel decision-making: An international study of antecedents. *International Journal of Contemporary Hospitality Management*, 31(2), 1021–1044.
- Martínez, P., Herrero, Á., & del García-de los Salmones, M. (2020). Determinants of eWOM on hospitality CSR issue

- es: In Facebook we trust? *Journal of Sustainable Tourism*, 28(10), 1479–1497.
- Memon, M. A., Ting, H., Cheah, J. H., Thurasamy, R., Churah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2). [http://dx.doi.org/10.47263/JASEM.4\(2\)01](http://dx.doi.org/10.47263/JASEM.4(2)01)
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441–459.
- Ong, Y. X., Sun, T., & Ito, N. (2022). Beyond influencer credibility: The power of content and parasocial relationship on processing social media influencer destination marketing campaigns. In J. L. Steinmetz, B. Ferrer-Rosell, & D. Massimo (Eds.), *Information and communication technologies in tourism 2022: Proceedings of the ENTER 2022 eTourism Conference, January 11–14, 2022* (pp. 110–122). Springer.
- Pallant, J. (2020). *SPSS Survival Manual: A step by step guide to data analysis using IBM SPSS (7th ed.)*. Routledge. <https://doi.org/10.4324/9781003117452>
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of Hospitality and Tourism Management*, 47(3), 228–236.
- Park, S. J., & Oh, C. G. (2021). The impact of influencers' characteristics on YouTube information adoption and purchase intention. *Journal of Information Systems*, 30(1), 179–204.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903.
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843.
- Rubin, V. L. (2022). Manipulation in marketing, advertising, propaganda, and public relations. In V. L. Rubin (Ed.), *Misinformation and disinformation* (pp. 157–205). Springer.
- Santateresa-Bernat, P., Sánchez-García, I., & Pérez, R. C. (2023). I like you, or I like what you say? Effect of influencer on tourists' behaviours. *Current Issues in Tourism*, 26(19), 3160–3174.
- Silaban, P. H., Chen, W. K., Nababan, T. S., Eunike, I. J., & Silalahi, A. D. K. (2022). How travel vlogs on YouTube influence consumer behavior: A Use and gratification perspective and customer engagement. *Human Behavior and Emerging Technologies*. <https://doi.org/10.1155/2022/4432977>
- Sirithanaphonchai, J. (2017). *Identifying consumers' information adoption criteria on various online consumer review platforms: A case of Thai hospitality factor* [Unpublished doctoral dissertation]. Brunel University London.
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: An extended information adoption model. *Young Consumers*, 22(4), 521–538.
- Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022). The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness. *Journal of Vacation Marketing*, 28(4), 406–423.
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65.
- Sutanto, M. A., & Aprianingsih, A. (2016, September 16–17). *The effect of online consumer review toward purchase intention: A study in premium cosmetic in Indonesia* [Conference presentation]. International Conference on Ethics of Business, Economics, and Social Science, Yogyakarta, Indonesia.
- Talwar, S., Dhir, A., Khalil, A., Mohan, G., & Islam, A. K. M. N. (2020). Point of adoption and beyond: Initial trust and mobile-payment continuation intention. *Journal of Retailing and Consumer Services*, 55, 102086.
- Xu, D., Chen, T., Pearce, J., Mohammadi, Z., & Pearce, P. L. (2021). Reaching audiences through travel vlogs: The perspective of involvement. *Tourism Management*, 86, 104326.
- Yin, C., & Zhang, X. (2020). Incorporating message format into user evaluation of microblog information credibility: A nonlinear perspective. *Information Processing & Management*, 57(6), 102345.
- Zhou, X., Wong, J. W. C., Xie, D., Liang, R., & Huang, L. (2023). What does the audience care? The effects of travel vlog information quality on travel intention. *Total Quality Management & Business Excellence*, 34(15–16), 2201–2219.
- Zhu, Z., Kim, S., & Shin, H. H. (2022). Does the website credibility of online travel agencies (OTAs) affect customers' evaluation and future intentions? *Asia Pacific Journal of Tourism Research*, 27(8), 842–855.

Appendix A: Measurement Items of the Variables

Variables	Measurement Items	Source
Vlog Information Quality (IQ)	IQ1 I feel that the information on the travel vlog regarding destinations was accurate.	Alhemimah, 2019; Filieri et al., 2015
	IQ2 I believe that the travel vlog information regarding destination was relevant to meet my needs.	
	IQ3 I perceive that the information on the travel vlog regarding destination was current and updated.	
	IQ4 I feel that the amount of information on the travel vlog regarding destinations was sufficient and detailed.	
	IQ5 I believe that the travel vlog information regarding destinations helped me to evaluate the quality of destination characteristics.	
	IQ6 I perceive that the information on the travel vlog regarding destination has guided my decision to choose a specific destination.	
Vlogger Credibility (VC)	VC1 I believe that the person who made the vlog about that tourist destination was credible.	Filieri et al., 2015; Sutanto & Aprianingsih, 2016
	VC2 I feel that the person who created the vlog about that tourist destination was experienced.	
	VC3 I perceive that the person who made the vlog about that tourist destination was trustworthy.	
	VC4 I believe that the person who made the vlog about that tourist destination was expert.	
	VC5 I perceive that the person who made the vlog about that tourist destination was honest.	
Perceived Information Usefulness (IU)	IU1 I feel that the information on the travel vlog regarding destinations enhanced my online tourist attraction choice effectiveness.	Alhemimah, 2019; Erkan & Evans, 2018
	IU2 I found the travel vlog information on destinations very useful before intending to visit a tourist destination.	
	IU3 I found that the information on the travel vlog regarding destinations was informative.	
	IU4 Using the travel vlog information regarding destinations enables me to accomplish my destination-choosing tasks more quickly.	
	IU5 I found that the information on the travel vlog regarding destinations was very advantageous.	
Perceived Information Trust (IT)	IT1 I feel that the information on the travel vlog regarding destinations is trustworthy.	Alhemimah, 2019; Erkan & Evans, 2018
	IT2 I perceive that the information on the travel vlog regarding destinations is credible.	
	IT3 I feel that the information on the travel vlog regarding destinations is convincing.	
	IT4 I believe that the information on the travel vlog regarding destinations is accurate.	
	IT5 I found that the information on the travel vlog regarding the destination is dependable.	
Information Adoption (IA)	IA1 I believe that the information on the travel vlog regarding destinations made it easier for me to make a destination-choosing decision (e.g. Visit or not to Visit).	Erkan & Evans, 2018; Filieri et al., 2015)
	IA2 I believe that the information on the travel vlog regarding destinations has enhanced my effectiveness in my destination-choosing decision.	
	IA3 The information on the travel vlog regarding destination has motivated me to make the destination-choosing decision.	
	IA4 The last time I watched a travel vlog, I adopted vloggers' recommendations and visited (or declined to visit) that destination.	
	IA5 I would consider watching travel vlog videos on social media for collecting information about the tourist destination.	
Visit Intention (VI)	VI1 After watching a travel vlog video about any destination, my intention to visit that destination becomes high.	Alhemimah, 2019; Sutanto & Aprianingsih, 2016
	VI2 I am willing to visit that destination after watching a travel vlog video about any destination.	
	VI3 In the future, I will choose the destination based on the travel vlog videos on social media.	
	VI4 My likelihood of choosing and visiting a destination based on travel vlog videos is high.	
	VI5 I found travel vlog content has given me good information, and I am willing to visit the suggested destination in the near future	