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Exploring the Impact of Short Videos on Travel Intentions: A Mediation Analysis of Perceived Value and Flow Experience

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Abstract

This study investigates the impact of entertainment, credibility, and interactivity in tourism short videos on users' travel intentions, based on the Stimulus-Organism-Response (SOR) model. Additionally, it examines the mediating roles of flow experience and perceived value in this process. A survey questionnaire was administered to collect sample data, and Structural Equation Modeling (SEM) was employed for empirical analysis. The results indicate that entertainment, credibility, and interactivity significantly enhance both flow experience and perceived value, which, in turn, positively influence users' travel intentions. Furthermore, flow experience and perceived value jointly serve as sequential mediators between short video characteristics and travel intentions. This study contributes to the theoretical advancement of short video marketing in the tourism industry and provides practical insights for content creators seeking to optimize user engagement and influence travel behavior.

Keywords: short videos; Flow experience; Perceived value; Travel intention; SOR theory

1. Introduction

In the era of mobile communication, short videos have become a crucial medium for media innovation and reporting, shaping the landscape of modern information dissemination. According to data from the 54th Statistical Report on China's Internet Development (2024), as of June 2024, the number of online video users in China has reached 1.068 billion, marking an increase of 1.25 million since December 2023. Among them, short video users account for 1.05 billion, representing 95.5% of the total internet population.

As short videos continue to dominate the mobile internet landscape, their rapid expansion has fueled a surge in content production and distribution (Zhang & Peng, 2019). Although a universally accepted definition of short videos has yet to be established, their core attributes typically include brevity and mobile accessibility (Tian, 2023). Given that this study focuses on the influence of short videos on tourists' travel intentions, it specifically examines tourism short videos, drawing on Jia and Xu's (2021) definition of tourism videos. Tourism short videos refer to short-form content shared on mobile video platforms, encompassing various aspects of tourism, including destination highlights, travel guides, and historical narratives (Jia & Xu, 2021).

Compared to traditional marketing, short video marketing offers broader reach, lower costs, and stronger user engagement (Hu et al., 2023). It possesses three key advantages. First, its unique social attributes significantly enhance the promotional effectiveness of tourist destinations. Second, the diverse content structure of short videos stimulates users' imagination about destinations. Third, interactive features—such as virtual gifting, comments, and other engagement mechanisms—help strengthen tourist loyalty and retention (Shan & Li, 2015).

As a result, tourist attractions and travel enterprises are increasingly exploring how to leverage short video formats to expand their visibility and enhance their brand image, ultimately driving higher traffic conversion rates. Consequently, short video marketing strategies play a critical role in boosting destination recognition and awareness (Duan, 2024). Building on these three advantages, Tian (2021) further explored the attributes of short video marketing, identifying low accessibility barriers, immersive experiential settings, and the seamless integration of advertising content as essential characteristics.

Xiao et al. (2024) examined the impact of influencer bloggers and popular check-in locations in short video marketing on tourism-related word-of-mouth recommendations. Similarly,

Zhang et al. (2022) explored the dissemination of influencer short videos, focusing on how influencers' personal charisma shapes tourists' attitudes toward travel. Wu and Ding (2023) introduced customer inspiration as a mediating variable to investigate the relationship between tourism short videos and tourists' travel intentions. However, further research is needed to deepen the understanding of the underlying mechanisms of this influence. In particular, studies on the multidimensional mediating effects of short video marketing remain limited, highlighting a gap in the literature.

Therefore, this study examines the impact of entertainment, credibility, and interactivity in tourism short videos on tourists' travel intentions through the lens of the Stimulus-Organism-Response (SOR) theory. Specifically, it explores the mediating roles of perceived value and flow experience in this relationship, providing both theoretical insights and practical implications for optimizing short video marketing strategies in tourism destinations.

2. Literature Review

2.1 SOR Model

The Stimulus-Organism-Response (SOR) model was proposed by Mehrabian and Russell (1974) to explain the impact of environmental factors on individuals' psychological states and behaviors (Mehrabian & Russell, 1974). The model posits that external stimuli (Stimulus) influence an individual's internal state (Organism), which in turn drives subsequent responses (Response).

In this framework, the stimulus serves as the independent variable, triggering and eliciting behavioral reactions. The organism acts as the mediating variable, representing the individual's internal psychological state. Finally, the response functions as the dependent variable, referring to the behaviors and intentions exhibited by the individual in reaction to the stimulus (Zheng, 2018).

Existing research indicates that the Stimulus-Organism-Response (SOR) model has been widely applied in studies on online user behavior (Gong et al., 2020; Xiao et al., 2024; Li, 2023). Some scholars have examined the usefulness, ease of use, and entertainment value of fashion-related short videos as stimuli, investigating their influence on purchase intention through perceived fit (Shi et al., 2021). Similarly, Wei (2020) applied the SOR model to

explore how book-related short videos shape users' purchasing intentions.

2.2 Stimulus (S) Variables

The entertainment attributes of short videos are not only an inherent feature but also a key factor in attracting viewers and stimulating engagement, particularly in influencing consumer purchase decisions. Existing research suggests that the entertainment value of short videos affects consumer purchase intentions by fulfilling psychological needs (Tian et al., 2022). Wang et al. (2019) further found that entertainment-oriented content on e-commerce platforms significantly enhances consumers' overall experience.

Similarly, interactivity plays a crucial role in short video engagement. Short videos seamlessly integrate likes, comments, and shares, fostering a highly interactive social environment. Interactivity is often defined as the degree of control both parties exert over the exchange of information during communication (Yu & Xu, 2017). Liu et al. (2020) confirmed that in online shopping contexts, interactivity directly influences consumers' perceived value.

Moreover, credibility in short videos also positively impacts users' perceived value. When users trust both the content creator and the information conveyed in the video, their impulse buying intentions are significantly heightened (Kong & Dong, 2024).

2.3 Organism (O) Variables

Flow experience, introduced by Csikszentmihalyi (1975), refers to a psychological state in which individuals become fully immersed in an activity or situation (Csikszentmihalyi, 1975). When in a flow state, individuals engage in an activity with deep concentration and dedication, experiencing a sense of complete absorption. Csikszentmihalyi (1997) further identified nine key characteristics of flow, which collectively describe an experience where individuals have clear goals, receive immediate feedback, and engage in tasks that are neither too simple nor too challenging. This state fosters intense focus, a sense of control, and a distortion of time perception, allowing individuals to become fully engaged in their experience.

When users watch tourism short videos, they receive real-time feedback, seamlessly integrating action and perception through continuous upward scrolling. The mechanism of short video platforms extends viewing duration, reinforcing user engagement (Wang, 2023). Additionally, users have autonomy in deciding which videos to watch, with the option to

search for specific keywords or locations to efficiently access desired information through minimal input.

Regarding perceived value, extensive research suggests that users' purchase decisions and choices are not solely based on satisfaction levels; rather, perceived value plays a decisive role in shaping consumer behavior. Notably, perceived value is a multidimensional construct rather than a single attribute (Huang & Huang, 2007). It is often positively correlated with purchase intention, as consumers tend to select the option they perceive as offering the greatest value (Feng et al., 2006). Scholars generally agree that perceived value consists of two primary dimensions: perceived benefits and perceived costs (Li et al., 2021). Perceived benefits refer to the subjective value gained by users, while perceived costs reflect the resources or effort users believe they must invest. These two factors interact and collectively influence consumer decision-making and user experience.

2.4 Response (R) Variables

Tourists' travel intention is the core factor influencing destination choice. Xu et al. (2015) emphasized that travel intention provides an accurate reflection of tourist flow dynamics, serving as a key indicator of a destination's operational performance, attractiveness, and competitiveness.

Scholars have conducted extensive research on tourism behavioral intentions. Some studies categorize travel intention into travel likelihood (Woodside et al., 1989), while Lü and Wang (2017) further refined it into revisit intention and recommendation intention. Overall, travel intention encompasses multiple dimensions, including visitation, recommendation, revisit intention, willingness to share experiences, and price premium willingness, all of which are interrelated.

3. Research Hypotheses and Theoretical Model

3.1 Stimulus and Organism: Research Hypothesis

Flow experience refers to a state in which individuals become fully immersed in an activity, temporarily ignoring external surroundings. In this study, flow experience is defined as the state in which short video audiences become fully engaged and absorbed while watching content, temporarily losing awareness of other matters (Li, 2023).Chang et al. (2017) found

that educational entertainment effectively enhances students' interaction with the classroom and learning materials, improving their interest, concentration, and overall flow experience. Similarly, engaging video content—such as humorous or entertaining information—can fulfill audiences' psychological need for pleasure, and positive emotions significantly enhance flow experience (Chen & Peng, 2024).

Based on this, the following hypothesis is proposed:

H1: *The entertainment value of tourism short videos has a significant positive effect on tourists' flow experience.*

In the internet context, trust plays a crucial role in shaping user engagement. Within the realm of tourism short videos, trust primarily manifests through the professionalism of video content and the expertise and credibility of content creators in their respective fields (Wang, 2021).In the dissemination of influencer short videos, the credibility of influencers—one of their key attributes—has been shown to have a significant positive impact on viewers' sense of immersion while watching short videos (Zhang et al., 2022).

Based on this, the following hypothesis is proposed:

H2: *The credibility of tourism short videos has a significant positive effect on tourists' flow experience.*

The interactivity of live streaming on short video platforms refers to the exchange of information between viewers and content sources, emphasizing a bidirectional communication process (Chen & Peng, 2024). In short videos, viewers engage with content through comments, likes, and shares, while content creators respond via replies, pinned comments, and other interactive features.

High-quality interactions enable viewers to momentarily detach from their real-world environment and become fully immersed in the tourism live streaming experience, thereby enhancing their flow state. While watching short videos, users develop value expectations, which stem from their intrinsic need for social interaction. Seeing others engage with and appreciate their preferred content enhances their overall viewing experience (Xiong, 2021).

Based on this, the following hypothesis is proposed:

H3: *The interactivity of tourism short videos has a significant positive effect on tourists' flow experience.*

Engaging and humorous video content effectively fulfills audiences’ psychological need for

enjoyment. This positive emotional experience significantly influences viewers' perceived value. When audiences experience pleasure and amusement while watching a video, they tend to assign higher evaluations to both the content and the associated products or services, thereby enhancing their perceived value (Chen & Peng, 2024).

Based on this, the following hypothesis is proposed:

H4: *The entertainment value of tourism short videos has a significant positive effect on tourists' perceived value.*

As a widely disseminated media format, short videos exert a significant influence on users' perceived value, with credibility playing a crucial role in this process. When users perceive short video content as authentic and reliable, they are more likely to develop trust in the information conveyed, as well as in the promoted products or services. This trust further shapes users' value perception, leading them to mentally assign greater value to the content presented in the short video (Kong & Dong, 2024).

Based on this, the following hypothesis is proposed:

H5: *The credibility of tourism short videos has a significant positive effect on tourists' perceived value.*

Interactivity is an essential dimension of tourism short videos. Whether through online engagement in comment sections or offline interactions at meet-and-greet events, interactivity serves as an effective strategy for enhancing user retention and engagement (Gao, 2019). Xu et al. (2023) further emphasized that the interactivity of short videos significantly influences users' emotional perception, which in turn shapes their overall user experience.

Based on this, the following hypothesis is proposed:

H6: *The interactivity of tourism short videos has a significant positive effect on tourists' perceived value.*

3.2 Organism and Response: Research Hypothesis

Liu et al. (2016) found that when tourists enter a state of immersion, their experience positively influences their intention to rebook travel services. Similarly, research has shown that consumers experiencing flow states exhibit a heightened willingness to make repeat purchases (Chen et al., 2009). Additionally, flow experience has been found to significantly

impact online learners' willingness to continue learning (Wang et al., 2017).

Based on this, the following hypothesis is proposed:

H7: Flow experience has a significant positive effect on tourists' travel intentions.

In the context of short video consumption, viewers often evaluate perceived value based on the alignment between real-life scenarios and virtual interactions. According to social cognition theory, individuals process external information to shape their behaviors, and perceived value directly influences users’ purchase intentions. Conversely, if users perceive low value in the content, it suggests that the product may not meet their expectations. In such cases, consumers are likely to revise their initially positive attitude toward the product presented in the short video, ultimately leading to a decline in purchase intention (Wang & Li, 2022).

Song et al. (2019), in a study using WeChat official accounts as a research context, found that perceived value plays a mediating role between virtual brand community interactions and tourism purchase behavior.

Based on this, the following hypothesis is proposed:

H8: Perceived value has a significant positive effect on tourists' travel intentions.

3.3 The Mediating Role of Flow Experience and Perceived Value

Li (2023), drawing on the SOR theory, examined the impact of immersion experience and perceived value on short video platform users' purchase intentions, finding that both positively influence users’ willingness to purchase. Similarly, Gan and Ming (2023) explored intermittent dropout intentions among short video users, identifying flow experience as a moderating variable between emotional exhaustion and dropout intention, while also confirming its mediating effect. Additionally, Zhu (2022) demonstrated that perceived value plays a crucial mediating role in the relationship between psychological contract fulfillment and word-of-mouth recommendation intention.

In the aforementioned studies, behaviors such as word-of-mouth recommendations, purchase intentions, and dropout behaviors all emerge as post-viewing actions influenced by flow experience and perceived value.

Based on this, the following hypotheses are proposed:

H9: *Flow experience mediates the relationship between short video entertainment value and travel intention.*

H10: *Perceived value mediates the relationship between short video entertainment value and travel intention.*

H11: *Flow experience mediates the relationship between short video credibility and travel intention.*

H12: *Perceived value mediates the relationship between short video credibility and travel intention.*

H13: *Flow experience mediates the relationship between short video interactivity and travel intention.*

H14: *Perceived value mediates the relationship between short video interactivity and travel intention.*

This study is grounded in the SOR model and constructs a conceptual framework for the factors influencing tourists' travel intentions in the context of tourism short videos, as illustrated in Figure 1.

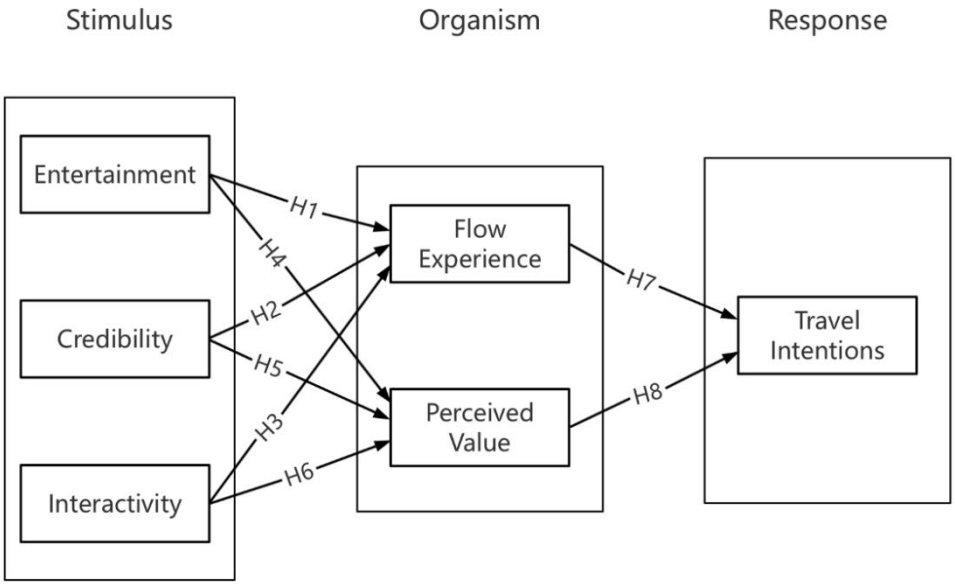

Figure 1 Conceptual model

H9: Entertainment -- Flow Experience -- Travel Intention; H10: Entertainment -- Perceived Value -- Travel Intention; H11: Credibility-- Flow Experience -- Travel Intention

H12: Credibility -- Perceived Value -- Travel Intention; H13: Interactivity -- Flow Experience -- Travel Intention; H14: Interactivity -- Perceived Value -- Travel Intention

Taking users who watch travel-related short videos as the main body, the stimuli they receive come from the short videos themselves. The entertainment value, credibility, and interactivity of the short videos act as stimuli that influence users. After users receive these stimuli, the intentional states of their flow experiences and perceived values change, which in turn form subjective feelings. These subjective feelings then affect users' responses and give rise to their travel intentions.

4. Research Design

4.1Questionnaire Design and Variable Measurement

The survey questionnaire consists of two sections. The first section focuses on measuring the impact of tourism short videos on users' travel intentions. This section includes six latent variables, each encompassing three to four observed variables. All observed variables are adapted from established measurement scales in previous studies to ensure scientific rigor and validity. Specifically:

Entertainment is adapted from Ducoffe (1996), Liu & Arnett (2000), and Wang (2021).Credibility is adapted from Ohanian (1991) and Zhang (2022).Interactivity is adapted from Song & Zinkhan (2008) and Liu (2020).Flow experience is adapted from Jackson & Marsh (1996) and Richard & Chebat (2016).Perceived value is adapted from Huang & Huang (2007) and Zhong (2013).Travel intention is adapted from Gefen & Straub (2003), Chen (2014), and Han (2015).A total of 21 questionnaire items are included, all measured using a five-point Likert scale, as presented in Table 1.

The second section collects demographic information about respondents, including gender, age, education level, frequency of short video consumption, and average time spent per session on short video platforms.

Table 1 Questionnaire items

Variable	Number	Measure item content	Reference Source
Entertainment	EN1	The content of the short travel video makes me feel happy	Ducoff（1996） Liu&Arnett （2000）
	EN2	The content in the short travel video makes me	

		feel relaxed and interesting	Wang(2021)
Credibility	EN3	The content of the short travel video fills me with curiosity and imagination	Ohanian（1991） Zhang（2022）
	RE1	The content of travel short video is reliable	
	RE2	The content of the short travel video makes me feel trustworthy	
	RE3	The content of the short travel video makes me feel very sincere	
Interactivity	IN1	Short travel video content allows me to participate effectively	Song& Zinkhan (2008) Liu(2020)
	IN2	Travel short video and I have a good interactive relationship	
	IN3	Short travel videos inspire me to comment, like and forward	
Flow Experience	FE1	Time seems to fly by when watching short travel videos	Jackson,& Marsh,(1996) Richard,& Chebat(2016)
	FE2	I forget my surroundings when I watch short travel videos	
	FE3	When I watch short travel videos, I feel that my attention is highly concentrated	
	FE4	I love the experience of watching short travel videos and want to watch them again	
Perceived Value	PV1	It is interesting to watch short travel videos	Huang& Huang(2007) Zhong(2013)
	PV2	The content in short travel videos is very useful	
	PV3	Watch short travel videos to learn a lot of new things	
	PV4	The content in the short travel video met my expectations	
Travel Intentions	TI1	If I have to choose to travel, I tend to go to the places featured in the short travel videos	Gefen, D& Straub,D

TI2	If I were to choose to travel, I would go again to the place featured in the short travel video	(2003) Chen(2014) (Han, 2015).
TI3	I will actively evaluate the places that appear in the short travel videos	
TI4	If I want to choose a trip, I will refer to the travel information in the travel short video	

4.2Data Collection

Prior to the formal survey, a pilot study was conducted to refine and optimize the questionnaire. The primary goal of this pilot study was to enhance content validity, ensuring that all questionnaire items accurately and comprehensively reflect the research topic. Additionally, this process helped improve clarity and readability, allowing respondents to better understand and answer the questions.

Following the pilot study and questionnaire optimization, data collection was conducted through the online survey platform Wenjuanxing (https://www.wjx.cn/). The survey was distributed via survey links, social media channels, and QR codes. The formal data collection period spanned from November 30, 2024, to December 13, 2024. A total of 444 responses were collected, of which 25 invalid responses were excluded, resulting in 419 valid responses, yielding an effective response rate of 94.3%.

5. Discussion and Analysis

5.1 Descriptive Statistical Analysis

Among the total collected samples, 219 respondents were male, accounting for 52.27%, while 200 respondents were female, comprising 47.73% of the sample. In terms of age distribution, individuals aged 18 to 30 constituted the largest proportion, making up 79% of all respondents. This indicates that the sample is heavily concentrated within the younger demographic, aligning with findings from the "China Economic Life Survey," which identified post-95s as the dominant consumer group in the tourism market.

Furthermore, the sample characteristics closely match the profile of mainstream consumers in the short video-driven tourism market. Regarding educational background, the majority of respondents held associate or bachelor's degrees, accounting for 64.68% of the total sample.

In terms of short video consumption patterns, over 80% of respondents reported watching short videos two to three times per day or more, while over 90% spent more than 30 minutes per session. As shown in Table 2, these findings suggest that short video consumption has become an integral part of everyday entertainment, reinforcing the widespread adoption of short video platforms.

Table 2 Description of sample characteristic distribution

Variable	Option	Frequency	Percentage
Gender	Male	219	52.27%
	Female	200	47.73%
Age	Under 18 years old	21	5.01%
	18~30	331	79%
	31~40	56	13.37%
	41~50	11	2.63%
Education background	Junior high school and below	68	16.23%
	High school or technical secondary school	54	12.89%
	Junior college or undergraduate degree	271	64.68%
	Master degree or above	26	6.21%
How often you watch short videos	Three or more times a day	150	35.8%
	Two to three times a day	201	47.97%
	once a day	23	5.49%
	Every two or three days	28	6.68%
	Weekly and once a week	17	4.06%
Average time spent watching short videos	Under 30 minutes	34	8.11%
	30 minutes to 1 hour	129	30.79%
	1 hour to 2 hours	44	10.50%
	More than two hours	212	50.60%

5.2 Reliability Test

This study employed SPSS 26.0 to assess reliability using Cronbach's α coefficient. The Cronbach's α values for both the overall scale and each subscale are presented in Table3. As all coefficients exceed 0.8, the results indicate high reliability, demonstrating that the overall scale and its dimensions exhibit strong internal consistency and stability.

Table 3 Reliability test

	Cronbach's alpha	number of terms
Entertainment	0.815	3
Credibility	0.787	3
Interactivity	0.844	3
Flow Experience	0.837	4
Perceived Value	0.818	4
Travel Intentions	0.869	4
Global scale	0.915	21

5.3 Validity Test

As shown in Table 4, the Average Variance Extracted (AVE) values for all dimensions exceed 0.5, and the Composite Reliability (CR) values are all above 0.7. These results collectively indicate that all dimensions demonstrate good convergent validity and composite reliability.

Table 4 Convergence validity and combination reliability tests for each dimension of the scale

Path relationship			Estimate	AVE	CR
EN1	<---	Entertainment	0.768		
EN2	<---	Entertainment	0.809	0.597	0.816
EN3	<---	Entertainment	0.740		
RE1	<---	Credibility	0.718		
RE2	<---	Credibility	0.758	0.552	0.787
RE3	<---	Credibility	0.753		
IN1	<---	Interactivity	0.792	0.648	0.846

IN2	<---	Interactivity	0.772		
IN3	<---	Interactivity	0.849		
FE1	<---	Flow Experience	0.778		
FE2	<---	Flow Experience	0.729	0.562	0.837
FE3	<---	Flow Experience	0.744		
FE4	<---	Flow Experience	0.747		
PV1	<---	Perceived Value	0.734		
PV2	<---	Perceived Value	0.738	0.529	0.818
PV3	<---	Perceived Value	0.726		
PV4	<---	Perceived Value	0.712		
TI1	<---	Travel Intentions	0.792		
TI2	<---	Travel Intentions	0.755	0.607	0.860
TI3	<---	Travel Intentions	0.798		
TI4	<---	Travel Intentions	0.811		

As observed in Table 5, the standardized correlation coefficients between each pair of dimensions are all lower than the square root of the corresponding AVE values. This indicates that the dimensions exhibit good discriminant validity.

Table 5 Test results of differential validity of each dimension of the scale

Variable	Perceived Value	Travel Intentions	Interactivity	Credibility	Flow Experience	Entertainment
Perceived Value	**0.727**					
Travel Intentions	0.561	**0.789**				
Interactivity	0.553	0.544	**0.804**			
Credibility	0.421	0.530	0.534	**0.743**		
Flow Experience	0.461	0.514	0.527	0.523	**0.749**	
Entertainment	0.508	0.516	0.578	0.528	0.509	**0.772**

Note: Square root of diagonal to AVE

5.4 Structural Model Analysis

A structural equation model (SEM) was constructed based on the conceptual model in Figure 1, with survey data incorporated into the model. The results are presented in Figure 2. To test the hypotheses, it is essential to evaluate model fit, ensuring the model's validity and reliability. The model fit indices are summarized in Table 6, while hypothesis testing results are shown in Table 7. According to the model fit indices in Table 6, the chi-square to degrees of freedom ratio (χ^2/df) = 1.769, which falls within the acceptable range of 1 to 3. The Root Mean Square Error of Approximation (RMSEA) = 0.043, indicating a strong fit as it is below the 0.05 threshold. Additionally, other fit indices, such as GFI (Goodness-of-Fit Index) and AGFI (Adjusted Goodness-of-Fit Index), both exceed 0.90, confirming an excellent model fit (Hadjistavropoulos et al., 1999).

Overall, these findings indicate that the CFA model for health literacy exhibits good model fit and is appropriate for further analysis.

Table 6 Model fit test

Fitting index	Indicated Number	Critical Value
CMIN/DF	1.769	<3
RMSEA	0.043	<0.08
GFI	0.935	>0.90
AGFI	0.915	>0.90
NFI	0.926	>0.90
RFI	0.913	>0.90
CFI	0.966	>0.90
IFI	0.967	>0.90

Based on the data analysis results in Table 7, the following findings were obtained:

H1: Entertainment has a significant positive effect on flow experience ($\beta = 0.325$, $p < 0.001$).

H2: Credibility has a significant positive effect on flow experience ($\beta = 0.228$, $p = 0.001$).

H3: Interactivity has a significant positive effect on flow experience ($\beta = 0.289$, $p < 0.001$).

Thus, H1, H2, and H3 are all supported, indicating that the entertainment, credibility, and interactivity of short videos influence whether users enter a state of immersive flow experience while watching.

Implications for Short Video Content Creation

These findings suggest that short video creators should focus on enhancing:

Entertainment Value – Incorporate engaging and enjoyable elements to captivate users.

Credibility – Ensure content accuracy and professionalism to strengthen users' trust in the videos.

Interactivity – Actively engage with users through comments, responses, and emotional interactions to increase user retention and engagement.

By improving these factors, short video platforms can effectively enhance user immersion, fostering a more engaging and interactive viewing experience.

Based on the data analysis results, the following findings were obtained:

H4: Entertainment has a significant positive effect on perceived value ($\beta = 0.228$, $p < 0.001$).

H5: Credibility has a significant positive effect on perceived value ($\beta = 0.321$, $p < 0.001$).

H6: Interactivity has a significant positive effect on perceived value ($\beta = 0.280$, $p < 0.001$).

Thus, H4, H5, and H6 are all supported, with the degree of influence ranking as follows: Credibility > Interactivity > Entertainment.

Analysis of Influence Ranking

The dominant role of credibility suggests that when video content lacks clear meaning, an identifiable information source, or sufficient credibility, users perceive it as unreliable and uninformative, reducing its perceived value and making them less likely to develop travel intentions.

Conversely, interactivity allows short videos to stand out among similar content, playing a crucial role in engaging users. By interacting with short videos, users enhance their sense of participation, receive emotional value, and strengthen their inclination toward travel intentions.

Based on the data analysis results, the following findings were obtained:

H7: Flow experience has a significant positive effect on travel intention ($\beta = 0.362$, $p < 0.001$).

H8: Perceived value has a significant positive effect on travel intention ($\beta = 0.361$, $p < 0.001$).

Analysis of the Findings

The data indicate minimal difference between the effects of flow experience and perceived value on travel intention, suggesting that both factors exert equally significant influences on users' willingness to travel after watching tourism short videos.

This can be attributed to two key reasons:

Flow Experience and Positive Emotional Influence

When users experience flow while watching short videos, they become deeply immersed, driven by positive emotions, which in turn enhances their likelihood of engaging in positive behaviors.

The higher the level of concentration, the greater the impact of the video, thereby stimulating travel intentions.

Perceived Value and Cost-Benefit Evaluation

Users invest time and cognitive effort in watching short videos. If they perceive the viewing experience as valuable, they are more likely to develop travel intentions.

Conversely, if users find the experience low in value or struggle to enter a state of flow, they are less likely to be motivated to travel.

Table 7 Results of path relationship test of SEM model

Path relationship			Estimate	S.E.	C.R.	P
Flow Experience	<---	Entertainment	0.325	0.068	4.965	***
Flow Experience	<---	Credibility	0.228	0.069	3.186	0.001
Flow Experience	<---	Interactivity	0.289	0.057	4.696	***
Perceived Value	<---	Entertainment	0.228	0.061	3.473	***
Perceived Value	<---	Credibility	0.321	0.064	4.256	***
Perceived Value	<---	Interactivity	0.28	0.052	4.42	***
Travel Intentions	<---	Flow Experience	0.362	0.063	5.993	***

Travel Intentions	<---	Perceived Value	0.361	0.074	5.823	***

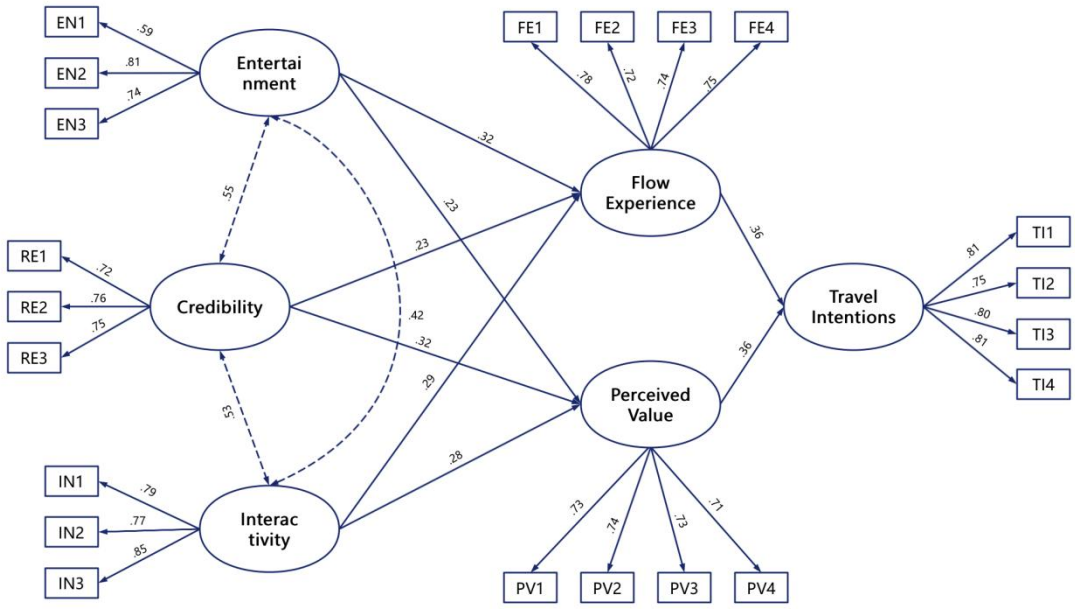

Figure 2 SEM Analysis Model Of Influencing Factors

5.5 Mediation Effect Analysis

As presented in Table 8, the mediation effect analysis for different hypotheses is as follows:

H9: The Bias-Corrected 95% Confidence Interval (CI) ranges from 0.064 to 0.189, while the Percentile 95% CI ranges from 0.063 to 0.186. Since neither interval includes 0, the mediation effect of H9 is supported.

H10: The Bias-Corrected 95% CI ranges from 0.035 to 0.148, and the Percentile 95% CI ranges from 0.030 to 0.140. Both intervals exclude 0, confirming the mediation effect of H10.

H11: The Bias-Corrected 95% CI ranges from 0.031 to 0.149, while the Percentile 95% CI is between 0.029 and 0.147. As neither includes 0, the mediation effect of H11 is established.

H12: The Bias-Corrected 95% CI spans 0.056 to 0.192, and the Percentile 95% CI is 0.053 to 0.186. Since neither contains 0, the mediation effect of H12 is confirmed.

H13: The Bias-Corrected 95% CI ranges from 0.055 to 0.172, and the Percentile 95% CI is 0.053 to 0.169. Both intervals exclude 0, supporting the mediation effect of H13.

H14: The Bias-Corrected 95% CI spans 0.050 to 0.171, and the Percentile 95% CI ranges from 0.046 to 0.167. Since neither includes 0, the mediation effect of H14 is validated.

These findings underscore the significant mediating role of flow experience and perceived value in the model. The entertainment, credibility, and interactivity of short videos significantly influence viewers' flow experience and perceived value. Furthermore, both flow experience and perceived value act as sequential mediators between these short video characteristics and travel intention.

This suggests that the stronger the appeal of a short video, the greater the user's flow experience and perceived value, ultimately leading to a higher likelihood of traveling to the video's featured destination.

Table 8 Results of mediation effect test

path	effect size	SE	Bias-corrected 95% CI			Percentile 95% CI			result
			lower	Upper	P	lower	Upper	P	
H9	0.118	0.032	0.064	0.189	0.000	0.063	0.186	0.000	True
H10	0.082	0.028	0.035	0.148	0.001	0.03	0.14	0.002	True
H11	0.083	0.03	0.031	0.149	0.001	0.029	0.147	0.002	True
H12	0.116	0.034	0.056	0.192	0.000	0.053	0.186	0.000	True
H13	0.105	0.03	0.055	0.172	0.000	0.053	0.169	0.000	True
H14	0.101	0.031	0.05	0.171	0.000	0.046	0.167	0.000	True

5.6 Theoretical Contributions

This study offers important theoretical and practical contributions.

Theoretically, this study extends the SOR model into the emerging field of short videos, exploring how the entertainment, credibility, and interactivity of tourism short videos influence travel intentions through the mediating roles of flow experience and perceived value.

Key findings from the data analysis indicate:

In terms of flow experience, the influence of entertainment > interactivity > credibility.

In terms of perceived value, the influence of credibility > interactivity > entertainment.

Flow experience and perceived value exert similar effects on travel intention, highlighting their equal importance.

Both flow experience and perceived value serve as critical mediators in the relationship between short video characteristics and travel intention.

Practical Implications

From a practical perspective, to enhance users' flow experience and perceived value, short video creators should focus on the following strategies:

Enhancing Entertainment Value

Incorporate trending entertainment elements and visually engaging content to capture users' attention, encouraging longer watch times.

Ensuring Content Credibility

Maintain content integrity, ensuring information is authentic, reliable, and accurate to strengthen user trust.Strengthening User Interaction

Actively engage with users through comment responses, content adjustments based on feedback, and regular community events to foster interaction and increase user retention.

6. Limitations and Future Research Directions

Despite its contributions, this study has certain limitations. It primarily focuses on the young demographic, who dominate short video consumption. However, with the growing adoption of short videos among older adults, their behavioral patterns also warrant further investigation. Future research could explore the short video consumption behavior of older users and examine their decision-making mechanisms in the tourism context.

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