

## **The Impact of Digital Video Marketing within the Context of TikTok in the Tourist Industry in Vietnam**

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### **Abstract**

*Tourism is a crucial sector in Vietnam, benefiting significantly from the surge in short video content and the rapid growth of TikTok, a popular new social media platform with a large daily user base. This study explores how digital video marketing factors on TikTok, such as perceived enjoyment, credibility, interactivity, and subtitling, affect users' awareness of destinations and their intention to visit. The findings indicate that perceived enjoyment, interactivity, and subtitling positively influence destination awareness, which in turn impacts the visit intention of TikTok users.*

**Keywords:** *TikTok, Enjoyment, Credibility, Interactivity, Subtitling, Destination Awareness, Visit Intention*

### **1. Introduction**

Thanks to advanced information systems, social media platforms have become vital channels for direct interaction among users and between customers and brands [1]. TikTok, one of the most popular social media networks, exemplifies this trend. By 2022, TikTok was one of the fastest-growing social media platforms in Vietnam, with a substantial increase in the number of active users [2]. Despite the rapid increase in interest, research on TikTok in Vietnam remains significantly lacking. Additionally, there is a notable deficiency in studies investigating TikTok videos within the tourism industry.

TikTok's primary purpose of entertaining users with short videos has allowed it to rapidly attract a large audience, making it a promising channel for digital marketing. Unlike competing applications, TikTok offers distinct functionalities that promote user engagement. Users often passively watch content based on their interests, allowing firms or organizations to convey messages to potential customers. Brands can utilize TikTok as a virtual space to promote tourism by leveraging these tools.

The demand for using social media to find and promote tourism information related to prices, products, and destinations is increasing [3]. Previous studies suggest several factors that can enhance customers' brand

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awareness through digital marketing, including reward activities, virtual interactivity, system quality, information quality, content quality, and electronic word of mouth [4, 5]. Additionally, subtitles have been shown to be effective in learning and increasing the comprehension of video content [6]. Therefore, subtitles could be a useful tool in digital video marketing to improve TikTok users' experiences, especially in the context of tourism in Vietnam.

Furthermore, despite the potential benefits of TikTok's visual and engaging format for the tourism industry, there is a notable lack of scholarly research on how TikTok videos impact tourist behavior and destination marketing. According to a study by the Tourism Research Institute, while social media platforms are crucial in modern tourism marketing strategies, TikTok is still under-explored in this area [7]. This highlights the necessity for more focused research to understand how TikTok can be effectively utilized in the tourism sector.

This study aims to investigate the factors influencing destination awareness and visit intention in domestic Vietnam tourism through online video marketing on TikTok. Specifically, it will explore how perceived enjoyment, perceived credibility, interactivity, and subtitling affect destination awareness, consequently, visit intention.

## **2. Literature Review and Hypotheses**

### **2.1 Perceived enjoyment**

Tourism is an industry motivated not only by the appeal of destinations but also by the experiences and enjoyment they provide travelers. Perceived enjoyment, which stems from activities on social networking sites, plays a crucial role in this context [8]. Perceived enjoyment is a key factor in user experience, especially in digital environments like social media platforms. As social media becomes a dominant medium for information dissemination and interaction, understanding how perceived enjoyment affects user behavior is crucial. Previous research has shown that perceived enjoyment positively influences customers' perceptions [9]. When users find something enjoyable, they are more likely to perceive it as beneficial. When users perceive this content as enjoyable, it enhances their awareness of the destination. For example, other articles suggested that engaging and enjoyable content on social media positively affected users' perceptions and awareness of tourist destinations [10, 11].

H1. Perceived enjoyment has a positive influence on destination awareness.

### **2.2 Perceived credibility**

Credibility can be defined as the receiver's attitude towards the source of communication, is a critical factor in the efficacy of information exchange. Signaling theory posits that the credibility of signals determines how effectively information is conveyed. This perspective highlights the importance of trustworthiness and authenticity in communication, suggesting that the perceived credibility of the communicator significantly influences the audience's reception of the message [12]. Perceived credibility is the quality of eliciting belief and is perceived rather than inherent. It serves as a crucial criterion for assessing information quality, as it is based on the audience's perception of the communicator's expertise, honesty, and intentions [13].

Perceived credibility has been shown to have a substantial positive influence on destination awareness. In the context of destination marketing, the credibility of promotional messages can significantly impact potential travelers' attitudes and intentions [14]. Studies indicate that when promotional content is perceived as credible,

it enhances the audience's trust in the information, thereby positively influencing their decision-making processes regarding travel destinations [15, 16, 17]. This relationship underscores the importance of maintaining high credibility in marketing communications. Effective destination marketing relies on credible messages to foster a positive image of the destination and increase awareness. The integral role of perceived credibility in shaping consumer perceptions and behaviors across various contexts is evident, making it a key factor in successful marketing strategies.

H2. Perceived credibility has a positive influence on destination awareness.

### **2.3 Interactivity**

Interactivity involves activities that provide information, express opinions, or express feelings [18]. Interactivity theory suggests that the web's interactivity and multimedia features can significantly improve relationship-building with customers in the virtual environment. Studies have supported the positive impact of interactivity and multimedia characteristics on relationship building [19, 20]. Online interactivity strongly affects destination awareness and offers opportunities to enhance tourism in digital marketing [4]. Some research indicates that online interactivity can have both advantages and disadvantages regarding brand awareness [21]. However, prior research generally suggests that travelers are more likely to remember and recognize a brand or destination when interacting and engaging with it.

H3. Interactivity has a positive influence on destination awareness.

### **2.4 Subtitling**

Subtitling involves displaying text at the bottom of a video that narrates or translates the language. It is a novel factor in digital video marketing related to travel in many countries. Most previous studies have focused on subtitling in educational contexts for video learning or entertainment for film [7, 22]. Researchers have examined subtitling for foreign languages to reduce the language barrier and same-language subtitling in advertising to boost effectiveness [23]. Advertising videos with same-language subtitles make it easier for customers to remember brands and slogans. Subtitling enhances viewers' overall watching experience and comprehension [24]. While there is limited research on subtitling and destination awareness, most studies found that subtitles improve content understanding, brand recall, and listener's memory.

H4. Subtitling has a positive influence on destination awareness.

### **2.5 Destination awareness**

Brand awareness involves information and images of products that help customers recall a brand. It creates value for the brand and stimulates purchase intentions. For example, individuals considering visiting a tourist destination may base their decision on their awareness of various destination brands. Similarly, increasing destination awareness can attract individuals to a particular destination. Increasing destination awareness can attract individuals to a particular destination. Previous research has shown that destination awareness significantly affects visit intention through different marketing factors [25]. Engaging tourists on social media networks can positively impact their perception of the destination and their intention to visit.

H5. Brand awareness has a positive influence on visit intention.

### 3. Research Methodology

To test hypotheses, data were collected online using Google form survey. Out of 286 questionnaires distributed to Vietnamese TikTok users, 252 valid responses were received. The sample was composed of 60.8% females and 39.2% males. Regarding age, individuals under 27 years old represented the majority at 72.22%, followed by those aged 27 to 42 at 19.84%. Participants aged 43 to 58 and 59 to 68 comprised 7.93% in total. In terms of education, over half of the respondents held college degrees (54.8%), with the second largest group having postgraduate education (15.5%). Occupation-wise, the respondents' profiles were diverse. Students made up the largest group at 44.4%, followed by office workers at 31.3%. Self-employed individuals constituted 13.7%, while others included factory workers, homemakers, farmers, and retirees. Household income data revealed four groups: nearly half had a monthly household income under 20 million VND, 37.3% had an income between 20 and 50 million VND, and 9.9% and 4% earned between 50-100 million VND and over 100 million VND, respectively.

#### 3.1 Measurement

All items were measured using five-point Likert scales, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). Most of these measurement items were adapted from existing sources and modified for this study. Items related to perceived enjoyability were adapted from Dabbous & Barakat [5], such as "Videos on TikTok about tourism in Vietnam are fun." Perceived credibility was measured using items developed by Wang [17], including "Videos about tourism in Vietnam on TikTok are truthful." Interactivity was assessed with items from Dabbous & Barakat [5], like "I can easily interact with videos on TikTok." Subtitling was evaluated using items from Malakul & Park [7], with questions like "I feel comfortable watching videos about tourism on TikTok with subtitles." Destination awareness was measured using items adapted from Dedeoğlu et al. [26]. such as "I can recognize a specific destination in Vietnam among other destinations after watching it on TikTok." Finally, visit intention was determined using items from Dabbous & Barakat [5], including "I intend to visit a suggested destination on TikTok."

#### 3.2 Reliability and validity of measurement items

Following the two-stage model validation approach proposed by Anderson and Gerbing [27], we first assessed the measurement validity of each construct before estimating and testing the proposed structural model. Convergent validity was confirmed when the path coefficients from latent constructs to their respective observable indicators were statistically significant ( $t > 2.0$ ). A confirmatory factor analysis (CFA) using AMOS 26.0 was conducted to assess convergent validity. The results, shown in Table 1, indicated that all items had significant loadings on their corresponding latent constructs. To demonstrate discriminant validity, we followed Fornell and Larcker's [28] guidelines, which state that the average variance extracted (AVE) should exceed 0.50. The constructs in our study met this criterion, providing evidence of discriminant validity (see Table 1). The comparative fit index (CFI) and Tucker-Lewis Index (TLI) values were 0.96 and 0.91, respectively, both exceeding the recommended threshold of 0.90, indicating a good model fit.

**Table 1. Results of the confirmatory factor analysis**

Construct	Estimate	t-value	CR	AVE
Perceived enjoyability 1	0.87	-	0.92	0.75
Perceived enjoyability 2	0.88	18.51*		

Perceived enjoyability 3	0.85	17.28*		
Perceived credibility 1	0.91	-	0.92	0.75
Perceived credibility 2	0.90	22.03*		
Perceived credibility 3	0.84	18.85*		
Perceived credibility 4	0.81	17.73*		
Interactivity 1	0.77	-	0.87	0.70
Interactivity 2	0.88	14.85*		
Interactivity 3	0.85	14.27*		
Subtitling 1	0.92	-		
Subtitling 2	0.89	21.95*	0.93	0.82
Subtitling 3	0.91	22.79*		
Destination awareness 1	0.89	-	0.93	0.81
Destination awareness 2	0.92	22.39*		
Destination awareness 3	0.89	20.82*		
Visit intention 1	0.89	-	0.89	0.74
Visit intention 2	0.78	15.49*		
Visit intention 3	0.90	19.57*		

\*p<0.001

## 4. Results

To analyze the structural relationships, this study estimated the hypothesized model, and the results shown in Table 2. The structural model demonstrated an excellent overall fit, as indicated by the comparative fit index (CFI) and Tucker–Lewis Index (TLI) values of .96 and .95, respectively, both surpassing the standard threshold of .90. Hypotheses were tested using structural equation modeling estimation. All hypotheses except H2 with perceived credibility were supported in Table 4. H1 proposed the effect of perceived enjoyability on destination awareness, and it was found to be supported ( $\beta=.314$ ,  $t=4.121$ ). H2, which proposed the effect of perceived credibility on destination awareness, was not supported ( $\beta=.038$ ,  $t=.570$ ). H3, which was significant for the effect of interactivity on destination awareness ( $\beta=.415$ ,  $t=4.983$ ). Then, H4 was proved that it was also an impact of subtitling on destination awareness ( $\beta=.216$ ,  $t=3.316$ ). Finally, H5 exactly described an examined hypothesis which is the impact of destination awareness on visit intention ( $\beta=.809$ ,  $t=14.286$ ).

**Table 2. Results of model**

Path	Estimate	t-value
H1: Perceived enjoyment => Destination awareness	.314	4.121***
H2: Perceived credibility => Destination awareness	.038	.569
H3: Interactivity => Destination awareness	.415	4.983***
H4: Subtitling => Destination awareness	.216	3.316***
H5: Destination awareness => Visit intention	.809	14.286***

Note:  $X^2(df)=328.14$  ( $df=141$ ,  $p=.000$ ), CFI=.96, IFI=.96, TLI=.95, RMSEA=.07 \*\*\*p<0.001

## 5. Discussions

This study examines how digital video marketing on TikTok influences audiences' destination awareness and visit intention, focusing on perceived credibility, perceived enjoyment, interactivity, and subtitling. Research on TikTok's role in tourism development in Vietnam is still emerging. While this framework focuses on only four variables, it underscores a novel dimension within tourism research. Positive outcomes indicate potential for expansion and competitive advancement in Vietnamese tourism.

The study found that perceived credibility does not significantly impact destination awareness on TikTok. The casual and imaginative nature of TikTok's content may prompt users to question the reliability of information presented, thereby reducing the impact of perceived credibility on destination awareness. Unlike conventional sources of information, user-generated content on TikTok may not always be regarded as trustworthy. Additionally, the study demonstrates that perceived enjoyment and interactivity significant influence on destination awareness. This suggests that users prioritize the entertainment value and interactive features of content over its perceived credibility. Therefore, engaging content that captivates and involves users may be more effective in enhancing awareness than content perceived as credible.

Building on Dabbous and Barakat [5], this study confirms that perceived enjoyment positively influences visit intention. Users interested in content are more likely to engage and increase their awareness. The study also found a positive relationship between interactivity and destination awareness, supporting previous findings that interactive elements add value to the tourism industry. Subtitling was identified as a crucial factor affecting destination awareness, especially when users engage with travel-related videos on TikTok. This study is the first to include subtitling in tourism research, highlighting its substantial influence.

The research results can inform tourism strategies for both government to local companies. Marketers should focus on creating engaging, enjoyable, and interactive TikTok content. Tourism companies can incorporate TikTok into their broader promotion strategies with official accounts showcasing attractions, culture, and events, which is cost-effective compared to traditional advertising. Content creators should focus on storytelling, using visually appealing elements, and interactive features like challenges and Q&A sessions to engage viewers. To enhance credibility, they should provide reliable information and transparent communication, with collaborations with local influencers adding authenticity.

Active engagement through comments, responding to requests, and participating in trends maintains high interaction levels. Hosting live sessions and featuring user-generated content fosters a community feel. These activities are low-cost and can boost organic reach significantly. Subtitling videos can improve accessibility and comprehension, especially for international audiences and those with hearing impairments. The low cost of adding subtitles is outweighed by the benefits of increased accessibility and viewer retention. Implementing these recommendations on TikTok is feasible and cost-effective, helping shape effective digital marketing strategies and boosting tourism in Vietnam.

Since the research was carried out individually and within a limited timeframe, the number of participants in the survey needed to be sufficiently large. Therefore, to obtain more accurate and representative results, expanding the participant pool and making it more diverse by including individuals from different regions across the nation is necessary. In addition, it is important to note that the study only considered four independent variables related to digital video marketing on TikTok. However, it is imperative to acknowledge that these variables may not encompass all the factors that contribute to successful marketing on this platform. Future researchers are encouraged to explore other aspects of digital video marketing besides destination awareness and visit intention to understand this phenomenon comprehensively.

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## 7. Reference

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