

THE VLOGGER EXPOSURE AND VLOGGER CREDITABILITY ON INTENTION TO VISIT: THE CASE STUDY OF BANGKOK

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Abstract

The study was to study the impact of vlogger exposure and vlogger creditability (expertise, attractiveness, trustworthiness) on destination awareness, as well as to study the effect of vlogger exposure and vlogger creditability (expertise, attractiveness and trustworthiness) on intention to visit through destination awareness. At the same time, to study the mediating role of destination awareness. The research methods used the quantitative research methods. The sampling method used the purposive sampling method and snowball method. The sample of the study was 400 Bangkokians who have viewed video content on social media. The results show that vlogger exposure and vlogger creditability significantly impact destination awareness. Meanwhile, vlogger exposure and vlogger creditability can impact the intention to visit through destination awareness. Additionally, the destination awareness as a mediating variable can directly impact the intention to visit. The results of the study show that vlogger credibility has the highest impact on destination awareness and intention to visit.

Keywords : Vlogger exposure, Attractiveness, Trustworthiness, Destination Awareness, Intention to visit

1. Introduction

When people start planning, people were keen to find information about their destination or products by watching vloggers' videos on social media platforms (Migué-nset al., 2008). Many Social media platforms allows users to create different types of content, and they also support self creation content sharing to meet social behaviors that involve communication and interaction with audiences and vloggers (Zhao, Shen, Zhang, 2022).

In recent years, popular social media platforms: such as YouTube, Facebook and Instagram, have billions of users (Dutta et al., 2021). Data shows that in February 2022, the total number of users using social media in Thailand was 56.85 million, representing 81.2 percent of the total population. The average user spends 2 hours and 59 minutes per day on social media. At the same time, viewers often use multiple platforms watched video (Kemp, Digital 2022 Thailand). Viewers spend a lot of time daily watch various video content on social media. According to 2022 statistics, visitors stay on the YouTube platform for an average of 25 minutes, viewers watch over one billion hours of video, and generate one billion views per day on the YouTube platform (Dixon, 2023). Due to the popularity of social media platforms, many vloggers have started take short videos to share their travel experiences and uploading them to platforms like YouTube, Instagram, Twitter etc., to gain exposure and create creditability. The exposure of vloggers determines the audience's view of the content and the influence of vloggers. The credibility of vloggers will help viewers make the right decision to buy a product or service (Abbasi et al, 2022; Chen & Dermawan, 2020). Influencer marketing has risen as social media has taken over more and more of our lives. People will turning to their favorite influencers for guidance on what to buy (DMI, 2022).

2. Research Objectives

1. To study the effect of vlogger exposure, expertise, attractiveness and trustworthiness on destination awareness.
2. To study the effect of destination awareness on intention to visit.
3. To study the indirect effect of vlogger exposure, expertise, attractiveness and trustworthiness on intention to visit.
4. To study the effect of destination awareness on intention to visit as a mediating role.

3. Literature review

The Vlogger

Le and Hancer (2021) defined vloggers as ordinary users who generate content and form audience attitudes through social networking sites. Pelawi and Aprilia (2019) consider vloggers as people who have experienced a product or visited a destination and provided comments in the form of videos through social media. Videos created by vloggers were called vlogs (Rotman & Preece, 2010). Vloggers create videos that were like video diaries, detailing daily chores and emotional expressions, as with personal diary entries, and these vlogs do not appear independently. Vloggers regularly upload interesting video content and updates about events that were happening in their lives in the hope of gaining massive followers (De Veirman, 2019).

The Vlogger Exposure

Vlogger exposure was determined by Zanatta (2017) as the attention a vlogger receives for the number of subscribers, views, and likes of its videos. Therefore, the exposed vloggers were considered to a massive following and social influence on social media (Hanief et al., 2019). Nouri, (2018) argues that exposed vloggers were ordinary people who have millions of followers on social media platforms. In consequence, they show their personal lives to many followers through social media platforms and share content in an original way. In this way, they attract the following of a large number of viewers (Chae, 2021, Lour des derose, 2021). Moreover, vlogger exposure relies on viewer activity, such as viewers listening to, watching, and reading vlogger content information, or experiencing and following that information. Vlogger exposure can be measured by the following dimensions: a) Frequency: how often audiences watch vloggers and consume vlogger information content. b) Duration: the amount of time audiences spend watching vlogger video content (Michelle & Susilo, 2021; Cunningham & Craig, 2017).

The Vlogger Creditability

Vlogger credibility was the degree to which the vlogger was perceived as credible as a source of giving an objective opinion (Halder et al., 2021). With as popularity of streaming platforms, such as YouTube, Facebook and Instagram, many vloggers showcase their lifestyles and share product preferences through videos (Babutsidze, 2018). Uzunoğlu and Kip (2014) found that vloggers seemed credible as sources because by posting videos about certain brands, they indicated that they had tried these products. In addition, vlogger creditability was based on viewers' perception of the characteristics of the vlogger as a source (Choi & Lee, 2019). Much similar to the source credibility structure, the characteristics of vlogger credibility include: expertise, attractiveness, trustworthiness (Dou et al., 2012).

Expertise

According to Ohanian (1990), expertise describes the degree to which the influencer was regarded as being qualified to deliver reliable information or speak on a particular issue (experienced, expert, qualified, knowledgeable, and skilled). Martensen et al. (2018) found that expertise can enhance a person's persuasion and credibility. A vlogger's expertise was important in evaluating a particular product or service, as expert sources were able to provide more appropriate advice based on the actual nature of the product or service.

Attractiveness

Attractiveness corresponds to personal appreciation, which was crucial for the first impression a person makes on others. Additionally, the message that an attractive person sends can significantly affect how other people perceive and evaluate a product or location. Generally speaking, viewers will be more responsive and have stronger trust in the message and be more likely to be persuaded by their favorite personalities if vloggers have more attractive (Otterbring et al., 2021). Because viewers perceive similar characteristics to influencers and familiarity with influencers, attracting viewers engage with them frequently (Lee & Eastin, 2020). Moreover, when a source is perceived to possess desirable attractiveness, the persuasive power of the information he/she provides will be higher, they will be perceived as trustworthy.

Trustworthiness

Trustworthiness was the amount of honest, trustworthy, and sincere information a vlogger provides, and it depends on the perception of the target audience (Tanha, 2020). Grillo and Pizzutti (2021) explain that a trustworthy communicator must be persuasive, and at the same time, demonstrate a degree of integrity. It was worth noting that trustworthiness was not related to the actual facts a person presents; it was primarily based on the impression the source of the information gives to the audience (Boonchutima & Sankosik, 2022). Widiyanto (2013) states that the trustworthiness of the viewer to the vlogger was a strong foundation of relationship building with the viewer. Therefore, vloggers do not lose their audience or the loyalty of their viewers for more viewing as well as purchases in the future (Kristiani & Pipiyanti, 2020).

Destination Awareness

Safira & Salsabilia (2022) stated that destination awareness refers to the extent to which people know or think they know about the destination. According to Mahaputra and Saputra (2021), destination awareness was a combination of the storage of destinations in a potential tourist's memory and the ability to recall memories of specific destinations, or simply put, the ability of a destination to come to mind for a potential tourist's mind. Audience's destination awareness was considered a necessary condition for going to visit it (Honka et al., 2017; Manurung & Astini, 2020). Ansari et al. (2019) argue that destination awareness can be increased through social media (Saydan & DÜlek, 2019). Viewers' destination awareness may be influenced by video content, which provides with destination information. Video content information creates destination awareness in the viewer and helps the viewer to make a final decision to visit when comparing destinations. Because video content create the expectations of the possible experience of the portrayed destination and enhance the perception of the destination by potential travelers (Dedeoğlu et al., 2020; Huerta-Álvarez, 2020).

Intention to visit

Visiting was essentially an act of audience generation. Nechoud et al. (2021) consider intention to visit as the subjective intention and tendency of viewers to visit a destination in response to the stimulation of external information. The decision to visit a destination influenced by external sources of information, including websites, vloggers and social networks. Conner (2020) argued that intention to visit represent a person's motivation, i.e., people's conscious plans, decisions, and self-direction, as well as efforts to perform the target behavior. The viewer gets information about the destination through exposure to content shared by experienced people in the media environment, thus generating the desire to visit the act of visited (Adeloye et al., 2022). As Antón et al. (2017) study points out, intention to visit was the internal motivation that drives a person to carry out tourism activities, initiating them and moving them towards their goals.

4. Theoretical framework、 research hypothesis & hypothesis test

Theoretical framework

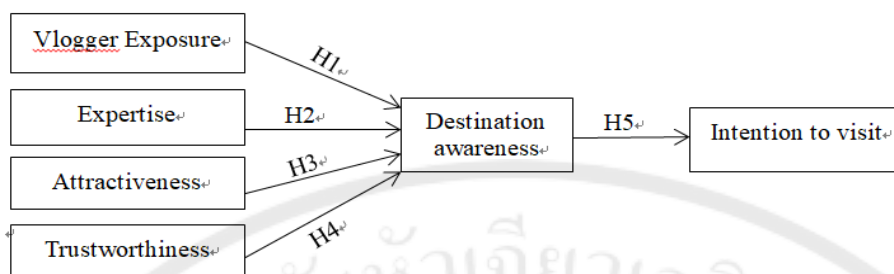


Figure 1 Theoretical framework

Research Hypothesis

Hypothesis1: Vlogger exposure has a positive impact on destination awareness.

Hypothesis2: Expertise has a positive impact on destination awareness.

Hypothesis3: Attractiveness has a positive impact on destination awareness.

Hypothesis4: Trustworthiness has a positive impact on destination awareness.

Hypothesis5: The destination awareness has a positive impact on intention to visit.

Hypothesis test

$$Y_{DA} = \beta_0 + \beta_1 VE + \beta_2 Ex + \beta_3 At + \beta_4 Tr$$

$$Y_{IN} = \beta_0 + \beta_5 DA$$

The above equation were to further test the hypothesis.

Where:

VE is Vlogger exposure

Ex is Expertise

At is Attractiveness,

Tr is Trustworthiness,

DA is Destination Awareness

IN is Intention to visit.

5. Research methodology

This study was a quantitative research that used questionnaires to collect samples. The questionnaire was distributed through two channels: online and offline. Moreover, purposive sampling and snowball sampling methods were used to collect questionnaire samples. In order to selected Thai netizens who had watched the vlogger's content were selected, and they were asked those who had received the questionnaire, to fill the questionnaire and pass it on to their friends who had also watched the vlogger's content. The reason the study used snowball sampling was because it was easier to find respondents and was simple and low-cost. The questionnaire consisted of two parts, of which the first part included demographics such as age, gender, occupation and income of the respondents. The second part included vlogger exposure, expertise, attractiveness, trustworthiness, destination awareness and intention to visit. The attitudes and reactions of the respondents were obtained from the questionnaire, and a Likert scale was used to measure them.

In addition, each item of the questionnaire was measured using a five-point Likert scale. Typically, there were five options for Likert scale items, namely "Strongly disagree", "Disagree", "Neutral", "Agree", and "Strongly agree". They were designated as 1, 2, 3, 4, and 5 for subsequent counting and calculation and the result (Phakiti, 2020). Finally, analyzed a social statistic program to analyze. Data analysis uses two methods: descriptive analysis and inferential analysis.

Descriptive analysis utilized frequencies and percentages to analyze demographics such as age, gender, occupation and income of the respondents, Means and standard deviations to examine vlogger exposure, vlogger credibility, destination awareness and intention to visit. Besides inferential analysis used path analysis to explore the direct and indirect effects between the variables and test the model's hypotheses.

6. Results

Descriptive Demographic Content

The table1 demographic data explains that the most of the people who watch vlogger videos were females, aged 18-28 years old. Morethan half of them have income less than 10,000 bath, 24.25 percent have income between 10,000-15,000 per month and 11.75 percent have income Over 20,000bath per month. Income have 15,001-20,000 bath per month was minimal, only 6.50 percent. Normally, 36.25 percent respondents "Ofen" watch vlogger videos. 23.75percent and 29.25percent of the respondents "Very ofen "and "Sometimes" watch vlogger videos respectively. However, Rarelywas minimal, only 10.75 percent.

Table 1 Descriptive Results for Demographic

Items		Percent
Gender	Male	23.00
	Female	77.00
Age	18-28	91.75
	29-39	7.75
	40-50	.50
Income	Less than ₪ 10000/month	57.50
	₪10000-15000/month	24.25
	₪15001-20000/month	6.50
	Over ₪20000/month	11.75
Frequency of watch Vlogger video	Very often	23.75
	Often	36.25
Vlogger video	Sometime	29.25
	Rarely	10.75
Total		100.00

Mean and Standard Deviation The table2 data show that the mean values of the variables were not very different. The average expertise degree of vloggers was the highest, with mean value was 4.01. The lowest mean was vlogger exposure, it shows that most people recognize vlogger with professional knowledge and give high evaluation to vlogger with professional knowledge. which mean value was 3.65.

Table 2 Results for Mean and Standard Deviation of Vlogger Exposure, Expertise, Attractiveness, Trustworthiness, Destination Awareness, Intention to Visit

Variable	Mean	Standard Deviation	Interpretation
Vlogger Exposure	3.65	.62	Agree
Expertise	4.01	.61	Agree
Attractiveness	3.83	.56	Agree
Trustworthiness	3.76	.66	Agree
Destination Awareness	3.90	.67	Agree
Intention to Visit	3.92	.65	Agree

Correlation Analysis The correlations between the variables are shown in Table 3. The Pearson's coefficients between vlogger exposure, expertise, attractiveness, trustworthiness, destination awareness and intention to visit are 0.462, 0.433, 0.389, 0.472 and 0.445, respectively. If the correlation coefficient between variables exceeds 0.80 (Shrestha, 2020), then there is the possibility of multicollinearity. The correlation coefficient between intention to visit and destination awareness in this study is 0.689, lower than 0.80, so there is no problem of multicollinearity in this study.

Table 3 Correlation

	VE	Ex	Att	Tr	DA	IN
VE	1					
Ex	.462 **	1				
Att	.433 **	.544 **	1			
Tr	.389 **	.503 **	.485 **	1		
DA	.472 **	.562 **	.562 **	.641 **	1	
IN	.445 **	.545 **	.523 **	.484 **	.689 **	1

**Correlation was significant at the level of 0.01

Results of the Multiple Regression Coefficient According to table 4, vlogger exposure, expertise, attractiveness and trustworthiness have a positive impact on destination awareness. Trustworthiness was the most influential variable on destination awareness, have 40.1 percent. while vlogger exposure was the least influential variable, only have 15.50 percent. It shows that the credibility of the vlogger was particularly important to the viewer's destination awareness, and viewers will not watch videos from vloggers who do not have trustworthiness. According to table 4, the equation can be sequentially transformed into:

$$DA = .054 + .155VE + .202Ex + .253Att + .401Tr$$

Table 4 Results of the Multiple Regression Coefficients for the Destination awareness

Variables	Unstandardized Coefficients	Standardized Coefficients		Sig	VIF	Tolerance value
	B	Bata	t-value			
(Constant)	.054	.187	.288	.733		
Vlogger Exposure	.155	.144	3.592	.000*	1.724	.724
Expertise	.202	.184	4.160	.000*	1.690	.592
Attractiveness	.253	.209	4.837	.000*	1.619	.619
Trustworthiness	.401	.392	9.413	.000*	1.494	.669
R=.736 R ² =.541 SEE=.485 F=116.500						

*P value < .05

a. dependent variable: Destination awareness

According to table 5 data analyses, the independent variable destination awareness has a significant positive impact intention to visit, have 66.80 percent. It shows that most people will have the intention to visit when they have destination awareness. As long as the viewer develops awareness of the destination after watching the video, there was a high probability that there will be a visit intention to the destination. According to table 5, the equation can be sequentially transformed into:

$$IN = .668DA$$

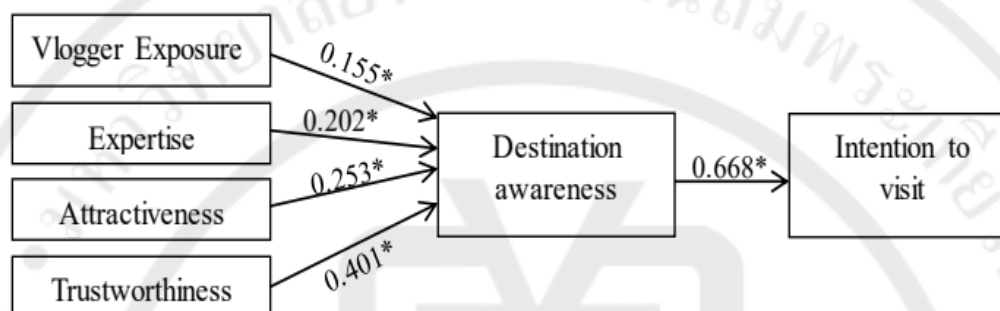
Table 5 Results of the Regression Coefficients for the Intention to Visit

Variables	Unstandardized	Standardized	t-value	Sig	VIF	Tolerance value
	Coefficients	Coefficients				
(Constant)	1.310		9.400	.000 *		
Destination awareness	.668	.689	18.982	.000 *	1.000	1.000

R=.689 R²=.457

*P value<.05

a.dependent variable: Intention to visit

**Figure 2** Model for intention to visit

Path Analyses Table 6 shows the direct and indirect impact between variables. Destination awareness has a direct impact on intention to visit, total direct effect was 66.80 percent. The direct effect of destination awareness was the most significant on viewers' intention to visit, indicating that viewers who have destination awareness will have intention to visit. Vlogger exposure, expertise, attractiveness and trustworthiness can have an indirect impact on visit intentions through destination awareness, total indirect 10.40percent, 13.50percent, 16.9percent and 26.8percent, respectively. Which the most effect on intention to visit was trustworthiness. Mean that people were most likely to watch videos from trustworthiness vloggers and that watching them can create destination awareness and intention to visit the destination.

Table 6 Results of the Causal Effect of the Predictors on Intention to Visit

Path	Causal effect		
	Direct	Indirect	Total
DA→IN	.668 *		.668
VE→DA→IN		.104 *	.104
Ex→DA→IN		.135 *	.135
Att→DA→IN		.169 *	.169
Tr→DA→IN		.268 *	.268

Mediation variable test As shown in table 7, the mediating role of destination awareness was significant (P<0.001) The specific test statistics were as follows. Vlogger exposure, expertise, attractiveness and intention to visit (Sobel test statistics: 8.733, 10.212, 10.175 and 10.559, p <0.001, respectively; Aroian test: 8.721, 10.199, 10.162 and 10.548, p <0.001, respectively). The results were all significant, indicating that destination awareness plays an partial mediating role between vlogger exposure, expertise, attractiveness and intention to visit.

Table 7 Results of the Sobel Test

Input		Test statistics	<i>p</i> -value
a1 .510	Sobel test	8.733 *	<.001
a2 .616	Sobel test	10.212 *	. <.001
a3 .680	Sobel test	10.175 *	<.001
a4 .656	Sobel test	10.559 *	<.001
b1 .598	Aroian test	8.721*	<.001
b2 .543	Aroian test	10.199 *	<.001
b3 .560	Aroian test	10.162 *	<.001
b4. .624	Aroian test	10.548 *	<.001

7. Conclusion

The final results are shown in table 8, the results show that all the hypotheses are accepted. Meanwile, vlogger exposure, vlogger expertise, attractiveness and trustworthiness positively impact destination awareness. Destination awareness positively impact intention to visit. vlogger exposure, vlogger expertise, attractiveness and trustworthiness positively impact intention to visit through destination awareness. Vlogger exposure, expertise, attractiveness, and credibility can not only increase awareness of a destination but also increase intentions to visit the destination. Vloggers upload videos on social media platforms to let more people know about the destination and visit it. Additionally, the rise of social media has been accompanied by the development of different types of vloggers, which has given rise to more opportunities for the development of tourism. Vloggers rely on their own comments and posted pictures and videos with brand logos, and the audience's behavior was influenced by their pictures and videos, and influential Vloggers were also considered credible (Ansari et al, 2019).It was especially useful for marketers who want to effectively use vlogger to promote their brand and increase sales. The use of influential and credible vloggers was particularly important in attracting tourists to a destination (San Martín et al, 2019).

Table 8 Summary of Test Results for the Hypotheses

Hypotheses	Outcome
H1: Vlogger exposure has a positive impact on awareness.	Accepted
H2: The expertise has a positive impact on awareness	Accepted
H3: The attractiveness has a positive impact on awareness.	Accepted
H4: The trustworthiness has a positive impact on awareness.	Accepted
H5: The destination awareness has a positive impact on intention to visit.	Accepted
H6: The Vlogger exposure, expertise, attractiveness and trustworthiness have a positive indirect effect on intention to visit.	Accepted

Discussion

This study illustrates viewers' intention to visit depends heavily on their level of creditability. Vlogger credibility has a significant impact on the audience's destination awareness and intention to visit. Viewers believe that vloggers can be trusted, then viewers will spend less effort searching for relevant information in the process of travelling to the destination (Cervova and Vavrova, 2021). In other words, viewers trust the vlogger's description of the destination as well as the suggestions, and they will be cognisant of the destination. Besides, vlogger expertise can have a positive impact on visitors' intention through their destination awareness. When vloggers gained a higher level of expertise, their travel messages were seen as more persuasive. Vloggers' tourism information was perceived to be more persuasive when the vlogger acquires a higher level of expertise. To put it another way, the vlogger's expertise can help viewers make a decision to visit the destination

recommended by her/him (Trinh and Nguyen,2019; Ismagilova et al 2020). The expertise of the vlogger is also part of the attractiveness of the vlogger. The vlogger attraction can also have a positive impact on visitors' intention through their destination awareness. Vloggers attractiveness can make viewers watch the video and keep the destination content in the mind of the viewers, creating a positive awareness of the destination. Meanwhile, Vlogger attractiveness can get more viewers to watch their videos, thus influencing their awareness of the destination (Chekima et al,2020; Lee & Eastin, 2020). In addition to that vlogger exposure can effect on destination awareness. Alternatively, vloggers that gain exposure can also have a positive impact on visit intention through destination awareness. Vloggers gain exposure by posting videos frequently in social media, and viewers become aware of the destination after watching the videos (Kümpel, 2020).Vlogger exposure was to show destination video content to viewers and give viewers more opportunities to acquire destination information and then form destination awareness (Turner,2018). Awareness can motivate tourists' intention to travel to a destination, and that the higher the tourist's awareness of the destination, the more willing the tourist will be to travel in the future (Spence, 2021).

Recommendation There were some recommendation for the improvement of future research. For the future research recommends distinguishing between categories of vloggers, such as food vloggers, celebrities, travel vloggers, etc., in addition to similar social media platforms (e.g. YouTube, Facebook, Instagram, etc.), this social platforms although similar, differ in the way they influence audience behavior. In addition, the results of the study show that trustworthiness has the highest impact on destination awareness and intention to visit. Therefore, for vloggers should increase trustworthiness. Vlogger trustworthiness plays a vital role in destination awareness because trustworthiness was the basis for building good relationships as well as the key to viewers' loyalty to a vlogger and viewers' decisions. Subsequently,Vloggers should increase their attractiveness. Vloggers, as public figures on social media platforms (e.g., YouTube, Facebook, Instagram and Tiktok), have a greater influence on potential visitors. Having a good looking appearance was the key to attracting viewers to come and watch. Moreover,The use of vlogger promotion can bring about unexpected results, for the tourism authority, vlogger promotion should be a key focus when it comes to promoting a destination. Vloggers give professional advice and recommendations in vlogs to prospective tourists who watch the video to enhance the viewers' intention to visit and thus promote tourism marketing. Therefore, the tourism authority can consider vloggers as one of the most viable options for promoting tourism destinations.

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