

FACTORS AFFECTING THE ATTITUDE TOWARD THE SHORT VIDEO PLATFORMS AMONG MILLENNIAL TRAVELERS IN THE WESTERN PROVINCE, SRI LANKA: REFERENCE TO TIKTOK

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1. Introduction

Short video platforms are digital platforms where users can create, share, and view brief video clips ranging from a few seconds to a few minutes. TikTok is the most popular short video platform. However, understanding the factors affecting the attitude towards the short video platforms remains underexplored. The present study's objective is to investigate the factors affecting travelers' attitudes toward short video platforms (SVPs).

2. Research Methodology

The present study utilized a deductive approach and quantitative survey research design to investigate the application of the Unified Social Learning Theory (SLT) and Technology Acceptance Model (TAM). A purposive sampling technique was employed to distribute structured questionnaires to 384 individual travelers who use TikTok as a short video platform in the Western Province of Sri Lanka. The proposed hypotheses were empirically tested using multiple regression analysis in the SPSS 25 version.

3. Finding and Discussion

The results indicate that perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment have a significant positive impact on attitudes towards short video platforms. Then, researchers can find other positive factors as well.

4. Conclusion and Implications

This study emphasizes the pivotal role of SVPs. The tourism and hospitality industry can utilize these insights to develop more marketing strategies to attract the customers. They can provide the relevant data with limited time and enhance the travel experience for their customers.

Keywords: Attitude towards short video platforms, TAM, SLT, Travellers