

# THE INFLUENCE OF TRAVEL VLOGS TOWARDS TRAVEL DECISION AMONG MILLENNIALS

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## ABSTRACT

*Travel vlogs are an emerging marketing tool that attracts millennial travelers and serve as a vital source of tourism information, significantly influencing their travel decisions. However, some research has identified gaps in understanding how travel vlogs are useful to millennials and how the vlogger's narrative style influences their travel choices. The research employed a descriptive correlational design to analyze and collect data regarding the influence of travel vlogs on millennials' travel decisions. The investigation was conducted in Tangub City, Misamis Occidental, with a total of 378 respondents selected through purposive random sampling. The researchers used a modified survey questionnaire to gather data and identify potential relationships among variables. Findings indicate among the factors assessed, perceived enjoyment and electronic word of mouth significantly influence millennials' travel decisions, highlighting their enjoyment of travel vlogs for entertainment and reliance on peer content for validation. This study concluded that travel vlogs are not only entertainment but also key drivers of tourism trends and consumer preferences. Researchers recommend that travel vloggers may enhance their impact by tailoring content to diverse demographics and providing valuable insights, while also noting opportunities for future research on travel vlogs' influence on consumer behavior*

**Keywords:** Destinations, Theory of Resonance, Electronic Word of Mouth, Perceived Enjoyment.

## 1 INTRODUCTION

The tourism industry is one of the fastest and growing industry in the world. Moreover, the tourism industry has emerged as major player in global trade, contributing 7% of total trade and outpacing economic growth over the years (World Tour-

ism Organization, 2020). According to Barten, (2024), tourism industry is also known as the travel industry that involves people traveling to various destinations, whether within their own country or abroad for leisure, social or business reasons. Travel vlogs are frequently viewed

as video - based online reviews made by the travel vloggers that is shared on social media and provides millennial viewers a personal and visual glimpse into a destination, helping to inspire and guide millennials on places to visit and activities to try (Islam et al., 2022). According to Chen & Dermawan (2020), a vlog is an online platform where users share their own thoughts and opinions about the products and fuels millennials to decide if something is worth trying. Travel decisions are shaped by the different motives of individuals and groups and this process typically involves active behavior, particularly in gathering information, with a strong emphasis on social media sources like travel vlogs (Matikiti-Manyevere, 2019). According to Abbasi et al. (2022), travel vlogs serve as a reference for shaping travel decision of the millennials when it comes to choosing destinations, buying products, and trying recommended foods and the overall experience influences them to make travel decision and fuels their desire to travel. Millennial travelers have transformed the atmosphere and the travel patterns in the travel industry, shifting from traditional to a more digital approach (Marinda, 2020). The millennial generation stands out in the tourism industry compared to previous generations. Rather than being influenced by traditional commercial advertising, millennials are more influenced by User Generated Content (UGC),

such as travel vlogs and opinions from their social circles. As digital natives, they quickly embrace new technologies and prefer using UGC to gather information when selecting trips. (Nur'afifah et. al., 2021). Living in the digital age has transformed millennials' travel experiences, as they increasingly rely on online reviews to make travel decisions and form perceptions about destinations (Islam et. al., 2024). Travel vlogs provide valuable reviews that help millennials assess intangible products before purchasing. The accessibility of detailed visual content in these vlogs influences their travel decisions, aiding in destination evaluation, itinerary planning, and service selection that aligns with their preferences (Pop et al., 2021). While travel vlogs offer unique insights into destinations, many studies focus on millennials' visit intentions through YouTube videos, neglecting the importance of the credibility of the information presented (Xu et al., 2021). In the Philippines, where many social media influencers have become vloggers, their travel vlogs significantly influence millennials travel decision in visiting attractions across the nation. According to Belanio et al. (2022), travel vlogs are more impactful for millennials than travel blogs due to their dynamic features. Travel vlogs may influence millennials by showcasing real-time experiences, potentially encouraging them to visit those destinations (Pagtalunan et al., 2022). Travel vlogs by the travel vloggers

have been recognized as the most frequently watched type of video content in the Philippines. According to Lalangan (2020), these travel vlogs offer viewers the chance to step into the shoes of the video creator, creating more personal connection with the audience, especially with the millennials. Even with lists or discussions, creators engage directly with viewers, unlike written posts, which are simply read on a screen. Millennials increasingly rely on these videos to gather information and make informed travel decisions (Belanio et. al., 2022). While existing research highlights social media's impact on travel behavior, there is limited understanding of how travel vlogs specifically influence millennials' travel decisions. Most studies focus on general platforms like Instagram and Facebook, often overlooking the unique visual storytelling, authenticity, and personal connection that YouTube travel vlogs provide. (Palao et. al 2023). In Tanguib City, most of the millennial travelers often uses travel vlogs as their go to reference when planning trips to the natural destinations of the Philippines. Through this visual travel vlog that often showcase immersive experiences, millennials acquire valuable insights into what to expect, including travel tips, must- see destinations, budget tips and local cultures before making travel related decisions. However, travel vlogs often present an idealized version of experiences, showcasing perfect weather and

uncrowded beaches that most travelers do not encounter. In reality, visitors may face crowded attractions, unpredictable weather, and logistical challenges that are often omitted. This creates a gap between viewers' expectations and the real travel experience that may affect their desire to travel or to make travel decision (Coskun 2021). With these uprising issues of travel vlog, the researchers are aiming to assess how travel vlogs influence the travel decision among millennials. This study also seeks to propose recommendations to the travel vloggers on how to develop an effective travel vlog based on the result of the survey.

## **2 STATEMENT OF THE PROBLEM**

The study aims to assess how millennials travel decision making is being influenced by various travel vlogs. Specifically, we will investigate the following questions:

1. What is the demographic profile of the respondents in terms of:

- 1.1 Age
- 1.2 Gender
- 1.3 Highest Educational Attainment
- 1.4 Income
- 1.5 Frequency of Travel

2. What is the respondent's assessment on the travel vlog in terms of:

- 2.1 Perceived Usefulness
- 2.2 Perceived Information Credibility
- 2.3 Vloggers Attractiveness

- 2.4 Perceived Enjoyment
- 2.5 Perceived Value for Money
3. What is the level of decision making of the millennials in terms of:
  - 3.1 Attitude
  - 3.2 Subjective Norms
  - 3.3 Perceived Behavioral Control
  - 3.4 Electronic Word of Mouth
4. Is there a significant difference in the respondent's assessment of travel vlogs when grouped according to demographic profile?
5. Is there a significant difference in the respondent's travel decision when grouped according to demographic profile?
6. Is there a significant relationship between travel vlogs and travel decision among millennials?
7. Based on the results and findings, what recommendations can the researchers give to travel vloggers to enhance their travel vlog content?

### **3 RESEARCH DESIGN AND METHODS**

#### **3.1 Research Design**

This study used a descriptive correlational research design to explore and identify the relationship between the impact of travel vlogs and the travel decisions of millennials. According to Seeram (2019), descriptive correlational examines the relationship between two or more variables. It involves gathering and analyzing data on at least two variables to see if there is a connection between them. More-

over, this study is a quantitative type of research that will explain phenomena by gathering numerical data that can be analyzed through mathematical methods, especially statistics. These methods are employed to address questions about relationships among variables, aiming to explain, predict and control specific phenomena.

#### **3.2 Research Setting**

The study was conducted in Tangub City, Misamis Occidental. In Tangub City, visitors can engage in a variety of activities that showcase the natural beauty of the place. Panguil Bay attracts visitors interested in marine-related activities such as boating and fishing, highlighting the bay's role in recreational and sustainable resource use. The mountainous regions, accessible via spots like the Belvedere - Hoyohoy View Deck, facilitate hiking and nature observation, contributing to outdoor adventure tourism. The Hoyohoy Highland Stone Chapel Adventure Park blends eco-tourism with adventure sports, serving as a model for sustainable tourism development in natural settings. Meanwhile, the Asenso Global Garden functions as both a recreational botanical garden and a research site for plant conservation, offering visitors educational travel experiences centered around horticulture. The Migcanaway Floating Cottage adds a unique aquatic accommodation experience, enhancing leisure activities on Panguil Bay.

### **3.3 Respondents of the Study**

The respondents of this study were three hundred seventy-eight (378) millennials residing in Tangub City, Misamis Occidental who were chosen using purposive random sampling. The participants were chosen based on the following criteria: a) Millennials with the age of 28 years old to 43 years old. b) Millennials who traveled outside Tangub City and has visited any natural destinations within the Philippines. c) Millennials who use travel vlogs as their reference before travelling to the natural attractions in the Philippines which will be confirmed through initial screening questions.

### **3.4 Data Collection**

Before gathering the data, a letter of permission to conduct the study was prepared and crafted. After the letter had been completely crafted, it was then forwarded to the Dean of College of Business and Management and to the research adviser to seek approval to carry out the study. Upon approval, the researchers began collecting data from the respondents. The study respondents were identified from the millennial population of Tangub City, specifically individuals aged 28–43 years old based on the 2022 Barangay House Survey and 378 qualified millennials were selected using purposive random sampling. Participants were recruited through screening questions to determine if they regularly consulted travel vlogs before making travel plans.

### **3.5 Research Instrumentation**

This study used a quantitative survey method. The study used a modified survey questionnaire, adopted from the study of Palao et al. (2023) titled “The effects of Travel Vlogs on Travel Decision of Generation X and Baby Boomers” and the Extended Theory of Planned Behavior by Icek Ajzen (1991). It will also integrate elements from the study of Shin et al. (2024), “The effects of Travel Vlogs on Tourists Destination Choice: Focusing on the role of electronic word of mouth (eWOM) and the theory of planned behavior.”

The questionnaire is divided into three parts. The first part of the questionnaire is the demographic profile of the respondents, which includes the respondents’ age, gender, educational attainment, income, and frequency of travel. The second part of the questionnaire assesses how travel vlogs influence millennials in Tangub City, with a total of 25 statements included. The third part measures the level of decision-making of millennials regarding travel decisions, consisting of 19 statements in total. To assess the internal reliability of the constructs utilized in the questionnaire, reliability tests based on Cronbach’s Alpha were conducted using pretest data. Thirty respondents who were not part of the final survey were given a pretest of the instrument after incorporating the expert’s feedback, adjustments, and recommendations. The calculated Cronbach’s Alpha val-

ue for the model was 0.8668, indicating good internal consistency and demonstrating the reliability of the tool. Their responses were evaluated using a 4-point Likert scale, with options ranging from strongly agree to strongly disagree.

### 3.6 Data Analysis

To achieve a more precise interpretation of the survey data, researchers utilized simple percentages, weighted means, Spearman rank order correlation, and ANOVA tests to analyze how travel vlogs influence millennials' travel decisions. These statistical techniques will help identify trends, measure the

strength of relationships between variables, and determine any significant differences in travel preferences among millennials based on their engagement with travel vlogs.

## 4 RESULTS AND DISCUSION

This chapter outlines the presentation, analysis, and interpretation of the data collected by the researchers. The information obtained was processed and analyzed using pre-established statistical tools. The following data was collected to assess how travel vlogs influence the travel decision among millennials.

**Table 1: Demographic Profile of respondents in terms of Age**

AGE	COUNT	PERCENTAGE
28-30	97	25.66
31-33	78	20.63
34-36	65	17.20
37-39	68	17.99
40-43	70	18.52
<b>AVERAGE</b>	<b>378</b>	<b>100</b>

**Table 1** presents the demographic profile of respondents by age. The data shows that most respondents are aged 28-30 years (25.66%), followed by 31-33 years (20.63%), 40-43 years (18.52%), 37-39 years (17.99%), and 34-36 years (17.20%) in Tangub City. This indicates a significant portion of younger millennials, who may be more engaged with travel vlogs than older millennials. Their familiarity with digital platforms and personal preferences likely contribute to this engagement. These results corroborate to the study of Homsı (2022), which underscores that younger millennials often prefer visual content over traditional text-based information, making vlogs a more appealing source for travel information.

**Table 2: Demographic profile of respondents in terms of Sex**

SEX	COUNT	PERCENTAGE
Female	182	48.15
Male	196	51.85
<b>AVERAGE</b>	<b>378</b>	<b>100</b>

**Table 2** presents the demographic profile of respondents by sex. The results indicate that the majority of respondents are male millennials, with 196 (51.85%) males compared to 182 (48.15%) females. This suggests that male millennials are more likely to use travel vlogs for destination guidance, while female millennials tend to prefer recommendations from friends, family, and travel agencies. This finding is supported by the study of Birch (2020), which highlights that men often adopt a “report style” in communication, focusing on the exchange of information, while women tend to use a “rapport style,” aiming to build and maintain relationships. Consequently, men might prefer direct information sources like travel vlogs to efficiently gather details about destinations.

**Table 3: Demographic profile of the respondents in terms of Highest Educational Attainment**

HIGHEST EDUCATIONAL ATTAINMENT	COUNT	PERCENTAGE
Elementary Undergraduate	1	0.26
Elementary Graduate	4	1.06
High School Undergraduate	13	3.44
High School Graduate	44	11.64
College Undergraduate	149	39.42
College Graduate	167	44.18
<b>AVERAGE</b>	<b>378</b>	<b>100</b>

**Table 3** presents the respondents’ highest educational attainment. The majority are college graduates (167, 44.18%), followed by college undergraduates (149, 39.42%), high school graduates (44, 11.64%), and elementary graduates (4, 1.06%), with the lowest being elementary graduates (1, 0.26%). The results reveals that most of the respondents have attained into college level and were college graduates. This indicates that the majority of the millennials are likely to be professionals and are likely well - educated and have stable careers, which may influence their perspectives, preferences and decision-making processes in using travel vlogs. The results are supported by the study of Hu et. al., (2024), which emphasizes that millennials with a college degree may prioritize accurate and detailed information when planning their travels, making them more discerning about transparency and source attribution in travel vlogs.

**Table 4: Demographic profile of respondents in terms of Monthly Income**

MONTHLY INCOME	COUNT	PERCENTAGE
15,000.00 Below	173	45.77
15,001.00 - 25,000.00	113	29.89
25,001.00 - 35,000.00	48	12.70
35,001.00 - 45,000.00	31	8.20
45,001.00 Above	13	3.44
<b>AVERAGE</b>	<b>378</b>	<b>100</b>

**Table 4** presents the demographic profile of respondents based on monthly income. The data indicates that the majority of millennials in Tangub City earn below 15,000.00, with 173 out of 378 respondents falling into this category. In contrast, only 13 respondents (3.44%) earn above 45,001.00. This suggests that despite their relatively low income, millennials may prioritize saving for travel by reducing other expenses to afford their trips. The outcome of the result is backed up by the study of Asandimitra (2021), which underscores the millennials saving behavior on how they might save their money for specific purposes such as travelling once a year or so. Moreover, these behaviors reflect their prioritization of experiences, willingness to allocate funds towards meaningful activities.

**Table 5: Demographic profile of respondents in terms of Travel Frequency**

TRAVEL FREQUENCY	COUNT	PERCENTAGE
Every Week	64	16.93
Every Month	116	30.69
Every 3 Months	18	4.76
Every 6 Months	26	6.88
Once a Year	152	40.74
<b>AVERAGE</b>	<b>378</b>	<b>100</b>

**Table 5** shows the demographic profile of the respondents in terms of Travel Frequency. The table reveals the travelling once a year is the most common travel pattern among respondents, accounting for 40.74% of the total. Followed by every month with 30.69%, every week with 16.93%, every 6 months with 6.88%, and every 3 months with 4.76%. The results suggest that most respondents do not travel frequently, instead favoring annual trips. This finding is align with the study of Belanio et al. (2022), which highlights the significant influence of travel Vlogs on travel decisions to the respondents who primarily travel once a year may use travel vlogs as a reference when selecting natural destinations, accommodations and etc. This supports the idea that travel vlogs contribute to overall satisfaction and inspire travelers to explore different attraction.

**Table 6: The assessment of travel vlogs among the millennials in terms of Perceived Usefulness**

PERCEIVED USEFULNESS	MEAN	INTERPRETATION
1. Travel Vlogs featured new and unexplored destinations.	3.17	Agree
2. Travel Vlogs content help me understand thoroughly the travel information's.	3.37	Strongly Agree
3. Travel Vlogs videos make travel easier.	3.46	Strongly Agree
4. Travel Vlogs give me helpful information on how to get there, safety precautions, and budgets tips for my trips/travel.	3.47	Strongly Agree
5. Travel vlogs helps tourism sector to expand.	3.53	Strongly Agree
<b>AVERAGE</b>	<b>3.40</b>	<b>Strongly Agree</b>

**Table 6** presents the results for the assessment of travel vlogs in millennials in terms of perceived usefulness. The statement “Travel vlogs helps tourism sector to expand.” was rated as strongly agreed (W=3.53) by the respondents. This implies that among all the statements in Table 8, this statement exhibited the highest mean, indicating that millennials believe travel vlogs significantly promote destinations, attract tourists, and influence travel choices, thus supporting tourism growth. This finding aligns with Rellores et al. (2022), which highlights travel vlogs as effective marketing tools for tourism stakeholders to encourage travelers to engage in tourism-related activities, and is further supported by Dewantara et al. (2023), emphasizing their role in enhancing destination visibility and attracting potential tourists.

On the other hand, the statement “Travel vlogs featured new and unexplored destinations” received an agreement rating of W=3.17, making it the lowest mean among the statements in Table 6. This implies that millennials in Tangub City generally acknowledge that travel vlogs showcase new and unexplored destinations. However, the fact that this is the lowest mean among all the statements, this suggests that travel vlogs’ emphasis on famous and popular destinations may overlook lesser-known locations, creating missed opportunities for millennial viewers of Tangub City to discover unique experiences and insights. This finding aligns with the study of Arias et. al., (2022), which indicates that travel vloggers often prioritize well-known locations due to audience expectations and engagement metrics. As a result, millennials may be drawn to familiar destinations, leading to a homogenized travel experience that overlooks the richness of lesser-known destinations

Further, the overall findings indicate a strong consensus (W=3.40) among millennials in Tangub City regarding the usefulness of travel vlogs. This suggest that millennials perceive these vlogs as valuable for

informing their travel decisions, learning about destinations, and gaining travel tips and experiences from vloggers. This finding is align with the study of Cheng et. al., (2020), which emphasizes the significance of travel vlogs as a reliable and engaging source of travel information that assists millennials in learning about and evaluating destination details, ultimately aiding them in making informed travel-related decisions.

**Table 7: The assessment of travel vlogs among the millennials in terms of Perceived Information Credibility**

<b>PERCEIVED INFORMATION CREDIBILITY</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
1. Most opinions expressed by travel vloggers are favorable	3.24	Agree
2. Travel vloggers provide information that is up to date and contemporary.	3.45	Strongly Agree
3. Travel vloggers are travelers.	3.39	Strongly Agree
4. Travel vloggers provides in-depth information on the destinations.	3.40	Strongly Agree
5. Travel vloggers mention their informational sources.	3.48	Strongly Agree
<b>AVERAGE</b>	<b>3.40</b>	<b>Strongly Agree</b>

**Table 7** presents the results for the assessment of travel vlogs in terms of perceived information credibility. The statement “Travel vloggers mention their informational sources.” was rated as strongly agreed ( $W=3.48$ ) by the respondents, the highest among the statements in Table 7. This suggests that when millennials can access to reliable data that is mentioned by the travel vloggers on their travel vlogs, it enables them to verify details and make more informed travel decisions. This finding is upheld by the study of Shariff, (2023), which emphasizes that transparency and proper information attribution in travel vlogs can enhance credibility, as vloggers who cite their sources instill greater confidence in their audience.

In contrast, the statement “Most opinions expressed by travel vloggers are favourable” received an average rating of 3.24, the lowest among the statements in Table 7. This suggests that while respondents generally view travel vloggers positively, they may not fully trust all opinions as favorable, indicating some uncertainty and recognition of diverse perspectives. This finding is supported by the study of Nasim (2024), which emphasizes that while travel vlog consumers appreciate the inspirational and positive framing of destinations, they also maintain a critical perspective about the content’s objectivity.

Further, the overall results indicate strong agreement ( $W=3.40$ ) among respondents regarding the credibility of travel vlogs, suggesting they are viewed as reliable sources for travel insights. This strong agreement highlights the significant influence of travel vloggers on the per-

ceptions and travel decisions of millennials in Tangub City. This finding is aligned with the study of Abbasi et. al., (2022), which underscores the significant importance of the credibility of the information that is given by the travel vloggers that can fosters trust among their audience.

**Table 8: The assessment of travel vlogs in terms of vloggers attractiveness**

<b>VLOGGER'S ATTRACTIVENESS</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
1. The travel vloggers attitude is appropriate in other culture.	3.30	Strongly Agree
2. When travelling, the travel vloggers are incredibly intriguing, witty and relatable to all generations.	3.35	Strongly Agree
3. The travel vlogger reminds me a lot of myself.	3.22	Agree
4. The travel vlogger looks competent.	3.33	Strongly Agree
5. The travel vloggers actions strongly match my own.	3.34	Strongly Agree
<b>AVERAGE</b>	<b>3.30</b>	<b>Strongly Agree</b>

**Table 8** presents the results for the assessment of travel vlogs in terms of vloggers attractiveness. The statement “Travel vloggers are intriguing, witty, and relatable to all generations” received the highest average rating ( $W = 3.35$ ) from respondents, indicating strong agreement. This suggests that viewers find travel vloggers entertaining and personally relevant, reflecting their own travel preferences. The relatable storytelling of these vloggers fosters a sense of connection and inspiration among audiences. This finding is corroborated by Lo et. al., (2024), which emphasizes that travel vloggers who display charm, humor, and relatability have a stronger influence on millennials and to other generations, as they foster authenticity that resonates with viewers.

In contrast, the statement “The travel vlogger reminds me a lot of myself” received the lowest average rating ( $W=3.22$ ) among respondents, indicating a moderate level of agreement. This suggests that the relatively lower mean value implies that millennial viewers moderately relate to travel vloggers, seeing reflections of their own personalities, interests, and experiences in the content, but varying personal factors result in connections that are not overwhelmingly strong. This finding aligns with Xu et al. (2021), highlighting that travel vlogs’ success depends on resonating with audiences’ diverse backgrounds and tastes; consequently, while vloggers can foster familiarity, connection levels vary significantly based on viewers’ unique experiences and expectations.

Further, the general findings revealed a strong agreement ( $W=3.30$ ) among the respondents on the vlogger’s attractiveness. This implies that millennials in Tangub City find travel vloggers attractive, significantly influencing their desire to travel. The engaging and visually appealing

content of these vloggers fosters aspiration and trust, making destinations more desirable to millennial viewers. These results are supported by Li et al. (2025), which emphasizes that millennials' perceptions of travel vloggers may encourage viewers to visit the featured locations, as they believe they will have similarly enjoyable and visually appealing experiences.

**Table 9: The assessment of travel vlogs in terms of perceived enjoyment**

<b>PERCEIVED ENJOYMENT</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
1. Watching travel vlogs can help me unwind.	3.23	Agree
2. In my leisure time, I adore watching travel vlogs.	3.63	Strongly Agree
3. I watch travel vlog because it gives me joy.	3.63	Strongly Agree
4. When I watch travel vlogs, I become quite thrilled.	3.62	Strongly Agree
5. Watching travel vlogs gives me satisfaction.	3.64	Strongly Agree
<b>AVERAGE</b>	<b>3.55</b>	<b>Strongly Agree</b>

**Table 9** presents the assessment for travel vlogs in terms of perceived enjoyment. The statement “Watching travel vlogs gives me satisfaction” was rated strongly agreed ( $W=3.64$ ) by the respondents. This implies that millennials in Tangub City strongly agree that watching travel vlogs brings them satisfaction. These vlogs serve as a key source of engagement and emotional connection for them, providing entertainment, inspiration, and valuable insights that enhance their overall satisfaction. This finding aligns with Sitinjak et al. (2022), which emphasizes that travel vlogs with visual storytelling enhance millennials' satisfaction by helping them discover destinations, plan trips, and enjoy inspiring travel experiences.

Alternatively, the statement “Watching travel vlogs can help me unwind” was rated as agreed ( $W=3.23$ ) by the respondents. The lowest mean value shows only moderate agreement, suggesting that while travel vlogs help with relaxation, viewers may find greater fulfillment from real travel or interactive activities, as watching alone may not fully meet their need for adventure or escape. The results are supported by Jiang et al., (2023), which highlights that while travel vlogs provide temporary escape, they do not fully satisfy millennials' deeper needs for adventure and exploration, suggesting that direct travel experiences better meet their aspirations.

Further, the overall results revealed a strong agreement ( $W=3.55$ ) among respondents on how they perceived the travel vlogs enjoyable. This implies that millennials in Tangub City find travel vlogs enjoyable and engaging due to their compelling visuals, engaging narratives, and entertaining elements. The result also suggests that the content effectively captures the interest and satisfaction of this audience. The finding is

corroborated by the study of Todua et. al., (2025), which also highlights that engaging and visually appealing content not only boosts viewers’ emotional connection to the featured destinations but also significantly influences their decision-making process when choosing travel locations.

**Table 10: The assessment of travel vlogs in terms of Perceived Value for Money**

<b>PERCEIVED VALUE FOR MONEY</b>	<b>MEAN</b>	<b>INTERPRETATION</b>
1. Travel vlogs provide me insight on how much I can save.	3.24	Agree
2. Travel vlogs give me an idea on where to get affordable and quality lodging and etc.	3.39	Strongly Agree
3. Travel vlogs recommend destinations so that I won’t regret spending money on them.	3.47	Strongly Agree
4. Travel vlogs assist me in evaluating goods and services.	3.45	Strongly Agree
5. Travel vlogs are practical and worth the money.	3.50	Strongly Agree
<b>AVERAGE</b>	<b>3.41</b>	<b>Strongly Agree</b>

**Table 10** presents the result for the assessment of travel vlogs in terms of perceived value for money. The statement “Travel vlogs are practical and worth the money.” was rated (W=3.50) by the respondents. This implies that travel vlogs help millennials evaluate the cost-effectiveness of trips before spending money. By showcasing real experiences both positive and negative as it enables viewers to make budget-conscious choices and ensure their money is well spent. This finding are substantiated by the study of Bhinder (2025), that through first-hand reviews, cost breakdowns, and honest comparisons, travel vlogs empower viewers to gauge whether specific destinations or services align with their budget and expectations.

Meanwhile, the statement “Travel vlogs provide me insight on how much you can save” was rated as agree (W=3.24) by the respondents. This implies that millennials generally find travel vlogs helpful for estimating savings, but it is the least agreed-upon statement in the study. This indicates that while vlogs provide cost insights, millennials prefer to verify the information through reviews or personal recommendations before making travel decisions. These results are supported by the study of Pham-Hong et.al., (2020) which underscores the possibility that millennials prioritize accuracy, reliability and personalization in their travel planning process especially that involves in budgeting the money for traveling.

Further, the overall results show strong agreement (W= 3.41) among the respondents on how they perceive the value for money the features in the travel vlogs. This implies that millennials in Tangub City view travel vlogs as valuable for assessing trip cost-effectiveness, finding them reliable for determining the worth of destinations, accommodations, and activities. This finding is corroborated by the study of He et al., (2022),

which emphasizes that travel vlogs effectively showcase real-life experiences, highlight trip costs, and compare price options, making them valuable for budget-conscious travelers seeking fulfilling experiences.

**Table 11: The overall result of the assessment on travel vlogs.**

<b>Variables</b>	<b>Weighted Mean</b>	<b>Interpretation</b>
Perceived Usefulness	3.40	Strongly Agree
Perceived Information Credibility	3.40	Strongly Agree
Vloggers Attractiveness	3.30	Strongly Agree
Perceived Enjoyment	3.55	Strongly Agree
Perceived Value for Money	3.41	Strongly Agree
<b>AVERAGE</b>	<b>3.40</b>	<b>Strongly Agree</b>

**Table 11** presents the overall result of the assessment on travel vlogs. Results shows that there is a strong agreement (W= 3.40) by the millennials in Tangub City. The findings indicate that perceived factors significantly influence millennials’ opinions on travel vlogs. Notably, Perceived Enjoyment scored the highest (W=3.55), suggesting that viewers find travel vlogs entertaining and engaging, which may enhance their travel experiences and influence their travel decisions. This finding is supported by the study of Belanio et. al., (2022), which emphasizes that the entertainment value of vlogs plays a crucial role in attracting and triggering the millennial audience desires to travel.

On the other hand, vloggers’ attractiveness scored the lowest (W=3.30), indicating that while appearance matters, it may not be the main factor influencing viewers’ perceptions. This suggests that viewers prioritize content quality and information over physical attractiveness in travel vlogs. This finding is corroborated by the study of Pangalila et. al., (2021), which emphasizes that viewers connect more with vloggers who offer valuable insights and relatable experiences than with those who focus solely on appearance.

Overall, the total weighted mean of 3.40 suggest a generally positive perception of travel vlogs, with Perceived Enjoyment and Perceived Value for Money standing out as key determinants of travel vlogs. This implies that viewers are likely to prioritize enjoyable and cost effectiveness content when engaging with travel vlogs. This finding is corroborated by the study of Silaban et al. (2022), which emphasizes that millennials view travel vlogs as informative and entertaining, significantly influencing their engagement and trip planning. Those who feel emotionally connected to the content are more likely to let these vlogs shape their travel decisions.

**Table 12: The level of decision making among millennials in terms of Attitude**

Attitude	Mean	Interpretation
1. I think it is a good idea to rely on travel vlogs when planning a trip.	3.12	Likely
2. I think it is useful for me to use travel vlogs when planning a trip.	3.28	Very Likely
3. Travel vlogs trigger my desire to make travel decision to tourism destinations.	3.34	Very Likely
4. I have a positive attitude towards using travel vlogs in travel planning.	3.44	Very Likely
5. The overall quality of travel vlogs is good.	3.43	Very Likely
6. Travel vlogs are the most trustworthy source.	3.31	Very Likely
7. Travel vlogs are the most convenient way to get travel information.	3.30	Very Likely
<b>AVERAGE</b>	<b>3.32</b>	<b>Very Likely</b>

Table 12 shows that millennials in Tangub City rated the statement “I have a positive attitude towards using travel vlogs in travel planning” as very likely (W=3.44), indicating it received the highest average score among all items. This suggests the level of decision making among millennials is very likely shaped by the detailed and engaging content found in travel vlogs that helps them formed a positive attitude in travel vlogs when it comes to their travel planning. This finding is reinforced by the study of Abad et. al., (2021), which emphasizes the millennials perception of travel vlogs as a positive impact to their travel planning. This positive perception further emphasizes the role of travel vlogs in shaping millennials’ travel preferences and intentions towards the destinations

Conversely, the statement “I think it is a good idea to rely on travel vlogs when planning a trip” received the lowest average score (W=3.12) from millennials in Tangub City, indicating it was rated likely. This implies that while millennials likely acknowledge that relying on travel vlogs can be a great resource in trip planning, they remain hesitant to rely on them completely. This finding is corroborated by the study of Gholamhosseinzadeh, (2023), which indicates that while they recognize the usefulness of travel vlogs in providing insights and recommendations, they may also weigh personal research and trusted reviews.

Further, the general findings denote a strong agreement (W=3.32) among the respondents on their attitude towards travel vlog. This indicates that millennials in Tangub City generally have a positive perspective towards using travel vlogs as their reference before traveling. This suggests that their positive attitude indicated that millennials actively seek out to rely on firsthand experience shared by travel vloggers to guide their decision-making process. This finding aligns with the study of Mamori et.al., (2020) which highlights that millennials exhibit a positive attitude toward using travel vlogs, influenced

by the quality and the information provided by the travel vloggers.

**Table 13: The level of decision making among millennials in terms of Subjective Norms**

<b>Subjective Norm</b>	<b>Mean</b>	<b>Interpretation</b>
1. My friends/family/associates think that I should rely on travel vlogs in travel planning.	3.17	Likely
2. My friends/ family/associates would approve my usage of travel vlogs in travel decisions.	3.23	Likely
3. People whose opinions I value prefer using travel vlogs in their travel planning.	3.29	Very Likely
<b>AVERAGE</b>	<b>3.23</b>	<b>Likely</b>

**Table 13** shows that millennials in Tangub City rated the statement “People whose opinions I value prefer using travel vlogs in their travel planning” as very likely ( $W=3.29$ ), making it the highest-rated statement among those listed. This implies that millennials in Tangub City strongly agree that their decisions are influenced by trusted opinions, indicating they often seek advice from admired individuals before finalizing travel plans. This finding is supported by Girish et al. (2021), which emphasizes the role of social influence in millennials’ travel planning, noting that perceived social pressures affect their behaviors.

In contrast, the statement “My friends/family/associates think I should rely on travel vlogs in travel planning” received the lowest mean score ( $W=3.17$ ) among millennials in Tangub City, indicating a low likelihood of agreement. This suggests that while friends and family expectations shape reliance on travel vlogs, millennials often prioritize their own judgment when planning trips. This aligns with Arpacı (2020), which highlights that while social validation is important, personal preferences and other information sources also influence millennials’ final travel decisions.

Further, the overall results indicate a moderate agreement ( $W=3.23$ ) among respondents regarding subjective norms. This suggests that millennials in Tangub City are influenced by their social circles when planning trips. While they value the opinions of those close to them, they also retain a degree of independent judgment in their decision-making. This finding is supported by Sulivyo et al. (2024), highlighting that while millennials value input from family and friends, they retain autonomy in their travel decisions.

**Table 14: The level of decision making among millennials in terms of perceived behavioral control**

<b>Perceived Behavioral Control</b>	<b>Mean</b>	<b>Interpretation</b>
1. It is completely up to me to rely on travel vlogs in my travel plans.	3.24	Likely
2. I have enough time and opportunity to explore travel vlogs for information on tourism destinations.	3.47	Very Likely
<b>AVERAGE</b>	<b>3.34</b>	<b>Very Likely</b>

**Table 14** presents millennials in Tangub City rated the statement “I have enough time and opportunity to explore travel vlogs for information on tourism destinations” as very likely (W=3.47), indicating it received the highest average score among all statements in Table 16. This result suggests that millennials have the time to watch travel vlogs freely, allowing them to gather information confidently and make informed decisions about tourism destinations. This finding is supported by Constantoglou et al. (2020), which indicates that millennials’ high perceived behavioral control enhances their travel intentions, as they feel capable of effectively planning and executing trips using insights from travel vlogs.

Conversely, the statement “It is completely up to me to rely on travel vlogs in my travel plans” received the lowest average rating (W=3.24) among millennials in Tangub City, as shown in Table 14. This suggests Millennials appear to confidently choose travel vlogs as trusted sources for trip planning, viewing this reliance as a personal choice. The lower mean score suggests that digital content significantly shapes their travel behaviors. This finding is supported by Aschwanden (2021), highlighting that online platforms like travel vlogs enable travelers to explore destinations independently, compare experiences, and make informed decisions.

Further, the overall findings indicate a strong agreement (W=3.34) among millennials in Tangub City about their perceived behavioral control. This suggests they are confident in their decision-making and ability to manage their actions. This demonstrates their self-reliance and proactive approach to travel choices, showcasing their autonomy in handling travel arrangements. This finding aligns with Sa-been et al. (2023), which emphasizes millennials’ strong impact on behavioral intention and their increasing autonomy in travel planning.

**Table 15: The level of decision making among millennials in terms of electronic word of mouth.**

<b>Electronic Word of Mouth</b>	<b>Mean</b>	<b>Interpretation</b>
1. I often watch other tourists travel vlogs to see which destinations make a good impression on others.	3.60	Very Likely
2. I often watch other tourists travel vlogs to make sure I choose the right destinations.	3.62	Very Likely
3. I frequently refer to other tourists travel vlogs to choose an attractive destination.	3.60	Very Likely
4. I frequently collect information from travel vlogs through comments on other viewers before travelling to a specific destination.	3.64	Very Likely
5. When I travel to a destination, I worry about my decision if I don’t watch travel vlogs.	3.24	Likely
6. When I travel to a destination, tourists travel vlogs gives me confidence to travel to the destination.	3.45	Very Likely

7. When I go on a trip, there is a high probability of visiting travel destinations that is mentioned in the travel vlog.	3.60	Very Likely
<b>AVERAGE</b>	<b>3.53</b>	<b>Very Likely</b>

**Table 15** presents the result for the level of decision making of the millennials in terms of electronic word of mouth. The statement “I frequently collect information from travel vlogs through comments on other viewers before travelling to a specific destination.” was rated as very likely (W=3.64) by the millennials in Tangub City and has received the highest mean score out all the statements. This suggests that millennials in Tangub City is likely rely on comments from other viewers in travel vlogs to gather information before traveling. This preference indicates that they value authentic experiences and real-life insights over biased reviews. This finding is supported by Sattar (2024), who emphasizes that millennials’ perceptions of destinations are shaped by online reviews and discussions, influencing their travel choices.

On the other hand, the statement “I worry about my travel decisions if I don’t watch travel vlogs” received the lowest mean score (W=3.24) among millennials in Tangub City, as shown in Table 15. This suggests that millennials may feel more confident in their travel decisions due to online reviews and comments from other travelers. This finding is corroborated by the study of Chong et al. (2019), which emphasizes the strong impact of electronic word of mouth (eWOM) on travel planning, as it reduces perceived risks and boosts confidence in their choices.

Further, the overall results denote a strong agreement (W=3.53). This implies that it is very likely of the millennials to rely on electric word of mouth (eWom) as a primary source of information when making travel related decisions. The findings suggest that millennials highly consider online reviews and comments from peers about the destination before committing to make a travel decision. This finding is supported by the study of Hernandez et. al., (2023), which indicate that millennials are still highly influenced by word-of-mouth (eWOM), relying on the comments and opinions of friends and relatives when planning their travels.

**Table 16: The overall mean of the level of decision making among millennials.**

Level of Decision Making of the Millennial	Weighted Mean	Interpretation
Attitude	3.32	Very Likely
Subjective Norms	3.23	Likely
Perceived Behavioral Control	3.34	Very Likely
Electronic Word of Mouth	3.53	Very Likely
<b>AVERAGE</b>	<b>3.35</b>	<b>Very Likely</b>

**Table 16** shows the overall decision-making scores of millennials in Tangub City. Notably, Electronic Word of Mouth had the highest mean score of (W=3.54. This suggests that millennials heavily rely on online reviews, recommendations, and shared experiences before making decisions. This highlights the significant role of digital influences, such as travel vlogs, in shaping their choices. This finding aligns with Filleri et al. (2023), which highlights that millennials prefer information from travel vloggers and online interactions, indicating a shift towards digital sources. The reliance on Electronic Word of Mouth (eWOM) illustrates the significant influence of social media on consumer behavior.

On the other hand, subjective norms had the lowest score among constructs, with a mean of (W=3.23). This suggests that millennials prioritize individualism and personal beliefs over societal expectations, making choices based on personal preferences rather than peer influence. The rise of travel vlogs has further shifted their trust towards electronic word of mouth and online reviews, diminishing the impact of traditional social pressures. This finding is supported by Ramadhani et al. (2019), which shows that millennials prioritize individualism and personal beliefs over societal expectations, leading them to make decisions based on personal preferences rather than peer influence or social norms.

**Table 17: Significant difference on travel vlogs when grouped according to the demographic profile of the respondents.**

Variable	DF	Adj SS	Adj MS	F- Value	P- value	Interpretation
Age	4	2.20	0.55045	5.92	0.000	Significant
Sex	1	0.6269	0.62691	6.75	0.010	Significant
Highest Educational Attainment	5	0.4562	0.09124	0.98	0.429	Not significant
Monthly Income	4	0.0585	0.01462	0.16	0.960	Not Significant
Travel Frequency	4	0.5055	0.12637	1.36	0.294	Not Significant

Table 17 presents the results of a significant difference test on travel vlogs based on demographic profiles. The analysis reveals that age ( $F = 5.92$ ;  $p = 0.000$ ) and sex ( $F = 6.75$ ;  $p = 0.010$ ) significantly influence engagement with travel vlogs, while other demographic factors do not. This suggests that different age groups exhibit distinct consumption patterns and interests, while male and female respondents display varying preferences and viewing behaviors. This aligns with Fekete-Farkas et al. (2021), which emphasizes that age and sex significantly impact how millennials engage with travel-related content and make decisions, reinforcing the idea that these demographic variables play a crucial role in understanding their consumer behavior.

On the other hand, other variables show no significant effects on travel vlogs, with p-values exceeding 0.05. This indicates that millennials, regardless of education, income, or travel habits, consume travel vlogs similarly, suggesting a shared media consumption preference. This uniformity implies that travel vlogs appeal universally to this demographic, reflecting common interests in travel, adventure, and budget-friendly experiences. This finding is align with the study of Hassan et al. (2021) highlight the growing popularity of travel vlogs among millennials, emphasizing their appeal for authentic experiences and relatable narratives.

**Table 18: Significant difference on the level of decision making among millennials when grouped according to the demographic profile of the respondents.**

Variable	DF	Adj SS	Adj MS	F-value	P-value	Interpretation
Age	4	1.2295	0.30737	2.85	0.024	Significant
Sex	1	0.1999	0.19986	1.85	0.174	Not Significant
Highest Educational Attainment	5	0.2080	0.04161	0.39	0.859	Not Significant
Monthly Income	4	0.1486	0.03714	0.34	0.848	Not Significant
Travel Frequency	4	0.3224	0.08060	0.75	0.560	Not Significant

**Table 18** presents the significant differences in decision-making levels among millennials based on demographic factors. It finds that age is the only variable with a statistically significant impact, indicated by an F-value of 2.85 and a p-value of 0.024. This suggests that younger millennials may approach decision-making differently than their older counterparts. As individuals age, they gain insights from past travel experiences, leading to more informed decisions. The findings align with the study of Lee et al. (2021), which highlights the importance of age in shaping millennials' engagement with travel content and their decision-making processes.

On the other hand, other variables, such as sex, education, income, and travel frequency, do not significantly affect millennials' decision-making, as indicated by p-values exceeding 0.05. This suggests that millennials' choices are more influenced by situational factors and peer dynamics than by static demographics. They prioritize personal interests, social media trends, and peer recommendations over traditional indicators of status. This finding align with Mwale et al. (2022), which highlights the growing impact of social media and peer interactions on millennials' travel decisions, reinforcing that their preferences are shaped by their social environments rather than demographic characteristics.

**Table 19: Significant relationship between travel vlogs and travel decision among millennials.**

<b>Travel Vlogs / Purchase Intention</b>	<b>Attitude (r-value and pvalue)</b>	<b>Subjective Norms r-value and pvalue)</b>	<b>Perceived Behavioral Control (r-value and pvalue)</b>	<b>Electronic Word of Mouth (r-value and p-value)</b>
Perceived Usefulness	0.279, <0.001 **	0.350, <0.001 **	0.080, <0.121	0.144, 0.005*
Perceived Information Credibility	0.371, <0.001 **	0.304, <0.001 **	0.266, <0.001 **	0.245, <0.001 **
Vloggers Attractiveness	0.384, <0.001 **	0.234, <0.001 **	0.471, <0.001 **	0.514, <0.001 **
Perceived Enjoyment	0.271, <0.001 **	0.145, 0.005 *	0.367, <0.001 **	0.85, <0.001 **
Perceived Value for Money	0.482, <0.001 **	0.334, <0.001 **	0.282, <0.001 **	0.412, <0.001 **

Table 19 presents the correlation analysis between travel vlogs and travel decisionmaking among millennials, revealing a correlation coefficient of 0.001 which indicates a strong positive relationship between the two variables. This implies that exposure to travel vlogs has a statistically meaningful influence on millennials’ travel decisions. Moreover, this suggest that travel vlogs serve not only as a source of inspiration but also as a persuasive tool that can significantly impact the decision-making process. Below discusses the correlational between two variables and their constructs:

The correlation between perceived usefulness and attitude towards travel vlogs is highly significant, with an r-value of 0.279 and a p-value of <0.001. This suggests that as millennials viewers fosters more positive attitudes, with key benefits like informative insights, practical travel tips, and engaging narratives significantly shaping their overall perceptions. This finding is supported by the study of Mamori et. al., (2020), which emphasizes the notion, indicating that perceived usefulness is a critical determinant of user attitudes in technology adoption.

The relationship between **perceived usefulness** and **subjective norms** is also highly significant, with an r-value of 0.350 and a p-value of <0.001. This indicates that millennials adoption of positive attitudes and behaviors toward travel vlogs is influenced by their perceived usefulness, particularly when combined with endorsements from peers, making viewers more likely to embrace content seen as beneficial. This finding is corroborated by the study of Siwi et. al., (2023), which emphasizes that subjective norms can significantly impact behavioral intentions, particularly when individuals perceive the content as beneficial.

The correlation between perceived usefulness and attitude towards travel vlogs is highly significant, ( $r= 0.279$ ;  $p= 0.001$ ). This suggests that as millennials viewers leads to more positive attitudes, driven by key benefits such as informative insights, practical travel tips, and engaging narratives that shape their overall perceptions. This finding aligns with the research conducted by Mamori et al. (2020), which highlights that perceived usefulness is a key factor influencing user attitudes in technology adoption. Moreover, the study indicates that the authenticity and relatability of travel vlogs significantly enhance their perceived usefulness, leading to more positive attitudes among millennial viewers.

The relationship between perceived usefulness and subjective norms is also highly significant, ( $r= 0.350$  ;  $p= 0.001$ ). Millennials' adoption of positive attitudes and behaviors toward travel vlogs is influenced by their perceived usefulness, particularly when combined with peer endorsements, making viewers more receptive to others' opinions. This finding is corroborated by the study of Siwi et al. (2023), which highlights the substantial impact of subjective norms on behavioral intentions. The study indicates that individuals are more inclined to engage with content they perceive as useful, particularly when it is endorsed by their social circles.

The correlation between perceived usefulness and perceived behavioral control shows an ( $r= 0.080$ ;  $p= 0.121$ ), indicating no significant relationship. This suggests that the perceived usefulness of travel vlogs does not significantly affect millennials viewers' perceived ability to engage with the content. This also suggests that travel vlogs' usefulness positively influences consumer attitudes and social factors, but it has no significant impact on individuals' perceived control over purchase or travel decisions. This finding aligns with the study of Wang (2019), which highlights that millennials may appreciate the informative nature of travel vlogs, but their actual engagement and decision-making are more influenced by their confidence in their ability to act on that information.

The correlation between perceived usefulness and electronic word of mouth (eWOM) is significant, ( $r= 0.144$ ;  $p= 0.005$ ). Millennial viewers who perceive travel vlogs as useful are more inclined to engage in electronic word-of-mouth (eWOM) by sharing positive experiences, thereby amplifying the vlogs' reach and impact while enhancing visibility and building a community around shared insights and recommendations. This finding is corroborated by the study of Shome (2021), which highlights the role of perceived usefulness in enhancing the likelihood of individuals recommending content to their peers. Additionally, the study indicates that when users find content valuable, they are more inclined to engage with it and share it across their social networks.

The highly significant correlation between perceived information credibility and attitude, ( $r= 0.371$ ;  $p= 0.001$ ), suggests that millennial viewers' attitudes towards travel vlogs are positively influenced by the credibility of the information presented. When viewers perceive travel vlog information as trustworthy and reliable, they are more likely to form favorable attitudes, boosting engagement and the propensity to share the content with others. This finding is supported by Berhanu et al. (2022), which emphasizes that perceived credibility is essential for fostering positive attitudes towards online content. Moreover, the study highlights that users are more likely to engage with content that they perceive as credible, leading to increased trust and interaction.

The relationship between perceived information credibility and subjective norms is highly significant, ( $r= 0.304$ ;  $p=0.001$ ). This indicates that millennial viewers are more likely to be influenced by the opinions of others when they perceive the information in travel vlogs as credible, suggesting that credible content can enhance the persuasive power of social recommendations. As a result, millennial viewers are more likely to align with their peers, highlighting the need for trustworthy information to encourage positive social influence and engagement. This finding is corroborated by the study of Cheunkamon et al. (2020), which highlights that travel vlogs that establish a strong sense of credibility can effectively leverage social influence, leading to increased engagement and a higher likelihood of travel-related decision-making among millennials.

The correlation between perceived information credibility and perceived behavioral control is highly significant, ( $r= 0.266$ ;  $p= 0.001$ ). This suggests that when millennial viewers perceive the information in travel vlogs as credible, they feel more empowered to engage with the content. This indicates that as millennial viewers trust the information presented in travel vlogs, their confidence in their ability to act on that information increases. This finding aligns with the study of Roy et al. (2024), which emphasizes that credible information can enhance perceived behavioral control and ultimately may lead to more informed decision-making and proactive engagement in travel planning among millennials.

The highly significant correlation between perceived information credibility and electronic word of mouth, ( $r= 0.245$ ;  $p= 0.001$ ), indicates that millennial viewers are more likely to share travel vlogs they perceive as credible. Millennials who view travel vlog information as credible are more likely to trust it and share it within their social networks, ultimately shaping travel trends and influencing potential travelers' decisions. As a result, this sharing behavior can amplify the reach and influence of the vlogs, potentially impacting the travel decisions of a wider audience. This aligns with the findings of González et al. (2022) who emphasize the importance of credibility in fostering positive eWOM and highlights that

credible content increases the chances of viewers recommending it, creating a ripple effect that influences consumer behavior in the travel industry.

The correlation between vloggers' attractiveness and attitude is highly significant, (0.384;  $p= 0.001$ ). This suggests that millennial viewers are more likely to have a positive attitude towards travel vlogs when they find the vloggers attractive. This indicates that the physical appeal of vloggers plays a crucial role in shaping viewers' perceptions and attitudes towards the content presented in travel vlogs. As millennial viewers are drawn to the attractiveness of the vloggers, they may develop a more favorable view of the vlogs, which can enhance their overall enjoyment and engagement with the material. This finding is supported by the study of Dewantara et al. (2023), indicating that physical attractiveness can enhance persuasive communication, as this can lead to increased trust and likability, ultimately enhancing the effectiveness of the message being conveyed.

The relationship between vloggers' attractiveness and subjective norms is highly significant, ( $r= 0.234$ ;  $p= 0.001$ ). This indicates that the attractiveness of vloggers can influence millennial viewers' perceptions of social norms regarding travel vlogs. This suggests that when millennial viewers find vloggers attractive, they are more likely to align their perceptions of social norms with the behaviors and attitudes exhibited by those vloggers. This finding is corroborated by the study of Bakali (2025), which emphasizes how the attractiveness of travel vloggers can shape millennials' views on what's desirable or acceptable in travel, influencing their travel choices and social behavior.

The correlation between vloggers' attractiveness and perceived behavioral control is highly significant, ( $r= 0.471$ ;  $p= 0.001$ ). This suggests that millennial viewers may feel more capable of engaging with travel vlogs when they find the vloggers attractive. This implies that the attractiveness of vloggers can enhance millennial viewers' confidence, making them feel more confident and motivated to engage with the content, participate in discussions, and even emulate the travel experiences showcased in the vlogs. This finding aligns with the study of Sabeen (2023), which emphasizes that the physical appeal of influencers can significantly impact their audience's self-efficacy and willingness to take action, suggesting that attractive vloggers not only draw viewers in but also inspire them to pursue similar travel experiences.

The significant correlation between vloggers' attractiveness and electronic word of mouth, ( $r= 0.514$ ;  $p= 0.001$ ), indicates that millennial viewers are more likely to share travel vlogs featuring attractive vloggers. The physical appeal of vloggers strongly influences millennial engagement, increasing the chances of sharing content and prompting others to comment or share opinions on featured destinations. Consequently, this behavior demonstrates how EWOM amplifies the reach of

visually appealing vloggers, creating viral effects that extend beyond initial viewership and reinforce destination brand perception. This finding is supported by study of Fileri (2023), which highlights that viewers are often drawn to visually appealing content and are more inclined to endorse and recommend it to their peers. Additionally, the research indicates that aesthetic elements significantly enhance viewer engagement, leading to increased sharing on social media platforms.

The correlation between perceived enjoyment and attitude is highly significant, ( $r= 0.271$ ;  $p= 0.001$ ). This suggests that viewers who find travel vlogs enjoyable are more likely to develop a positive attitude towards them. This indicates that as millennial viewers experience greater enjoyment while watching travel vlogs, their overall attitude towards this type of content becomes increasingly favorable. This finding is corroborated by the study of Yu et al. (2021), which indicates that enjoyment is a key factor in shaping user attitudes. Furthermore, their research highlights that millennials often derive enjoyment from travel vlogs, which positively influences their attitudes toward travel and encourages them to explore new destinations.

The relationship between perceived enjoyment and subjective norms is significant, ( $r= 0.145$ ;  $p= 0.005$ ). This indicates that millennial viewers' enjoyment of travel vlogs can influence their perceptions of social norms. This suggests that as millennial viewers find more enjoyment in travel vlogs, they are likely to align their beliefs and behaviors with the social norms reflected in those vlogs. This finding aligns with the study of Wasaya et al. (2022), which highlights that enjoyable content can enhance the impact of subjective norms on behavioral intentions, ultimately motivating them to adopt similar behaviors or attitudes in relation to the content.

The correlation between perceived enjoyment and perceived behavioral control is highly significant, ( $r= 0.367$ ;  $p= 0.001$ ). This indicates that millennial viewers who derive greater enjoyment from travel vlogs are more likely to feel capable and motivated to actively engage with the content, whether by planning trips, sharing experiences, or participating in discussions. This finding is supported by the study of Ana et al. (2019), which emphasizes that enjoyment can enhance perceived behavioral control by fostering a positive emotional state that encourages individuals to actively participate and engage with the content, ultimately leading to a greater likelihood of taking action based on their experiences and insights gained from the vlogs.

The highly significant correlation between perceived enjoyment and electronic word of mouth, ( $r= 0.85$  ;  $p= 0.001$ ), indicates that millennial viewers who find travel vlogs particularly enjoyable are not only inclined to engage with the content but are also motivated to share their positive experiences and recommendations with others. As a result, this engagement creates a cycle of eWOM, where enjoyable content boosts

viewer satisfaction and promotes the sharing of travel recommendations, ultimately influencing a wider audience's preferences. This aligns with the findings of Le & Ryu (2023), who emphasize the role of enjoyment in driving eWOM, as millennials find travel vlogs enjoyable they are more likely to share it with others, thereby amplifying its reach and influence.

The correlation between perceived value for money and attitude is highly significant, ( $r= 0.482$ ;  $p= 0.001$ ). This suggests that viewers who perceive travel vlogs as providing good value for money are more likely to have a positive attitude towards them. This implies that when travel vlogs incorporate budget tips and expense details, it heightens millennials' appreciation of the content's practical value, as it aligns with their financial goals, leaving them feeling informed and confident in trip planning. This finding is supported by the study of Park et al. (2020), which highlight how millennial consumers are more inclined to engage with content that resonates with their financial considerations and travel aspirations, ultimately enhancing their travel planning experience.

The relationship between perceived value for money and subjective norms is highly significant, ( $r= 0.334$ ;  $p= 0.001$ ). This suggests that when Millennials perceived they are gaining valuable experiences, such as affordable travel or actual experiences, it equates to value for money, and they may feel encouraged to share these tips with their social circles and engage in discussion about budget-friendly travel options. This finding is supported by the study of Hareka et al. (2020), which emphasizes the role of social influence in shaping consumer behavior and attitudes towards travel vlog, as millennial viewers who find value in budget travel vlogs are more likely to adopt and share these tips, fostering a community of like-minded travelers.

The correlation between perceived value for money and perceived behavioral control is highly significant, ( $r= 0.282$ ;  $p= 0.001$ ). This suggests that millennial viewers who perceive travel vlogs as offering good value feel more capable of engaging with the content. This implies that millennial viewers who see travel vlogs as providing good value for money gain a sense of agency and control over their decisions, which enhances their drive to travel, implement budget strategies, and interact within the travel community, all while feeling confident and equipped. This finding is corroborated by the study of Baber et al. (2024), which indicates that when viewers believe they are receiving valuable and actionable insights from travel vlogs, they are more likely to take initiative in planning their trips, actively seek out budget-friendly options.

The highly significant correlation between perceived value for money and electronic word of mouth, ( $r= 0.412$  ;  $p= 0.001$ ), indicates that millennial viewers who perceive travel vlogs as providing good value for money such as travel expenses are more likely to share their experiences

with others. This tendency to share positive experience not only enhances the visibility of the vlogs but also fosters a community of trust and authenticity among viewers, ultimately influencing their travel decision and preferences. This suggests that travel vlogs emphasizing value for money prompt viewers to engage in electronic word-of-mouth sharing, extending the dissemination of budget-friendly travel tips and generating a cascading impact on peers' vacation decisions. This aligns with the findings of Souki et al. (2023), who emphasize that features of travel costs not only enhances viewer satisfaction but also encourages them to advocate for the content, thereby increasing its reach and impact within their social circles.

Furthermore, the significant relationships with the two variables, travel vlogs and travel decision affirm the influential power of digital media in shaping consumer behavior in the tourism industry as these vlogs do not only convey destination information but also foster emotional engagement and perceived trustworthiness, which further motivates viewers to pursue similar travel experiences. This finding is corroborated by the study of Penang (2022), which emphasizes that consumers are more likely to act on information presented in travel vlogs when they feel a personal connection to the content and trust the source.

## **5 Conclusion**

### **5.1 Summary of Findings**

This study aimed to identify how travel vlogs influence the travel decision among millennials. Seven research questions were formulated to guide the study. The respondents of the study are the millennials of Tanguib City, particularly aging on 28 years old to 43 years old. There were 378 respondents for the study which were determined through Raosoft sample size calculator. To determine the respondents for the study, the researchers employed a purposive sampling technique, whereas intentionally selecting participants based on their characteristics, knowledge, experiences, or some other criteria primary related to the study. The research made use modified adapted research questionnaires to gather pertinent data

for the study. The questionnaire is composed of three parts that includes demographic profile of the respondents, the assessment of the travel vlogs and the level of decision making of the respondents.

Further, the study used a simple percentage, weighted mean, ANNOVA and spearman rank order correlation to obtain the results for the data gathered. Results of the data gathered are outlined below:

Travel vloggers may showcase more new and unexplored destinations and share a wider range of opinions to offer a balanced perspective. They should also focus on being relatable, providing practical tips and highlight how their content can help audiences unwind and feel that their time and money are well spent.

1. Travel vloggers may consider enhancing the trust and influence of their content by engaging more actively with their audience and providing reliable, comprehensive information. Since many viewers don't fully trust travel vlogs, vloggers should build credibility by sharing authentic experiences and engaging meaningfully with their audience.

2. The overall results on the level of decision-making among millennials in Tangub City show that electronic word-of-mouth significantly impacts their decision-making when evaluating travel vlogs.

3. The analysis reveals that in Tangub City, age and sex significantly influence millennials decision-making. However, educational attainment, income, and travel frequency do not have a significant impact.

4. The analysis reveals that in Tangub City, age is the only demographic factor that significantly influences millennials' decision-making. However, sex, education, income, and travel frequency do not have a significant impact.

5. The findings show that there is a strong positive relationship between travel vlogs and travel decision-making among millennials in Tangub City. The findings suggest that as millennials engage more with travel vlogs, they are more likely to be influenced in using travel vlogs as their guide on gathering information to a destination before trav-

eling. This highlights the power of digital media in shaping travel preferences and decisions.

## 5.2 Conclusion

The study reveals that travel vlogs play a significant role in influencing the travel decisions of millennials in Tangub City. Findings show that millennials perceive travel vlogs as highly useful, credible, and enjoyable, making them a trusted source of travel-related information. Among the factors assessed, perceived enjoyment and electronic word of mouth (eWOM) had the strongest influence on decision-making, suggesting that millennials are highly engaged with travel vlogs for entertainment and millennials rely on peer-generated content to validate their travel choices. Moreover, the study also highlights that age and sex significantly impact decision-making, with younger millennials and male millennials being more inclined to use travel vlogs as a reference for trip planning. Furthermore, the strong correlation between travel vlogs and travel decision-making underscores the growing influence of digital content in shaping consumer behavior. The study confirms that travel vlogs are not just a form of entertainment but also a key driver in shaping tourism trends and consumer preferences.

### **5.3 Recommendation**

Based on the findings and conclusion of the study, the following are the recommendations:

1. Travel vloggers may showcase more new and unexplored destinations and share a wider range of opinions to offer a balanced perspective. They may also focus on being relatable, providing practical tips, and emphasizing how their content helps viewers unwind and how their content can help audiences unwind and feel that their time and money are well spent.
2. Travel vloggers may build trust by providing authentic, reliable content and actively engaging with their audience. Enhancing credibility through genuine experiences and addressing traveler concerns can encourage viewers to rely more on their vlogs for trip planning.
3. Travel vloggers may tailor their strategies to address the distinct preferences and consumption patterns of different age groups and genders, ensuring that the content resonates with the specific interests of these demographics.
4. Travel vloggers may enhance the practical usefulness of their content to boost viewers' confidence in making travel decisions and while increasing social engagement with enjoyable content can more effectively strengthen social influence and convert viewer interest into travel purchases.
5. Future researchers may find inspiration in this research by exploring how travel vlogs influence consumer behavior and

travel perceptions, offering valuable insights into evolving travel trends and millennial preferences.

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