

Save → Plan → Impulse

A Cross-Platform Sequential Model of Short-Form Video
Influence on Tourist Mobility in Car-Centric Rural Regions

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Rural HCI • Platform Affordances • Kansei Engineering • Tourist Decision-Making

Nasu Region, Tochigi Prefecture, Japan — 60 days • 468 videos • 3.1M impressions

Who Am I?



Professional Background

- Web Marketing
- Manga Writer



One Question

What makes people decide to act?

From Practice to Research

Wonderful Local Businesses



“What a waste.”



Started Creating
Short-form Videos



Observed Different
Platform Responses



Research Question



Local flavors that sparked the question

The Research Gap

Urban Tourism

Most platform studies
focus on cities:
walking distance,
transit-rich environments

Single Platform

Existing research
examines Instagram,
YouTube, or TikTok
in isolation

This Study

Cross-platform behavior
in a rural, car-dependent
environment — almost
no prior evidence

**Research Question: How do Instagram, YouTube, and TikTok
differentially shape tourist behavior in a dispersed, car-dependent rural destination?**

Why Nasu? — The Field Site

Nasu Region, Tochigi Prefecture, Japan

- 13 million annual visitors
- Attractions separated by 3–8 km
- Car-dependent access only
- Limited pedestrian infrastructure
- High parking demand variability

Route 17 — the single arterial road — links cafés, scenic spots & leisure facilities across a dispersed landscape.

13M+

Annual Visitors

3–8 km

Between Attractions

Car
Only

Mobility Mode

≈1,800

Local Stores
& Spots

This mobility structure amplifies the need for digital pre-planning — a natural stress-test for cross-platform behavior models.

Study Design — In-the-Wild Deployment

60 Days

September– November 2025
Continuous field
deployment

468 Videos

YouTube, Instagram
TikTok — all three
platforms simultaneously

**1 Creator
1 Device
1 Pipeline**

Controls for stylistic
variance — isolates
platform affordances

**1,200
Comments**

Coded into
Save / Plan / Impulse
by 2 independent raters

Key design principle: Same creator · Same device · Same editing pipeline across all three platforms.
This controls stylistic variance and allows platform affordances to emerge as the variable of interest.

Filming Protocol

iPhone (4K, 60fps) • 8–12 sec clips per scene • Natural ambience audio • No voice-over
Identical color grade & pacing • Posted within same hour across all platforms

Behavioral Coding Scheme

SAVE

Inspiration Stage

Bookmarking, emotional resonance, aspirational language, 'must-visit' expressions

Example comments:

「ここ絶対行きたい！」
"Saving this — beautiful atmosphere."

PLAN

Evaluation Stage

Route checking, distance calculation, scheduling, comparison with other spots, practical logistics

Example comments:

「車で何分ですか？」
"Planning our Nasu trip around this."

IMPULSE

Immediate Action

Same-day or next-day visit mentions, spontaneous decisions, rapid emotional triggers

Example comments:

「今向かってます！」
"Just went — saw the video, had to go!"

Inter-coder reliability: Cohen's $\kappa = 0.82$ (strong agreement) • Ambiguous cases (3.1%) resolved via discussion

Results — Behavioral Segmentation

Instagram

61%

SAVE

19% Plan • 17% Impulse

158 videos

**Inspiration
Platform**

YouTube

63%

PLAN

19% Save • 18% Impulse

152 videos

**Planning
Platform**

TikTok

62%

IMPULSE

22% Save • 16% Plan

158 videos

**Action
Platform**

Each platform plays a distinct and dominant role — consistent across content themes, daily cycles, and engagement levels.

Statistical Validation

$$\chi^2(4, N = 468) = 168.15, p < .001$$

Cramér's V = 0.42 — Medium-to-Large Effect Size

Bonferroni-Corrected Post-Hoc Comparisons

Instagram vs YouTube

$p < .001$

Save-dominant vs Plan-dominant

Instagram vs TikTok

$p < .001$

Save-dominant vs Impulse-dominant

YouTube vs TikTok

$p < .001$

Plan-dominant vs Impulse-dominant

All three platform pairs are significantly different from one another — each occupies a distinct behavioral role.

Qualitative Evidence — Comment Examples

INSTAGRAM — Save / Inspiration

「雰囲気最高...ここ絶対行きたい！」

"The atmosphere is amazing... I absolutely have to visit here!"

→ Emotional resonance → bookmarking behavior

YOUTUBE — Plan / Evaluation

「ここから車で何分くらいですか？ 次の旅行、那須に寄るルート作ってます。」

"How many minutes by car from here? I'm planning a route to stop at Nasu on my next trip."

→ Route planning → logistical decision-making

TIKTOK — Impulse / Immediate Action

「今向かってます！」 / 「さっき行ってきた！動画で見て衝動的に来た！」

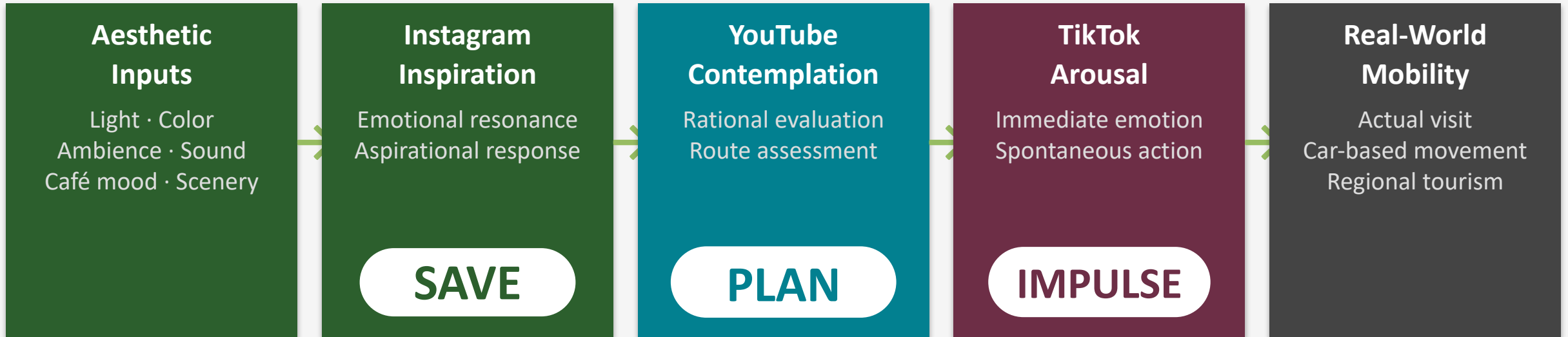
"On my way right now!" / "Just went! Saw the video and came on impulse!"

→ Same-day timestamps confirm impulse-to-action conversion

Qualitative patterns align with and reinforce the quantitative segmentation across all three platforms.

Kansei Resonance — A Conceptual Framework

Kansei Resonance: How aesthetic micro-inputs (light, color, ambience, sound) accumulate across platforms and guide tourist behavior through distinct affective stages.



*Kansei Resonance is an interpretive framework, not a causal model.
It explains the observed pattern, rather than proving individual-level causality.*

Extends Kansei Engineering (Nagamachi, 2011) into cross-platform digital tourism contexts.

Rural Mobility Constraints Amplify the Planning Stage

Why rural context matters:

- Low walkability → cannot browse on foot
- Car dependency → route planning is essential
- Parking uncertainty → pre-visit research critical
- Dispersed attractions → cognitive effort to connect spots
- Transit limitations → no spontaneous transit use

Result: YouTube's Planning Role Is Amplified

Frequent YouTube comments:

「駐車場の場所を確認したい」

(I want to check the parking location)

「那須ICからどのルート？」

(Which route from Nasu IC?)

The Save → Plan → Impulse pathway is not only a digital phenomenon.
It is shaped by the physical environment in which decisions take place.
Urban studies may underestimate the Planning stage — rural contexts reveal its full importance.

Implications for Regional DX & Sensibility-Driven Design

Instagram → Inspire

Curate ambience:
light, color, texture,
natural sound.
Drive Save behavior.

YouTube → Enable

Provide route info,
parking visuals,
sequential storytelling.
Drive Plan behavior.

TikTok → Activate

Rapid editing,
micro-soundscapes,
emotional pacing.
Drive Impulse action.

Orchestrate All Three

Do not treat platforms
as interchangeable.
Design each for its
behavioral stage.

Rather than treating short-form platforms as interchangeable tools, regional actors can orchestrate them as a multi-layered behavioral system — connecting aesthetic inspiration → rational planning → spontaneous action.

This is especially critical for rural destinations where physical mobility constraints make digital pre-mediation essential.

Limitations & Future Work

Single-creator design

Controls variance but limits generalizability.

Future: multi-creator deployments with local businesses.

No individual-level tracking

Cannot confirm per-user cross-platform transitions.

Future: UTM parameters + opt-in analytics.

Seasonal observation only

60-day window misses seasonal variation in Nasu.

Future: longitudinal study across all four seasons.

Kansei Resonance not yet measured

Construct supported by linguistic patterns, not psychometrics.

Future: Kansei scales + sentiment trajectory analysis.

These limitations are acknowledged transparently and directly inform the next phase of research — each is a solvable methodological challenge, not a conceptual flaw.

Conclusion

1. Instagram, YouTube & TikTok play distinct behavioral roles:

Save (inspiration) → Plan (evaluation) → Impulse (action)

2. Statistical evidence is robust:

$\chi^2(4) = 168.15$, $p < .001$, Cramér's $V = 0.42$ — medium-to-large effect

3. Rural mobility constraints amplify the Planning stage —

revealing dynamics overlooked in urban-centric HCI research

4. Kansei Resonance offers a new conceptual lens —

linking aesthetic design with stage-based behavioral differentiation

This study provides the first large-scale, ecologically valid evidence of cross-platform behavioral segmentation in rural tourism — with direct implications for Regional DX and sensibility-driven experience design.

Thank you

Thank you for your attention.

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Questions and Discussion