FLOW EXPERIENCE OF USERS WATCHING FOOD TOURISM SHOERT VIDEOS BASED ON PERCEIVED VALUE THEORY

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ABSTRACT
This study aims to elucidate the impact of audience adjustment. The credibility of perception is analyzed using SPSS and Amoss software. The Bootstrap test method is employed to assess the value of visitors' experience, which is strongly influenced by the value and fluency of short travel videos. It is important to note that the short video content serves as a medium in this context. To better illustrate the impact of the audience's adjustability, we conducted a test using the Process v3.4.1 software. The results showed that the more sensitive the audience is, the greater the influence of the tourists' emotional response on the travelers' experience.
Keywords: Perceived Value, Flow Experience, Short Videos, Food Tourism

INTRODUCTION

In the era of popularity of short video, the short video platform of TikTok is the most popular (Kaye et al., 2021), according to the website data of Tiktok, the number of users oftiktok App reached 19.2 billion in 2023, expected to reach 2 billion users in 2024, of which adults aged 18-24 are addicted to TikTok video every day, with an average time of more than an hour, high to 76 minutes (Statista, 2023).By 2025, Generation Z users aged 18-24 will spend up to 77 minutes on TikTok, close to the time they spend on linear TV (Parapuan, 2022; Silveira et al., 2023); at the same time, older people aged 55-64 will also have a greater preference for tikTok and by 2025, the group will spend 6.3 percent more time ontikTok to 39 minutes a day (Statista, 2023). According to TikTok website statistics, in 2023, the most popular content is, entertainment video has 112,000 videos, playback of 4.4 billion views, food and tourism has 1.3 million videos, 70 billion viewing, the game has 10 million video, 12,2 billion views (Sutiani, 2022; Zips & Holendova, 2023).From this, food tour videos have reached a high level of popularity on TikTok (Shoukat et al, 2023; Tang et al., 2024), short videos of food tourism are being integrated into the user's daily lives (Kim et al. 2021), influencing user lives in a different way (Du et al., 2022), and bringing a whole new experience (Shaukat et al., 2023).

Food tour short videos have a positive influence on the experience of visitors (Li et al., 2020), for example, the overall evaluation of food short videos reflects the perceptual value of food tourism (Prastya, 2023), and the contentment of users with the image of tourist destinations is measured by viewing the reviews of short videos (Arkansyah et al., 2021).Christina et al (2024) presented a short video of a specific food that inspired the emotional and cognitive values of visitors from different angles and effectively promoted the brand image development of tourist destinations (Chi et al., 2024). Ranteallo and Andilolo (2017) propose to share photos and related videos of food tourism through social media to measure the promotion and destination marketing of food travel. The evaluation of the food tour short video is a reflection of the user's perceptual value (Itani et al., 2019). Sann and Leucha (2023) suggested using the stimulation-organism-reaction theory to measure the impact of visitors' heart-flow experiences in virtual videos. Wei et al. (2023) proposed building a virtual experience model that affects the perception of a visitor's immersive experience in a movie, and Sun et al. (2019) proposed the relationship between consumer perception and the heart-flow experience that exists in the movie, where consumers get an unexpected heart-stream experience by watching the scenery in the short video. Chen et al. (2001) have also suggested that virtual videos can affect the heart-flow experience of visitors.

Heart flow experience as a positive mental state (Huang & Yodbutr, 2023), which enables an individual to be completely immersed in a particular activity, to feel a great deal of satisfaction and pleasure (Liu et al., 2023). While watching a diet short video, the audience is more likely to be attracted to content if it is in a heart-flow state (Lin et al., 2024), resulting in positive food tourism behavior (Garcia-Leon & Teichert, 2024).

In order to gain an in-depth understanding of the impact of food short videos on the audience's heart-flow experience (Shoukat et al., 2023), the study is based on the theory of perceived values. The perceptual value theory emphasizes that an individual's overall evaluation of a product or service depends on his or her subjective perception of value (Fang et al., 2016), a theory that has wide application value in explaining consumer behavior, evaluating marketing effectiveness, etc. In the case of food short videos, the perceived value of the short video will directly influence the psychological state and behavioral response in the process of their viewing. This perceptual value will further influence the experience of the audience's heart flow in the process of watching, thereby affecting their sense of identity and participation in gastronomy tourism.

LITERATURE REVIEWS

Perceived Value Theory

Perceived Value Theory In the food tourism experience, perceived value occupies a prominent position. Perceived value is the cognitive evaluation of tourists through their experiences (Castellanos-Verdugo et al., 2016), and according to Zeithaml (1988) there is a close link between tourist experience and perceived values, which provides important perspectives for understanding tourist behavior patterns and psychological changes (eg: Yi et al., 2014; Pandza Bajs, 2015).

In the promotion and marketing of tourist destinations, gourmet short videos have unique advantages as an emerging form of media (Kim et al., 2021; Chi et al., 2024). It brings the culinary culture of the tourist destination to the audience in a vibrant way through its double stimulation of vision and hearing (Kim & Kerstetter, 2016), enabling the audience to feel the charm of the cuisine in their position (Stone et al., 2018). In the process, viewers are not only able to gain information about gastronomy, but also to experience the cultural stories and humanitarian feelings behind gastronomy (Wang et al., 2017), thereby enhancing cognitive and emotional connections to tourist destinations (Chen & Chen., 2023; Xu et al., 2020).

It is only when the user's perceived values are in line with their own requirements that the medium is actively used to sasfiactied their own needs (Lam et al., 2020). Yum and Kim (2024) proposes that user perceived values are reflected in the three dimensions of entertainment values, social values and self-identification values. Sweeney and Soutar (2001) further refine the dimension of perceived value by proposing a multidimensional model that includes functional value, social value, emotional value, and price value.

The cuisine short video in the media serves to significantly improve tourists' image of the destination (Gan et al., 2023). Through the dissemination of short videos, visitors can learn more about the culinary culture of the tourist destination (Rousta & Jamshidi, 2020) and feel its unique charm and value (Briciu & Briciu, 2020). This augmentation of perceived value not only amplifies the feeling of involvement and the inclination to act of visitors (Xu et al., 2023), but also, by means of the food tourism video, the notion of "optimal experience" proposed by Mihaly Csikszentmihalyi (1975) offers a significant theoretical foundation for investigating heart-flow experiences. He has the belief that when a person achieves a delicate equilibrium between their abilities and the difficulties they face, they can enter a condition of heart flow and attain an optimal psychological state. In this stage, the individual is capable of fully actualizing their potential and experiencing profound satisfaction and accomplishment.

In summary, perceived value plays a crucial role in the tourism experience. Through the construction of multidimensional models and the media role of food short videos, this study provides a more in-depth understanding of the psychological changes and behavioral patterns of tourists in the process of tourism, providing more accurate and effective strategy support for the promotion and marketing of tourist destinations.

Hypothesis 1: There are positive effect between perceived value and flow experience.
Hypothesis 1a: There are positive effect between function value and flow experience.
Hypothesis 1b: There are positive effect between social value and flow experience.
Hypothesis 1c: There are positive effect between emotional value and flow experience.
Hypothesis 1d: There are positive effect between perceived value and flow experience.

Research on Dietary Short Videos

The media role of personality traits the UGC theory emphasizes commentary on individual differences (such as the individual characteristics of the audience) (Moon et al., 2014), promotes the audience to choose specific media platforms through differences in personal characteristics (Naeem & Ozuem, 2022), and tourists understand the importance of UGC, and understand the relationship between audience characteristics, motivation and involvement through platforms (Gonzalez-Rodriguez et al., 2021). The needs of the tourism market are

differently driven by different platforms (Gretzel, 2017), while reflecting on individual tourism needs and motivations (Yetimoglu, 2022). The study found that it was possible to predict the impact of tourism behavior by studying the features of the media platform used by the audience (Tsiakali, 2015). For example, a study of the relationship between the influence of user generations on the media demonstrates that the characteristics of the audience influence the willingness of the user to visit (Yamagishi et al., 2023), and the credibility of travel videos (Ghaly, 2023). User characteristics have a direct relationship with the UGC of the travel experience on social media (Chavez et al., 2020), as well as influence the user's travel decisions (Chouhan, 2022), travel satisfaction (Khan, 2022). Saerom et al. (2017) suggested that food tourism has a direct influence on user characteristics and UGC content. Atsiz et al. (2022) suggested that the factor in the evaluation of the gastronomic tourism platform was the experience of gastronomic features through the UGC. Zuo et al. (2022) presented the innovation of the food tourism short video related to the consumption of the tourism and catering industry. Jia (2019) presents the contents of the UGC of gastronomy tourism, has a direct impact on the user experience of the user. Food tourism trends demonstrate that UGC data can influence user image choices for food tourism (Lee & Park, 2023). Liu and Liu (2020) suggested that there was a positive influence relationship between UGC involvement and heart flow experience. Ahmad and Abdulkarim (2019) suggested that personal traits are communicated in UGC content, ultimately affecting the level of heart flow experience. Zhang et al. (2024) suggested that socializing the tourism experience is influenced by the heart stream experience, through the message content of different user characteristics on the web. Moon et al. (2014) suggested that there was a positive influence relationship between audience characteristics and the heart-flow experience of short videos.

Hypothesis 2: User personality traits affect perceived values, thereby regulating the flow of heart experience.

Research on Food and tourism short videos

As the image of food is considered a key competitive advantage by tourist destinations, more and more destinations are inclined to engage in digital marketing to promote local cuisine (Ghosh & Ravichandran, 2022). Tourists are influenced by food destinations and are now more susceptible to the prevalence of social media (Ghosh & Ravichandran, 2022). Influenced by UGC tourism videos (Ghosh & Ravichandran, 2022), there has been a significant increase in the number of food tourism videos (Ghosh & Ravichandran, 2022). Food tourism videos have a high popularity among mainstream UGC tourism videos (Yousaf, 2022).

The UGC theory emphasizes the importance of tourism short video content (Manap & Adzharudin, 2013), and determines the traffic of short videos based on the characteristics of different tourism short video contents (Zhuang et al., 2024). Through different platforms of dissemination (Qu et al., 2022), food tourism short videos effectively showcase the image of food tourism destinations (Spencer, 2013), while emphasizing the moderating effect of perceived tourism risks (Asyraf et al., 2023). The differences in content characteristics between different types of images in tourism short videos are promoted based on tourists' preferences (Diaz Pacheco et al., 2024), which can affect users' willingness to travel (Liu et al., 2023)

Change users' behavior and experience of food tourism (Asyraf et al., 2023). Li and Hayes (2024) proposed that the knowledge system of the impact of tourism live streaming and tourism short videos on user consumption and production is different, which is useful for managers and marketers of destination tourism destinations. Tussyadiah (2008) proposed that the informative nature of content features in short videos can convey information to users, thereby generating cognitive and emotional images. The interactivity, customization, and informative nature of food tourism short videos have a positive impact on the cognitive image of tourist destinations (Tzeng et al., 2023). Ranga (2023) proposed that the characteristics of food tourism short videos include usefulness, diversity, and information quality Huang et al. (2021) proposed that

there is a positive relationship between the innovation capability of restaurants in food tourism and the diversity of food short videos. Short video platforms effectively solve the contradiction between limited user attention and massive content through intelligent algorithm recommendations (Moon et al., 2014), making it easier for users to obtain immersive experiences (flow experiences) (Wang et al., 2022). The algorithm recommendation intelligent evaluation model (AVNS model) includes four dimensions: accuracy, diversity, novelty, and surprise (Wang et al., 2022), which have a positive impact on flow experiences through the mediating effect of UGC perceived quality (Gardan et al., 2022; Pelet et al., 2017）。

Hypothesis 3: The content characteristics of food tourism short videos serve as mediating variables that affect the relationship between perceived value and flow experience.

Hypothesis 3a: The interestingness of food tourism short videos as a mediating variable affects the relationship between perceived value and flow experience

Hypothesis 3b: The authenticity of food tourism short videos as a mediating variable affects the relationship between perceived value and flow experience

Hypothesis 3c: The usefulness of food tourism short videos as a mediating variable affects the relationship between perceived value and flow experience
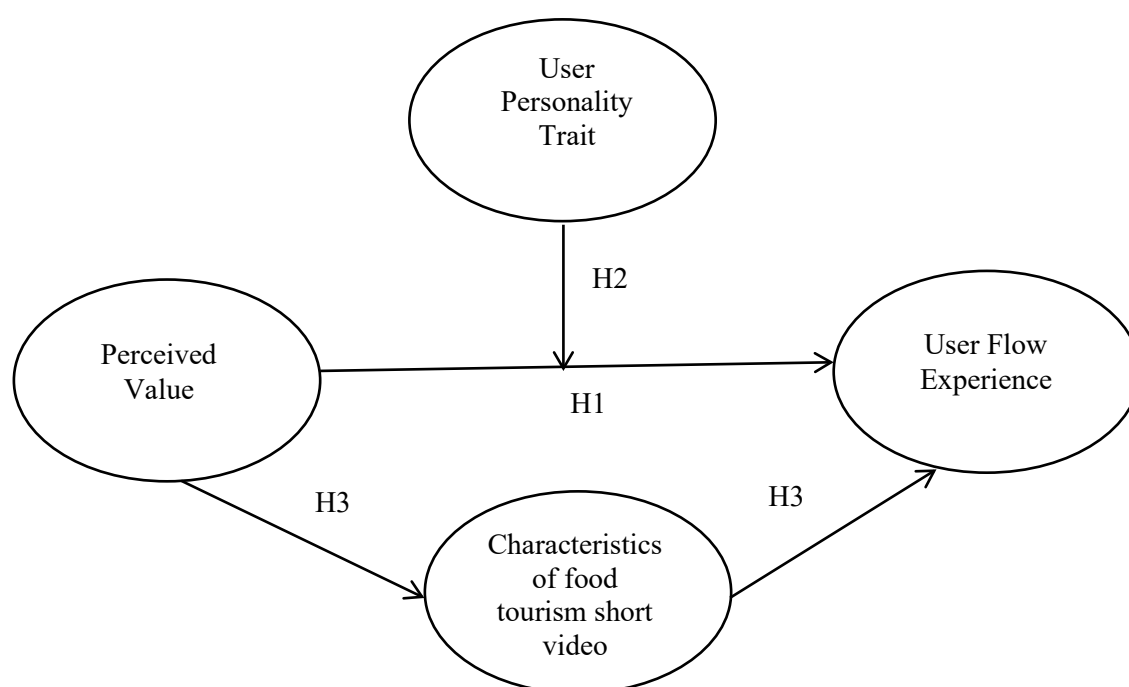

Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

This study used convenience sampling method randomly contacted all visitors on the TikTok app who watched food tourism videos and evaluated food tourism short videos, and obtained their opinions. The questionnaire was collected from June 21st to July 5$^{th.}$ The purpose of the study is to explore users who are suitable for watching food tourism short videos. The sample of the study is users who watch food tourism short videos. Then, due to the large network space and large user group, a specific food tourism short video is used as a case study. The questionnaire was collected through random sampling on the internet. The questionnaire have four parts: the first part is personal information, the second part is statements about perceived value, including four dimensions: emotional value, hedonic value, social value, and functional value, the third part is about audience characteristics, that means the frequency of watching food and tourism short videos, and the fourth part is about the content characteristics of short

videos, including three dimensions: authenticity, usefulness, and interest. The fourth part is about the flow experience (Jackson & Eklund).

RESEARCH RESULTS

Respondents' Profiles and Studied Variables

There were a total of 342 users in this study, with an effective sample size of 242 people, including males (49.5%) and females (50.5%). There were 7 users under the age of 18 (7%), with the majority of users aged 19-28 (31.4%) and 29-38 (26.8%). The smaller group of users was aged 39-48 (18.1%), with 29 users aged 49-59 (11.9%) and 11 users aged 60 and above (4.5%). Among them, 50 users have a high school education (20.6%), 36 users have a vocational education (14.8%), 79 users have a bachelor's degree (32.6%), 45 users have a master's degree (18.5%), and 32 users have a doctoral degree or above (13.2%).

According to statistics, 35 users watch food tourism short videos once a day (14.4%), 14 users watch food tourism short videos twice a day (5.7%), 93 users watch food tourism short videos 3-5 times a day (38.4%), 38 users watch food tourism short videos 5-7 times a day (15.7%), and 62 users watch food tourism short videos more than 10 times a day (25.6%).

Results of Confirmatory Factor Analysis

This study used the Crobach's alpha coefficient to test the reliability of the scale. The results showed that the alpha values of emotional value, hedonic value, etc. were all greater than 0.7, indicating good internal consistency and reliability of the questionnaire. The combination reliability (CR) of the variables was also greater than 0.7, indicating a high level of reliability between variable structures. The average extracted variance (AVE) was higher than the critical value of 0.5, indicating that the aggregation validity of the measurement model was good. In addition, the overall reliability (CR) of the variables also met the standard and was higher than 0.7. This result indicates that the scale has good reliability (as shown in Table 1).

Table 1 Results of Confirmatory Factor Analysis

Dimension	Factor	Standardization factor load	S.E.	C.R.	P	AVE	CR
	XA	0.710					
Perceived Value	XB	0.740	0.097	10.064	***	0.506	0.797
	XC	0.669	0.094	9.217	***		
	XD	0.697	0.085	9.558	***		
Characteristics of Short Video Content	MA	0.720					
	MB	0.652	0.099	8.638	***	0.544	0.780
	MC	0.829	0.141	9.216	***		
	Y1	0.924					
Flow Experience	Y2	0.924	0.038	25.074	***	0.860	0.948
	Y3	0.934	0.040	25.874	***		
Audience Characteristics	WA	0.713				0.552	0.711
	WB	0.772	0.117	7.652	***		

Note: XA, XB, XC, XD refers to the items for Perceived Value; MA, MB, MC refers to the items for Characteristics of Short Video Content; Y1, Y2, Y3 refers to the items for Flow Experience; WA, WB refers to the items for Audience Characteristics

Table 2 Differential Validity Test Table

Variables	PV	CSVC	FE	AC
PV	0.705			
CSVC	0.264	0.737		
FE	0.718	0.385	0.927	
AC	0.006	0.026	0.496	0.743

Note: PV: Perceived Value, AC: Audience Character, FE: Flow Experience, CSVC: Characteristics of Short Video Content

The result posited the good constructs even though the AVE square root value of PV (0.705) and CSVC (0.737), FE (0.927), AC (0.743) are greater than the correlation matrix values of the pair, it proves the discriminant validity of the model; They are of great significance to this study, which makes them highly correlated (Henseler et al., 2015). (See as Table 2)

Model Development, Convergent Validity, and Discriminant Validity

This study used Amos 24.0 to test the fit of the structural equation model. Seven indicators, including x^2/df (chi square free ratio), AGFI (goodness of fit index), GFI (goodness of fit index), TLI (non-standard fit index), NFI (standard fit index), CFI (comparative fit index), and RMSEA (approximate root mean square error), were used to verify the overall fit of the model. In order to determine the stability of the results, further modifications were made. As shown in Table 3, the modified fitting indicators were all relatively ideal.

Table 3 Model fitting situation

Reference indicators	x^2/df	AGFI	GFI	TLI	NFI	CFI	RMSEA
Evaluation criterion	1—3	>0.8	>0.8	>0.9	>0.9	>0.9	<0.08
Statistical value	0.635	0.971	0.983	1.012	0.985	1	0
Model fitting	YES	YES	YES	YES	YES	YES	YES

Note: PV: Perceived Value, AC: Audience Character, FE: Flow Experience, CSVC: Characteristics of Short Video Content

This study suggests that based on the theory of perceived value, the impact of perceived value on the flow experience of food tourism short videos is constructed. The path coefficient of the direct effect of perceived value on the content characteristics of short videos is 0.266, SE is 0.076, and CR is 3.202, indicating that perceived value has a positive impact on the content characteristics of short videos; The path coefficient of the direct effect of perceived value on users' flow experience is 0.662, SE is 0.107, and CR is 8.717, indicating that perceived value can have a positive impact on the characteristics of short video content; The path coefficient of the direct effect of the content characteristics of food tourism short videos on users' flow experience is 0.209, SE is 0.094, and CR is 3.398, indicating that the content characteristics of food tourism short videos have a positive impact on users' flow experience, Perceived value has a positive impact on the characteristics of short videos, with P values less than 0.01, indicating significant path relationships. By collecting survey questionnaires, a structural equation model was constructed using Amoss26. (See as Table 4)

Table 4: Hypothesis of Direct Effects Hypothesis

Path			Path Value	S.E.	C.R.	P
CSVC	<---	PV	0.266	0.076	3.202	0.001
FE	<---	PV	0.662	0.107	8.717	***
FE	<---	CSVC	0.209	0.094	3.398	***

Note: PV: Perceived Value, AC: Audience Character, FE: Flow Experience, CSVC: Characteristics of Short Video Content

Mediation and moderation effect test

This study used the Bootstrap test method to examine the mediating effect of short video content characteristics. The bias corrected percentile method was used to estimate the mediating effect at a 95% confidence interval to analyze the mediating effect of short video content characteristics. After 2000 repeated bootstrap samples, the effect values and 95% confidence intervals of the mediating effect were obtained as shown in Table 6. If the confidence interval does not include 0, it indicates the existence of a mediating effect. The results showed that the Estimate of perceived value short video content characteristics was 0.718, with an upper limit of 0.622 and a lower limit of 0.796. The interval did not include 0, and the P-value was 0.001, indicating a significant mediating effect. (See as Table 5)

Table 5 Bootstrap test for mediating effects

Parameter	Estimate	Lower	Upper	P
PV-CSVC-FE (Indirect Effect)	0.056	0.024	0.109	0.001
PV- FE(Direct Effect)	0.662	0.550	0.749	0.001
PV- FE (Total Effect)	0.718	0.622	0.796	0.001

Note: PV: Perceived Value, AC: Audience Character, FE: Flow Experience, CSVC: Characteristics of Short Video Content

The moderating effect of audience characteristics

In order to further explain the moderating effect of audience adjustment, Processv3.4.1 software was used for testing. This study referred to the plotting method of moderation effect and divided the research sample into high perceived value and perceived value groups based on the average number of moderation variables plus or minus one standard deviation, and plotted moderation effect graphs (Figure 2). From Figure 2, it can be seen that the characteristics of tourists have a positive moderating effect on perceived value and flow experience. Therefore, this study assumes that the more obvious the characteristics of the audience, the stronger the positive impact of tourists' perceived value on their flow experience, and vice versa.
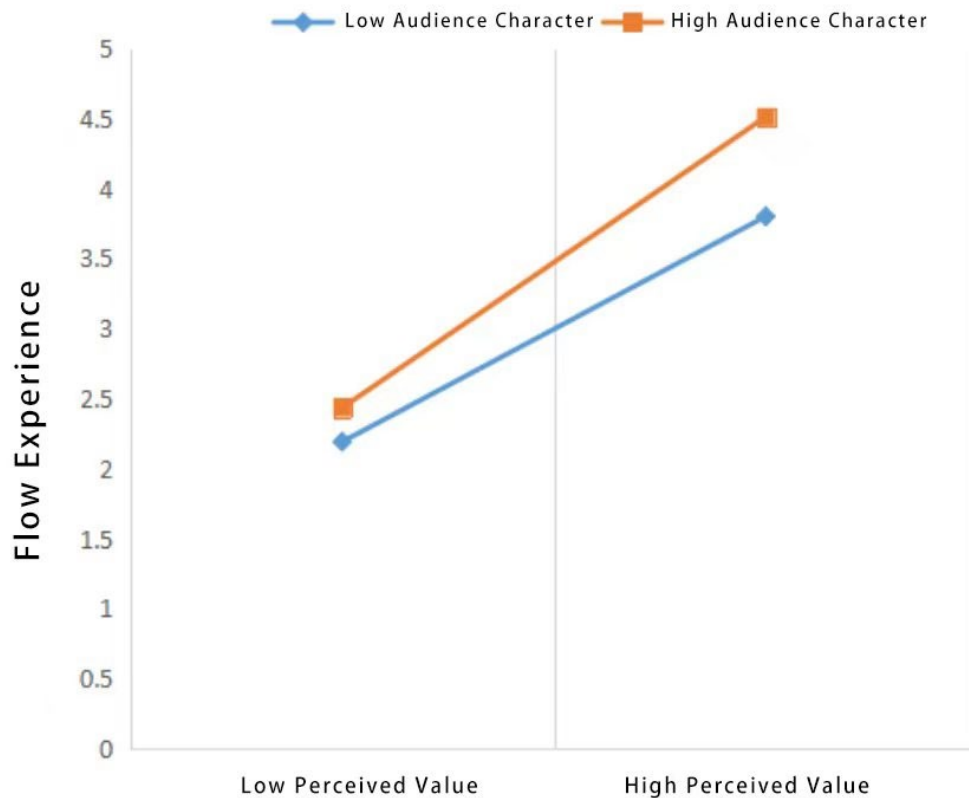
Figure 2 The moderating effect of audience characteristics on users' perceived value and flow experience

Table 6 The moderating effect of audience adjustmen Test

	Flow Experience			
	β	*SE*	*t-value*	*P-value*
Constant	2.123	0.198	10.743	0.000**
PV	0.805	0.059	13.571	0.000**
AC	0.477	0.051	9.408	0.000**
PV*AC	0.234	0.07	3.35	0.000**
CSVC	0.262	0.056	4.702	0.000**
R 2	0.608			
F value	F (4,237) = 91.843, *p* = 0.000			

Note: β refers to standardized estimate, b refers to unstandardized estimate, S.E. refers to standard error, PV: Perceived Value, AC: Audience Character, CSVC: Characteristics of Short Video Content, *** = significant level as of .001

DISCUSSION & CONCLUSION

This study utilizes a theoretical model that combines perceived value theory and immersion theory to investigate the relationship between the perceived value of food short films and tourists' flow experience. The study aims to understand the effect mechanism by integrating perceived value theory. Additionally, it examines how visitors' audience characteristics influence the connection between perceived value and tourists' flow experience. Studies have discovered that tourists' flow experience while watching culinary tourism short movies is influenced by their perceived values of hedonic value, emotional value, social value, and functional value. It is evident that users' understanding of watching short videos on food tourism will enhance their immersive experience. Furthermore, an increase in the frequency of

watching food tourism short videos is directly correlated with a heightened level of positivity in the flow experience. In other words, individuals who repeatedly see short videos about culinary tourism will have a highly engaging and immersive experience. Furthermore, a significant number of culinary enthusiasts are undeniably swayed by concise food movies. Actively embracing the perceived value of food short videos has a beneficial effect on the flow experience, which may be influenced by the frequency of users' short video viewing. It will exert influence and facilitate the profound advancement of the flow experience. Additionally, the way users perceive the value of a product or service has an impact on their flow experience. The relationship between perceived value and users' flow experience will be positively influenced by users' attention and recognition of culinary tourism short videos acting as a mediator. In other words, the more often viewers engage in watching short videos, the more likely they are to experience a state of flow.

User experience has emerged as a crucial determinant of the success of Internet businesses and services in the present digital age. Immersive experience, which is a more advanced version of user experience, is gaining significant interest from both academics and the industry. This study is grounded in the idea of perceived value and extensively investigates the immersive experience of users on short video platforms. It enhances the theoretical meaning of user experience research and offers a fresh viewpoint for comprehending the psychological mechanisms and behavioral patterns of users in virtual environments. Theoretical relevance of this can be observed in the following aspects: This study investigates the immersive experience of users, drawing on the theory of perceived value. Our goal is to improve users' flow experience by modifying and mediating the audience's characteristics and the content of short videos. The combination of perceived value theory and user immersion theory establishes a novel framework for virtual immersion experiences on the Internet. This innovative integration not only surpasses the constraints of a single theoretical framework, but also facilitates the amalgamation of interdisciplinary theories, offering a novel theoretical instrument for comprehending the intricate process of user experience in digital media. This study examines how perceived value is converted into profound emotional experiences through immersion mechanisms in certain circumstances, such as short videos on food tourism. The aim is to establish a strong theoretical basis for future empirical investigations.

Furthermore, by incorporating nutritional principles into concise video content and leveraging the efficient information transmission properties of flow experience, we can more efficiently spread dietary knowledge to the general public and steer them towards adopting scientific and rational eating practices. This not only enhances public health, but also stimulates the growth of the food business by increasing the availability of nutritious, environmentally-friendly, and organic food products in the market.

Furthermore, by utilizing the theory of perceived value, food firms may effectively identify specific customer segments and create concise video content that aligns with their values and requirements through the analysis of user viewing habits, interactive behavior, and other relevant data. By harnessing the power of the flow experience, businesses may better communicate brand concepts and product attributes, hence increasing brand awareness and favorability. Furthermore, by thorough analysis of user activity patterns during a state of flow, businesses can enhance their marketing methods, attaining accurate marketing and tailored recommendations. This not only raises the conversion rate and sales of marketing operations, but also increases user loyalty and attachment to the brand.

The audience, when experiencing flow, can develop a more profound comprehension and encounter the allure of many culinary cultures, therefore fueling their curiosity and pursuit of food culture. This fosters innovation and preservation of food culture, facilitates worldwide cultural interaction and integration, and also offers boundless opportunities for innovative study of food culture.

Limitations and Future

Firstly, although the flow experience is widely regarded as a highly focused and pleasurable state, its multidimensionality is significantly enhanced in the context of dietary short videos. The traditional flow theory focuses on the individual's internal psychological state, such as the balance between skills and challenges, clear goals and immediate feedback, but it is difficult to fully capture the audience's deep level experiences triggered by factors such as visual aesthetics, emotional resonance, and cultural identity. This multidimensional interweaving poses challenges for both quantitative and qualitative analysis of flow experiences.

Secondly, the theory of perceived value focuses on the overall utility evaluation that consumers obtain from products or services. However, in the field of food and beverage short videos, users' perceived value may go beyond direct functional satisfaction and involve multiple aspects of value creation such as emotions, social interaction, and cognition. There may be certain limitations when it comes to the application of dietary short video flow experience. For example, this theory may not fully explain the highly real-time and dynamic viewing experience of viewers in short food videos, and traditional data collection and analysis methods are difficult to capture subtle changes in users' emotional fluctuations and flow states in real time; However, this theory also fails to fully consider the impact of external factors such as technology, platforms, and culture on the flow experience. Thirdly, research often relies on quantitative indicators such as questionnaire surveys, click through rates, and viewing duration to evaluate the flow experience and perceived value, but these indicators often struggle to accurately reflect the complex feelings and changing processes within the audience. Qualitative research methods, such as in-depth interviews and content analysis, can provide richer information, but the sample size is limited and the analysis process is subjective.

People learn about the food culture of tourist destinations through food tourism short videos, and change their minds by immersing themselves in the experience of food tourism short videos. With the emergence of multi immersive experience facilities such as VR, new experiences will be created for the crowd, but there will also be many problems, such as the emergence of VR based food and tourism short videos

Summarize the application of perceived value theory and flow experience in the field of food short videos, and emphasize their important role in improving user experience and enhancing user stickiness. Propose possible future research directions, such as analyzing how emerging technologies (such as VR/AR) and platform features (such as recommendation algorithms and social interaction) affect users' flow experience and perceived value, and providing technical and management recommendations for optimizing user experience; By utilizing advanced data collection and analysis technologies such as eye tracking and emotion computing, real-time capture of users' emotional fluctuations and flow state changes during the viewing process, providing more refined data support for a deeper understanding of user experience; By combining the advantages of quantitative and qualitative research, a mixed method design is adopted to comprehensively and deeply reveal the internal mechanisms and external influencing factors of the flow experience and perceived value in food short videos.

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