A Study on Tourist Perception towards Social Media as a Reliable Source of Information

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Abstract

As the tourism industry seeks to acquire the business of the Baby Boomer generation, the travel habits of this age have been the subject of much research and analysis. However, a new generation is quickly gaining ground on this one and will soon command the same level of attention: the Millennial. The above analysis, per its authors, is designed to investigate millennia's potential risk when using digital platforms to pick their tourist hotspot, as well as the connection between risk profile and perspective effectiveness in terms of willingness to use and recommend social media based on their outlook toward digital networking. For this aim, a sample of 90 respondents who utilise social media to identify vacation locations will be gathered from the respondents who do so. The data will be analysed using a variety of techniques, including percentage analysis, one-way ANOVA, descriptive statistics, and multiple regression. Millennial' attitudes toward social media should be taken into consideration when making decisions about their behaviour. Before drawing conclusions concerning millennia's opinions about online platforms, it is important to consider the following factors: normative beliefs, behavioural intention, desire to use social media, intention to advocate social media, perceived risk, and perceived rewards.

Keywords: Millennial, Social Media and Travel Destinations.

Introduction

Over the past decade, there has been a dramatic acceleration in the development of Internet technology, particularly online platforms (SNS) such as Facebook, Twitter, the MySpace vibe (now defunct), Pinterest, and Instagram. Aiming against this backdrop, the purpose of this study is to contribute fresh information and insight to the available literature on the views and preferences of persons toward the use of social networking sites for the purposes of travel organization. As a result of the convenience and user-friendliness of employing social media applications for the purpose of making bookings, many people who plan travels have resorted to social media in recent years to make their bookings online.

Review of Literature

Rosemary Matikiti et. al. (2017) the perspective regarding the usage of SNS for vacation planning and its predecessors was ascertained by surveying participants. The exploratory and quantitative aspect of the methodological approach was followed. According to the results of a structured questionnaire, information was gathered from a total of 340 respondents. In order to do data analysis, SEM with the help of PLS was employed. The findings indicate that attitudes about using social networking sites for travel planning are influenced by perceived advantages, subjective norms, and perceived behavioural control, with perceived utility having the most effect. In order to attract more and more passionate users to their websites, administrators of tourist organisations must guarantee that their sites are relevant, convenient to use, and capable of protecting users' digital privacy.

Hossam said shehata et. al. (2017) sought to examine the significance and presence of green practises in Egyptian hotels, both accredited and non-certified, for the purpose of providing a more comprehensive grasp of the industry. Water consumption and energy consumption in Egyptian hotels will be examined in this report. It also tries to measure the extent to which people are conscious of environmental practises and how far they have progressed in putting them into practise. The researchers utilized a quantitative and qualitative data gathering technique, which included examining relevant literature and delivering questionnaires to participants. This study employed an online questionnaire, which was constructed in accordance with the trustworthy benchmark that was acquired from the standards of green certification programmes in Egypt. Only five-star hotels in Egypt were included in the study's sample, which totaled 150 establishments. The results suggested that there is a significant difference between the importance of green practises and the uptake of such practises in Egyptian hoteliers, with variances in each of the three groups studied. Water conservation measures at ecofriendly five-star hotels were the lone exception, because the vast majority of policies that were regarded significant from the executives' views were already in place at the businesses when the survey was conducted.

Sunyoung Hlee, Hanna Lee and Chulmo Koo (2018) assessed and rated literature on service industry that had been published in peer-reviewed scholarly journals about hospitality and tourism There were a total of 55 research papers that were exposed to the systematic technique during the months of January 2008 and December 2017. Using content-related features of hospitality and tourist online reviews (HTORs) across several market sectors, this study presented a concise description of the research findings. There were two research questions addressed. We employed the heuristic-systematic model (HSM) to synthesise and identify the elements influencing client perception in prior HTOR investigations, which was based on our literature review. In our opinion, the framework aids researchers in identifying a study subject within the vast HTORs literature and in identifying potential research directions for future research investigations.

Research Gap

The aim of the study is to identify and analyse the elements that have an impact on millennia's' usage of social media to select vacation locations. Specifically, no study has been undertaken to determine the influence of perceived risk and advantages, subjective norms, and perceived behavioural patterns of millennials toward the intensity of using and advocating Social Media Websites in the Coimbatore district.

Statement of Problem

The main objective of the research is to investigate the experiences of millennials on the usage of social media to select vacation destinations. Despite the fact that there are several criteria that make deciding on a holiday destination quite simple. The millennial generation finds it hard to understand risk factors and the ease with which they might be used, and this has been identified as an issue for the study.

Objectives of the Study

To determine how millennials view the risk associated with using online websites to pick the traveling location.

To assess the perceived benefits of utilising social media while selecting a holiday location.

To find out the influence of perceived danger and perceived usefulness on the intention of using and endorsing Social Media on the basis of their viewpoint.

Conceptual Framework
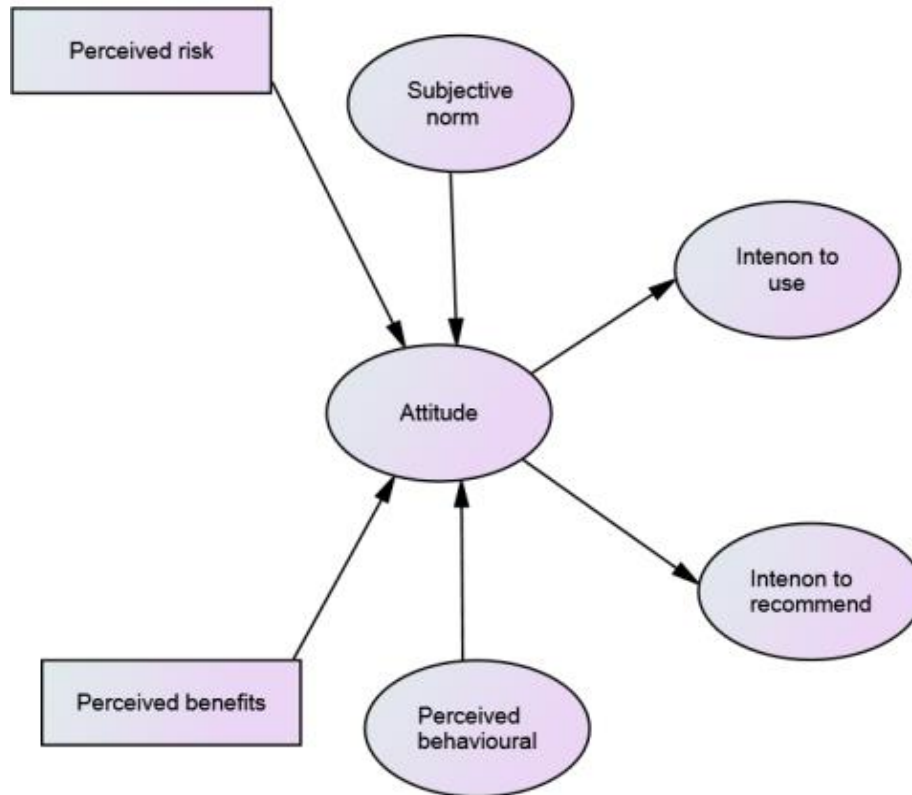
Research Methodology

Type of research: Descriptive research.

Data Collection

Primary data: Survey method using questionnaire.

Secondary data: Journals, Articles and websites.

Type of Sampling: Simple random sampling.

Sample Size: 120 and the respondents are millennial who use social media to schedule travel locations.

Tools Used for the Study: Percentage analysis, Kruskal Wallis test, One-way Anova, Descriptive statistics and multiple regression.

Limitations of the Study

- The sample size is restricted to 120 people.
- Only the Coimbatore district has been selected as a demographic region for the study.
- There may be a skewness towards primary data collected from the respondents.

Analysis and Interpretation

Demographic Variables

		Frequency	Percent
Gender	Male	66	55
	Female	54	45
	Total	120	100
Age	Below 20 years	9	7.5
	21-30 years	54	45
	31-40 years	25	20.8
	Above 40 years	32	26.7
	Total	120	100
Marital Status	Married	54	45
	Unmarried	66	55
	Total	120	100
Education qualification	School Level	35	29.2
	Diploma	29	24.2
	Under Graduate	14	11.7
	Post Graduate	42	35
	Total	120	100
Nature of Family	Joint Family	95	79.2
	Nuclear Family	25	20.8
	Total	120	100
Number of Members in your Family	Up to 3 members	39	32.5
	4-5 members	59	49.2
	Above 6 members	22	18.3
	Total	120	100
Occupation	Student	36	30
	Self Employed	31	25.8
	Employed	34	28.3
	Professionals	14	11.7
	Others	5	4.2
	Total	120	100
Monthly Income	Below Rs.10000	14	11.7
	Rs.10000-Rs.15000	49	40.8
	Rs.15001-Rs.20000	35	29.2
	Above Rs.20000	22	18.3
	Total	120	100

The above table depicts that male millennials account for 55% of the population, while female millennial account for 45%, 7.5 percent of the population is below the age of 20, 45 percent is between the ages of 21 and 30, 20.8 percent is between the ages of 31 and 40, and 26.7 percent is above the age of 40. 45 percent of those polled are married, while 55 percent are single. 29.2 percent have passed their high school level, 24.2 percent have earned their diploma, 11.7 percent have done their under graduation, and 35% have completed their post-graduation. Joint families account for 79.2 percent of the population, while nuclear families account for 20.8 percent. Approximately 32.5 percent of those surveyed have up to three persons in their family, 49.2 percent have between four and five members in their family, and 18.3 percent have more than six members in their family. Students account for 30% of

the population, while 25.8 percent are self-employed, 28.3 percent having employment, 11.7 percent are professionals, and 4.2 percent are from other occupations. 11.7 percent of the workforce earns less than Rs.10, 000, 40.8 percent earn between Rs.1000 and Rs.15000, 29.2 percent make between Rs.15001 and Rs.20, 000, and 18.3 percent earn more than Rs. 20, 000.

Descriptive Statistics

Social Risk

	N	Mean	Std. Deviation
SR1	120	2.91	1.195
SR2	120	2.38	1.109
SR3	120	2.81	1.007

The respondents agree towards negatively using Social media the way others think about them (2.91), signing up for Social media leading to a social loss because friends would think less favorably of the respondents (2.38), and utilising Social media leading to the loss of those close to them who have an unfavorable attitude toward them (2.81).

Privacy Risk

	N	Mean	Std. Deviation
PR1	120	2.65	1.090
PR2	120	2.26	.921
PR3	120	1.37	.660

The respondents agree towards because of the usage of social media, people are losing control over their private details (2.65), and online adversaries are more likely to gain control of user accounts and utilise their private details (2.26). Millennials strongly agree towards the usage of social media, even if it means that their personal information is being utilised without their knowledge or consent (1.37).

Time Risk

	N	Minimum	Maximum	Mean	Std. Deviation
TR1	120	1	5	2.07	1.238
TR2	120	1	4	1.52	.778
TR3	120	1	5	3.09	1.283
Valid N (listwise)	120				

Millennial strongly agree towards utilising social media in response to a need for time (1.52) and acknowledging the loss of time as a result of using social media (2.07). Meanwhile, they disagree towards the usage of social media, which they believe requires a significant commitment of time, particularly learning how to navigate the website (3.09).

Functional Benefits

	N	Mean	Std. Deviation
FB1	120	2.09	1.223
FB2	120	3.37	1.152
FB3	120	3.33	1.212
Valid N (listwise)	120		

Millennial agree towards It is possible to remain up to speed with information on intriguing travels through social media (2.09). The respondents disagree towards Social media offering the potential of sharing and obtaining information about tourist destinations (3.37), as well as with Social media helping to save money while looking for trip information (3.33).

Social Benefits

	N	Minimum	Maximum	Mean	Std. Deviation
SB1	120	1	5	3.22	1.373
SB2	120	1	5	3.36	1.275
SB3	120	1	5	3.56	1.052

Millennial disagree towards Using social media allows one to reach people who share the same interests in travel destinations (3.22), social media gives a strong attachment to a group (3.36), and using social media enables individual interaction with friends who share the same interest in vacationing (3.56).

Subjective Norm

	N	Mean	Std. Deviation
SN1	120	3.27	1.242
SN2	120	3.34	1.387
SN3	120	3.50	1.209
SN4	120	3.33	1.380

Millennial disagree towards When planning and organising trips, people close to them anticipate that they will use social media (3.27), people trusted definitely suggest that they use social media (3.34), other people known to them anticipate that they will use social media (3.50), and they prefer a valued person's opinion on whether or not to use social media when planning and organising trips (3.33).

Perceived Behavioural Control

	N	Mean	Std. Deviation
PBC1	120	3.12	1.476
PBC2	120	3.00	1.378
PBC3	120	3.02	1.290
PBC4	120	2.65	1.042
PBC5	120	3.08	1.026

The millennial agree towards courage to effectively use social media for scheduling a tour (2.65) and they are neutral towards having the capacity and knowledge to use social media for looking for travel info (3.00). The millennial disagree towards ease with which they can use an adviser to plan and organise their vacations, their trust in utilising social media for booking (3.02), and the ease with which they can use an advisor to organise pairings (3.08).

Intention to Use Social Media

	N	Mean	Std. Deviation
ITA1	120	2.77	1.268
ITA2	120	2.32	1.403
ITA3	120	2.99	1.658
ITA4	120	3.37	1.408

The respondents disagree towards using social media as a source for travel bookings (3.77) and they agree towards using Social media when planning and organizing trips (2.77), preference to use advisors for scheduling trips in the upcoming years (2.32), and the prediction that social media will be used in the hereafter (3.37).

Intention to Recommend

	N	Mean	Std. Deviation
IR1	120	3.73	1.341
IR2	120	3.44	1.180
IR3	120	3.44	1.194

The millennial agree towards Suggesting others to utilise Social Media for travel planning (3.73), urging their peers to use Trip Advisor for holiday planning, and telling others about the advantages of utilising Social Media when planning and organising trips (3.44).

Comparison between Gender and Level of Acceptance towards Service Provided by Social Media

Ho1: There is no relationship between gender and level of acceptance towards service provided by Social media.

	Gender	N	Mean Rank	Chi-Square	Asymp. Sig.
Social risk	Male	66	71.10	4.020	0.008
	Female	54	60.99		
	Total	120			
Privacy risk	Male	66	59.10	0.245	0.621
	Female	54	62.21		
	Total	120			
Time risk	Male	66	61.79	0.207	0.649
	Female	54	58.93		
	Total	120			
Functional benefits	Male	66	56.45	2.030	0.154
	Female	54	65.44		
	Total	120			
Social benefits	Male	66	57.16	4.384	0.039
	Female	54	64.58		
	Total	120			
Subjective norm	Male	66	61.95	0.258	0.611
	Female	54	58.73		
	Total	120			
Perceived behavioral control	Male	66	58.20	0.644	0.422
	Female	54	63.31		
	Total	120			
Intention to use Social media	Male	66	59.36	5.158	0.001
	Female	54	61.89		
	Total	120			
Intention to recommend	Male	66	59.39	0.154	0.695
	Female	54	61.86		
	Total	120			

There is no relationship between Privacy risk (0.621), time risk (0.649), functional benefits (0.154), subjective norm (0.611), perceived behavioral control (0.422) and intention to recommend (0.695) and level of acceptance towards service provided by Social media. There is a relationship between social risk (0.008), social benefits (0.039), and intention to use Social media (0.001) and level of acceptance towards service provided by Social media.

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Comparison between Age and Level of Acceptance towards Service Provided by Social Media

Ho2: There is no relationship between age and level of acceptance towards service provided by Social media.

		N	Mean	Std. Deviation	F	Sig
Social risk	Below 20 years	9	2.85	0.669	0.592	0.621
	21-30 years	54	2.73	0.717		
	31-40 years	25	2.75	0.741		
	Above 40 years	32	2.56	0.735		
	Total	120	2.70	0.720		
Privacy risk	Below 20 years	9	2.08	0.641	4.362	0.001
	21-30 years	54	2.12	0.605		
	31-40 years	25	2.16	0.674		
	Above 40 years	32	2.00	0.617		
	Total	120	2.09	0.620		
Time risk	Below 20 years	9	2.11	0.600	0.720	0.542
	21-30 years	54	2.30	0.576		
	31-40 years	25	2.11	0.608		
	Above 40 years	32	2.23	0.642		
	Total	120	2.23	0.601		
Functional benefits	Below 20 years	9	2.89	0.471	2.240	0.087
	21-30 years	54	3.02	0.691		
	31-40 years	25	2.61	0.671		
	Above 40 years	32	3.03	0.795		
	Total	120	2.93	0.715		
Social benefits	Below 20 years	9	2.93	0.998	2.636	0.053
	21-30 years	54	3.54	0.680		
	31-40 years	25	3.19	0.715		
	Above 40 years	32	3.39	0.709		
	Total	120	3.38	0.736		
Subjective norm	Below 20 years	9	3.17	0.451	5.665	0.005
	21-30 years	54	3.39	0.691		
	31-40 years	25	3.26	0.675		
	Above 40 years	32	3.45	0.631		
	Total	120	3.36	0.655		
Perceived behavioral control	Below 20 years	9	2.96	0.720	0.115	0.951
	21-30 years	54	2.94	0.621		
	31-40 years	25	3.00	0.737		
	Above 40 years	32	3.02	0.589		
	Total	120	2.98	0.639		
Intention to use Social media	Below 20 years	9	3.00	0.740	5.347	0.001
	21-30 years	54	2.81	0.763		
	31-40 years	25	2.82	0.635		
	Above 40 years	32	2.95	0.803		
	Total	120	2.86	0.742		
Intention to recommend	Below 20 years	9	3.15	0.958	1.367	0.256
	21-30 years	54	3.46	0.786		
	31-40 years	25	3.73	0.903		
	Above 40 years	32	3.62	0.799		
	Total	120	3.54	0.832		

There is no significant difference between social risk (0.621), time risk (0.542), functional benefits (0.087), social benefits (0.053), perceived behavioral control (0.951), and intention to recommend (0.256) and level of acceptance towards service provided by Social media.

There is a significant difference between privacy risk (0.001), subjective norm (0.005), and intention to use Social media (0.001) and level of acceptance towards service provided by Social media.

Multiple Regression

Impact of Perceived Risk and Perceived Usefulness towards Intent of Using and Recommending Social Media based on their Attitude
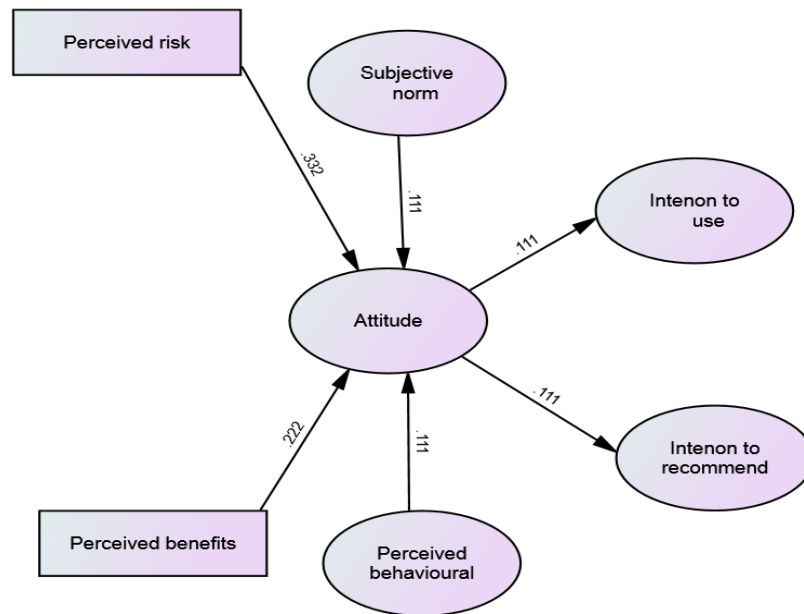
R=0.989 Sig= 0.000

All of the factors subjective norm (0.111), behavioural control (0.111), intention to use Social media (0.111), and intention to recommend Social media (0.111), perceived risk (0.333), and perceived benefits (0.222)) are directly related to the stance of millennial toward reserving through Media platforms.

Findings

The majority of those who answered the survey are men. The majority of millennials are in the age range of 21 to 30 years old. The majority of those who answered the survey are single. The majority of those who responded are postgraduates. The vast majority of those who responded are members of a joint family. Most of the millennial have 4-5 people in their household, and the majority of the millennials who participated in the study are now enrolled in school. The majority of those who answered the survey earn between Rs.1000 and Rs.15000 each month.

Social Risk

Male respondents (71.10) express a higher level of acceptance of societal risks associated with the services facilitated by digital platforms.

Social Benefits

Female respondents (64.58 percent) had a higher level of acceptability toward the risk of social advantages associated with services supplied by social media.

Intention to use Social Media

Female respondents 61.89 have higher level of acceptance towards the intentions of utilizing social media.

Privacy Risk

A majority of respondents who fall into the age groups of below 20 years (2.08), among 21-30 years (2.12), within 31-40 years (2.16), and above 40 years (2.00) agree that there is a vulnerability associated with the services offered by the internet.

Subjective Norm

The respondents who fall into the age groups of under 20 years (3.17), 21-30 years (3.39), 31-40 years (3.26), and over 40 years (3.45) are in disagreement with the subjective norm associated to the service offered by social media.

Intention to use Social Media

The age groups of 21-30 years (2.81), 31-40 years (2.82), those over 40 years (2.95) agree with their desire of using online networking. The respondents who are under the age of twenty-one (3.00) are neutral with the subjective norm associated with the service given by social media.

Suggestions

To boost the amount of transactions and the degree of safety when using social media platforms, millennial must be able to reduce the risks connected with financial advisers in order to increase the number of transactions.

In light of the fact that respondents are increasingly worried about the risk to their confidentiality, it is possible that greater emphasis may be placed on this issue in the future.

Conclusion

Prior to making a decision on millennial attitudes toward using social media, it is important to consider the factors a subjective norm, behavioral control, willingness to use social media, desire to recommend social media, perceived danger, and perceived advantages in order to make a well-informed decision.

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