Abstract

As the newest part of the labor market, generation Z is the main focus point in marketers' eyes, to understand what the implications of their shift in priorities and media consumption are. This research aims to understand the influence of social media consumption on the destination, hotel, and restaurant decisions. The research question to be answered was predefined as:

How does the content seen on social media influence the decision of consumers which are part of generation Z, to travel to so-called instagrammable destinations, and to subsequently present them on their own social media channels?

The research was conducted using an online survey that inspected personal data, the usage, and consumption of social media, the likelihood of trusting content on social media, as well as the quality of previous decisions made based upon what was seen on social media. The online survey used convenience sampling as a basis to find participants, as the author shared the questionnaire through their social media as well as through their circle of friends and acquaintances. In addition, a comprehensive literature review was conducted to understand the implications the study has and where it fills research holes. A section of this paper was dedicated to the influence of electronic word of mouth and its implications for members of generation Z and their social media consumption, to adequately explain the research surrounding this research, a chapter about the usage of social media in traveling was added. As the research focused on comparing the two main variables, χ_2 calculations were made to understand the influence of social media on the travel decisions made, and significant results were found, regarding the influence of social media consumption on destination choice, the information desire and provision and the decisions based on information found. In addition to that, a significant relation was found between previous positive experiences with travel decisions based on social media and the likelihood to let social media influence future decisions as well. No relationship was found regarding the gender of the participants and the probability to be influenced however, a significant p-value was found for the

platform Instagram to influence the decisions of members of generation Z. Thus a recommendation was able to be made for marketers to focus on Instagram if people born from 1990 onwards are supposed to be targeted and influenced.