

The influence of the role of Social Media on Generation Z's choice to visit “Instagrammable Destinations”

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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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.

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1 Introduction

1.1 Short background information

The use of the internet, in general, has reached more than 4 billion active users in 2019, which equals to 57% of the total population, a total of 3.4 billion users were reported using social media (Kemp, 2019). This high level of social media usage, nearly 85%, constitutes a change in everyday life and the shift towards a more digitalized lifestyle (Johansson & Bengtsson, 2016). While the most used websites include well known social media networks like Facebook, Instagram, and Youtube, pages like the, in the EU, lesser-known ‘weibo.com’ are ranked in the Top 30 as well (Alexa, 2020). As social media, in general, is based on user-generated content (UGC), which includes videos, photos, and posted texts, the sentiment these posts can convey is very different from what traditional online marketing can achieve (Xiang & Gretzel, 2010). The research until now has focused primarily on what role social media plays in storytelling, information search and how social media participants are semantically able to shape a consumers perception of destinations (Huang et al., 2010; Xiang & Gretzel, 2010; Xiang et al., 2008; Pan et al., 2007), while others have tried to understand the effects of blogs contents, and its impact on decisions in general (Chen et al., 2014).

1.2 Research Question

This paper aims to understand the influence of social media on the decision making of generation Z to visit destinations that are so-called “instagrammable”. The group of people also referred to as Generation Z, are the most prevalent group of internet users, as they have grown up with this technology. The final goal of this research is to demonstrate the importance of social media and the internet for members of generation Z to find their next perceivably perfect destination, hotel, restaurant, or activity in general through their social media activity. Thus, in this thesis, the main research question to be answered is:

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?

This thesis has been guided by the following hypotheses:

H0₁: There is no significant influence of time spent on social media on the destination choice for members of generation Z.

H1₁: There is a significant influence of time spent on social media on the destination choice for members of generation Z.

H0₂: There is no significant influence of time spent on social media us on the hotel choice for members of generation Z.

H1₂: There is a significant influence of time spent on social media on the hotel choice for members of generation Z.

H0₃: There is no significant influence of time spent on social media on the restaurant choice for members of generation Z.

H1₃: There is a significant influence of time spent on social media on the restaurant choice for members of generation Z.

H0₄: There is no significant influence of using a certain social medium on the likeliness to be influenced in the destination choice.

H1₄: There is a significant influence of using a certain social medium on the likeliness to be influenced in the destination choice.

The paper will be structured into a literature review, which will give definitions for the essential concepts used in this research. It will also describe the importance of the paper in the context of the progression of market share for Generation Z. Following the literature review will be the analysis of the methodology used in this thesis to come, which describes the research design chosen, as well as the methods, that will be used to analyze the data collected.

2 Literature Review

2.1 Definitions

2.1.1 Generation Z

The term Generation itself was defined as ‘an identifiable group that share birth years, age location, and significant life events at critical developmental stages (Kupperschmidt, 2000, cited in Dolot, 2018). These aspects have been applied to different ranges in birth years to define different generations throughout the last century. There have been problems for researchers, finding a consensus in defining the birth year applicable towards a certain generation. Especially generation Z has been problematic to define. According to Dolot (2018), the ranges suggested by researchers vary from being born 1990 or later, to between 1993 and 2005 (Wojtaszczyk, 2013; Turner, 2013, cited in Dolot 2018). This paper will employ the range defined by Wojtaszczyk, born 1990 or later. As members of Generation Z have grown up during the years leading up to the new Millennium, they have been taught how to use modern technologies from a very young age (Sing & Gangemei, 2016). This affects the flow of information profoundly, as the speed of processing and sharing data and information has been increased further and further to the point where the lives of Generation Z are focused on the internet (Dolot, 2018). The most important part of this transformation is the usage of the smartphone, which has been proven to be integral for members of generation Z (Ozkan & Solmaz, 2015).

2.1.2 Social Media

Social media as a concept can be categorized into a Web 2.0 application, which was defined by Blank & Reisdorf (2012) as “Using the Internet to provide platforms through which network effects can emerge”. This definition also encompasses the network effect, which describes the notion that a service becomes more desirable to use when more users are taking part in it (Blank & Reisdorf, 2012). The concept of social media that emerged in the last two decades is also amending how users are interacting with information that is found on the internet (Cox et al., 2009). This amendment has had a significant

effect on the people being members of social networks as social media also enables participants to keep in touch with family and friends while also being able to meet new people (Ben-Shaul & Reichel, 2018). The concept of social media has been an emerging effect of the creativeness that Web 2.0 offers. Which in turn, means that users are enabled to shape the content that is produced and posted onto platforms, therefore, creating a social experience while also expressing themselves socially (Blackshaw, 2006, cited in Xiang & Gretzel, 2010; Michelis, 2015; Ozkan & Solmaz, 2015). While people might be posting, sharing and reading information on social media it is essential to keep in mind that different social network platforms fulfill different roles for consumers, each social medium has particular benefits for the user that others might not be able to achieve (Ben-Shaul & Reichel, 2018). This new way of communicating between members of social networks has also opened up a two-way street of communication not only between content creators and consumers but also between travelers and tourist organizations. The newly emerged way of communicating, has especially impacted the generation Z as they started growing up with the constant availability of this technology and social networks around them and it is argued that people are prone to joining a social medium as it gives them a sense of belonging to a group, albeit being a virtual one (Ben-Shaul & Reichel, 2018). The day-to-day life of members of generation Z has been affected by the constant influence of social media as the communication through the world wide web has risen dramatically over the last ten years and revolutionized how people interact with each other (Kim & Haridakis, 2009, cited in Ozkan & Solmaz, 2015). This change in communication has not only affected how personal relationships work but also how companies' content is perceived and shared. The prevalent perception of companies' posting activities is often correlated with word of mouth and how people share their sentiment towards brands marketing activities and products.

2.1.3 Electronic Word-of-mouth

Electronic Word-of-mouth (eWOM) is an evolved form of traditional Word-of-mouth which is described as 'Informal communication between private parties concerning evaluations of goods and services' (Anderson 1998, cited in Ring et

al., 2014). The concept has evolved into a more modern concept by adding new parts and adapt it to the new media and the internet. The “e” in front of the traditional WOM stands for electronic, and this component is added, if the communication happens through the internet, social media, instant messaging, or E-Mail. Many social media websites can be categorized into eWOM as they are user to user marketing on the internet (Cox et al., 2009). Social media can also be referred to as user-generated content websites (UGC) (Gretzel, 2006, cited in Cox et al., 2009). The user-generated content that is found on social media helps potential travelers as they are mostly looking for information from relatives and other members of their social circle when they try to decide on a destination that they have had no prior experience themselves with (Litvin et al. 2007). As companies will try to generate positive word of mouth themselves, organically and personal word of mouth that is received by close acquaintances will be taken at higher face value than traditional marketing communication (Simpson & Siguaw, 2008). As traditional marketing channels are often seen as artificially generated content, people’s opinions about this are influenced by the notion that the user-generated content is not uploaded to the website while having personal profits in mind (Litvin et al. 2007). The positive word of mouth, artificial or organic, that is generated forms a strong connection between the brand and the customers will have an overall positive impact on the brand image. Users who are positively aligned with a brand are also less prone to believe negative sentiments in word of mouth that is shared by others, therefore building up a strong foundation of trust between the marketers and the customers in the market is vital to achieving loyalty and the sharing of positive word of mouth (Fung So et al., 2018).

2.2 The role of the internet in travel

In a study carried out by Jeng and Fesenmaier (2002), it is described that various types of information are analyzed by consumers to validate their decision for a particular travel location, as well as to decrease the potential of making an uninformed and possibly negative choice. Social media developed itself into a critical player in online communication, especially in the hospitality and travel

industry (Litvin et al. 2007). As the internet is the most significant body of knowledge, as well as a place for debate, sharing of information and connecting humans, it has an impact on nearly all aspects of life, traveling, of course, is no exception (Xiang et al., 2008). Using social networks enables users to post their memories and opinions about their trip and to share them with family members, as well as the general public. As this sharing process is at the core of social media, it acts as a mediator between consumers and businesses for the exchange of information (Xiang & Gretzel, 2010). As the sharing of content is not only done by the past and present travelers to a destination, Xiang et al. (2015) also argued that the market of online travel agencies, that provide information had reached a level, in which researching and planning for upcoming trips will not happen offline anymore, but would instead happen online, through social media and travel agencies. It was also argued that Generation Y was a lot more active in searching online resources for information in comparison to earlier generations, but no further research has been conducted towards Generation Z (Xiang et al. 2015).

As the travel industry heavily relies on texts and forms of media, like videos, pictures and sound clips, to attract customers, as a preliminary test of the service and the quality of a destination or that might be provided by a hotel is impossible (Liu, 2000, cited in Huang et al., 2010). While the quality of the media that is portraying the hotels on their websites and in newsletters, often show the business' in a different way than a real customer would have described it himself (Xiang et al., 2008; Wang, 2011; Pan et al., 2007). Countering this discrepancy in perception is alleviated through the use of blogs and social media by customers, who provide information about the service offered to other potential guests. There have been conflicting results for different studies that analyzed the consensus on the credibility of social media in contrast to traditional media (Austin et al. 2012; Sweetser & Metzgar, 2007, cited in Schroeder & Pennington-Gray, 2015). At the same time, Xiang and Gretzel (2010) found that information provided by businesses themselves in comparison to the media provided by former customers will not be accepted at a higher face-value. This phenomenon has been researched at several occasions (Christou, 2015; Akgün

et al., 2015; Huang et al. 2010; Pan et al., 2007), but its implications on generation Z's members as well as the decision-influence that social media and electronic word of mouth has, have not been thoroughly explained.

2.3 Generation Z and traveling

As members of generation Z are growing up to participate in the common labor market, the interest of researchers into their behavior online and their buying behavior has been sparked (Johansson & Bengtsson, 2016; Dolot, 2009). As Generation Z members have grown up with the internet around, their savvy-ness when it comes to researching information on websites can not be compared to other generations. A study conducted by the Online Travel Agency "Expedia" in the United States (2017) has shown, that members of Generation Z are traveling for the most days out of all generations surveyed while being most attached to the idea of going to another continent they also prefer input from locals which could be conveyed through blogs or social media. Dolot (2009) argued that members of Generation Z are more likely to appreciate feedback than other generations, it comes to no surprise that with the development of methods to interact socially online, or through cell phones, the loop of feedback that can be provided, helps the Generation Z make decisions towards traveling. This feedback loop is also a central component of a study that argued that the complete traveling experience does not only consist of being present at a specific location during the travels but also the expectation and planning of the trip, the pre-trip phase as well as the recollection of memories and the consecutive sharing of the personal experience via social media (Kim & Tussyadiah, 2013, cited in Kim & Fesenmaier (2017). The impact that social media is having on travel decisions has been described as 'enormous' (Xiang et al. 2015). When booking travel or researching information, it has become vital for younger users to fall back and rely on the information and data posted by previous guests or people with absolute reliability. This reliability can be tested much more frequently and by more accounts, as social media makes it possible to have an evaluation by users of the same site at a constant rate (Mkono & Tribe, 2016; Xiang et al., 2015). By also shifting towards a more mobile style

of researching information, namely through cell phones or tablets, the process of making a decision is delayed by members of Generation Z (Xiang et al., 2015). As members of Generation Z are foreseen to make up more than 50% of all possible customers in the United States, it is crucial to figure out how to bind them to a particular brand (Cierzan & Kelly, 2018). According to a study carried out by Lab42 (Pirc, 2017), the lifestyle behind a brand was of higher importance for Generation Z, than loyalty programs. The way the brand is perceived in the eyes of the members makes a big difference in how the brand is conveyed to others and also promoted through the internet and its social media channels (Cierzen & Kelly, 2018).

2.4 Social Media and eWOM

The previous argument shows how important brand reputation and electronic Word-of-mouth is for members of Generation Z. In comparison to websites and newsletters, social media is a great tool to convey information from many users to many consumers (Litvin et al., 2008). Research has shown that eWOM is an influential tool in persuading members of the general public towards using a certain product, as users often do not see a reason for the original poster to enhance the reality of a product as it would not be in their interest (Wang, 2011). The techniques used in gathering positive eWOM are very similar to the ones used in traditional word-of-mouth marketing, with the differentiation that in the electronic form, the message can be spread a lot further. As different influences are promoting positive word of mouth, the most common ones are the positive impressions taken from a place visited (Simpson & Siguaw, 2008).

2.5 Roles in Social Media and Reasons for Social Media

Mkono and Tribe (2017) analyzed that in social media, users will take on roles subconsciously, especially when it comes to information gathering in tourism. It was argued, that roles like the troll, a person looking to cause disruption, the socialite, a person trying to showcase how integrated they are in the subject matter, the activist, a consumer pointing out problems at destinations as well as rallying others so support the same cause, might influence the information finding process as well as disrupt the role of the information seeker, as the

information they might find on social media could be skewed by one of the other roles (Mkono, Tribe, 2017). Simpson and Siguaw (2008) argued that there are three personal reasons for why people could create positive word of mouth about a destination, (1) intending to enable other to make the right decision, (2) to display their own knowledge and (3) to positively influence the opinion of all readers about the decision that was made about the travel destination (Simpson & Siguaw, 2008). The main feature of a social medium is the sense of a community, that is made up of the users of said platform, they will provide information to other users, simply to aid decision making of other potential customers (Chung and Buhalis, 2008, cited in Ben-Shual & Reichel, 2018). Huang et al. (2010) argued that, when visiting a blog, another form of social media, consumers are more likely to get a lasting impression from the advertisements seen, the more involving the blog is perceived. Because of the number of blogs and social media pages that are accessible on the internet, the total amount of possible eWOM has significantly grown in the last years (Xiang & Gretzel, 2010). This, however, might also lead to an oversaturation of information regarding travel. Users have to filter through an abundance of blogs to find the relevant information for themselves (Chen et al., 2014). As blogs have the ability to engage consumers with the experiences of the writer of the blog entry, it also enables users to interact with the author and discuss their own experiences with the service. Through this discussion, the collaborative effects of interaction to research information about the travel are enhanced (Chen et al., 2014). The positive perception of blogs can be destroyed if too many advertisements or promotions are shown on the website, which makes the blogger seem unbelievable and over-commercialized (Huang et al., 2010). The effects that eWOM has on people are undebated; however, its effectiveness has not been discussed by the researcher when applied to Generation Z.

2.6 Tourism and Social Media

Social media has developed itself into a major influencer on the choices potential travelers make, as others will share their views on past trips as well as their own recommendation after they have visited certain hotels, restaurants,

and places, but it also still is a place to search for information about the potential destination (Law et al., 2015; Inversini & Masiero, 2014; Xiang & Gretzel, 2010). Ben-Shaul and Reichel (2018) argue that this development of social media affects consumer travel behavior and the information-seeking process as the consumers of social media are part of their online communities to discover and understand the experiences of new destinations of other users. This information exchange also makes social networks a valuable asset for tourism, as the whole sector is driven by supply and demand for information (Poon, 1993, cited in Ben-Shaul & Reichel, 2018). As word of mouth has a significant influence on the perception of customers about a destination, it is essential for marketers to understand, which causes a positive word of mouth response from a customer could have. This understanding would enable them to provide the correct customer group with the resources and experiences they need to achieve positive reactions about their destination (Simpson & Sigauw, 2008; Scholl-Grissemann et al., 2019). Scholl-Grissemann, Peters, and Teichmann (2019) argued that when a consumer is being prepared for an unfavorable experience through online channels, a fitting expectation can be created and therefore a positive view on the situation can be achieved.

Additionally, marketers should put emphasis on portraying a realistic image of the destination to avoid a discrepancy between reality and what was perceived to be real before arriving. These realistic sentiments are a crucial component in trying to achieve a positive view of the destination; if this is disregarded, the sentiment can become negative quite quickly (Scholl-Grissemann et al., 2019). When a negative sentiment towards a destination was created through a situation or experience during the trip, giving their honest opinion through social networks decreases the negative feeling regarding the travel and, in turn, increases the creation of positive word of mouth. As social media provides a platform on which benefits and possibilities are enabled for content providers and users alike, it is essential to understand how people interact with a page on online social networks, as their way of interaction is entirely dependent in what they are expecting to get out of the action (Ben-Shaul & Reichel, 2018). A driving factor for social media' influence on the tourism industry can also be

found in the fact that mobile applications have been coming up more and more to enable users to be connected with the world through their mobile device, without the need for a large desktop PC (Vu et al., 2018). This trend to mobility also enables the consumers to easily and quickly share their feelings towards a brand with their followers and show how they are experiencing the travel, this action is also called the “Social Visibility of Consumption” (Josiassen & Assaf, 2013). This over-exposition of information might also have negative implications for brands as the Social Visibility of Consumption might show potential customers negative impressions about the traveling process as well as the possibility to differentiate between artificially produced content on websites and user-generated content that might paint a completely different picture of destination (Scholl-Grissemann et al., 2019; Fung So et al., 2018). To avoid that happening, marketers should encourage the generation of user-generated content in their guests and enable them by providing opportunities to showcase the highlights of the destination and therefore promote positive word-of-mouth (Kim & Fesenmaier, 2017).

3 Data Collection and Analysis

3.1 Type of research design

When trying to find the right approach to be applied to the type of study conducted, the most critical step is choosing the correct methods to use. Using the wrong one can shine a skewed light on the theories discussed in the research (Creswell, 2014). The appropriate method chosen for this paper is the quantitative approach. This way of conducting research enables the testing of predetermined research questions and hypotheses through the analysis of data collected through standardized tests or surveys (Creswell, 2014). The use of surveys, close-ended question, as well as experiments, differentiates a quantitative study from a qualitative. The researcher poses predetermined questions to members of the research group, either through online surveys or a questionnaire, this enables the researcher to shift the focus of the research towards the topics that he wants to be addressed, therefore, less individuality is given to the questioned person (Cash et al., 2016). By surveying people on this basis, the data collected is not influenced by treatment, so that the validity might be reduced because of the lack of a control group. The main reason why quantitative data collection was chosen is that the relationship between the two variables has to be tested, and thus, the various hypotheses. This does enable the author to answer if social media usage influences the travel decisions of members of generation Z to visit instagrammable destinations. The results that are found can then be reproduced as well as generalized to apply to broader research (Creswell, 2014).

3.2 Data collection technique

3.2.1 Convenience Sampling

The collection of the data was conducted through online surveys using an online tool to create surveys (Limesurvey, 2020). The survey was distributed through online channels by the researcher and his immediate circle of friends. This method of convenience sampling is used to aid researchers with targeting populations because of their attributes, which are helpful to researchers, such as comprehensibility or closeness to the researcher (Etikan et al., 2016). As the survey will be distributed through social media channels, the completion of the surveys will be focused on online results. Roddis et al. (2019) argued that the likelihood of getting answers with increased quality through online surveys was higher. The number of people responding to the survey not only depended on the willingness of cohorts to share the survey with their associates but also on the quality of the survey provided. The goal set out for the survey was to reach eighty participants with at least seventy-five useable responses; this goal was reached and overshoot as the overall participant number was one hundred and nine.

3.2.2 Survey Design

The survey consisted of fifty-six questions, which were structured into four different question groups, Social Media Usage, Travel Behaviour, Social Media Influence as well as Personal Information, those encompassed the four topics to be questioned about. Using single-choice and multiple-choice questions, arrays, Likert scales as well as short free-text answer models, the valid responses build a good basis to build upon. A detailed list of the questions can be found in the appendices.

3.2.3 Potential Ethical Issues

To address any potential ethical issues, it is mandatory for the surveys to be anonymous, so there is no possibility for any personal data to be misused in any way. As the research is not sponsored by a company that is involved in online or social media marketing, the findings will not be given to another partner in

research; therefore, confidentiality is ensured. The aim of the research must also be communicated from the start so that the participants know what their data will be used for. The researchers must also not pressure the participants to give valid answers, as the voluntary choice must be given. To address this, the surveys will include a neutral option for all questions that are using a Likert scale so that people do not feel pressured into giving a specific answer.

3.3 Data Analysis

The data that was collected was exported into a .csv file, which was then imported into RStudio, which is an environment in which the open-source programming language R is used. This environment is used to prepare statistical analyses, coding, and cleaning of the data, as well as creating plots. The most common files that can be used in RStudio include .csv, .xlsx and .spss. (RStudio, 2020).

3.3.1 Data cleaning and processing

To properly analyze the data collected, it is essential to prepare, code, and assemble the responses given by the participants. After checking the content for usability, the filled out surveys were exported to a .csv file, which was imported into RStudio. The primary focus of the research was to answer the posed research question as well as to test the hypotheses that were introduced at the beginning of the paper; therefore, it was necessary to define the correct variables to analyze, in order to calculate all necessary values of interest accurately. The data was cleaned and brought into the correct format, using a code that was written by the author. The next step after cleaning the data was integrating relevant data that were split up through the programming of the survey, e.g., the time spent on social media each day, into single columns. The step to define data frames to showcase the data in graphics and tables was undertaken next, as well as creating data frames to combine the correct variables for testing relationships between the variables. Following this, fifty-two data frames were defined, and three different .csv files were written to have all the necessary data available for processing.

4 Results

4.1 Sample Description

The participants of the survey were primarily female, with sixty-nine point six per cent (69.6%). While only thirty point four per cent (30.4%) were men. The age distribution can be explained by the convenience sampling that was used to find participants for the survey. While the range in age is not too broad, the median of twenty-two (22), the mean of twenty-two point three (22.3) and the inter-quartile range of two, show that most of the participants are members of the target group of the research, namely the generation Z which was defined earlier in the paper as people being born after the year of 1990. There were outliers to the proposed target group, which included all people up to thirty years of age. Statistically, the outliers started at age twenty-seven. To not skew the data by including people not in the correct age group, the participants over the age of thirty were excluded from the calculations, Tables 1, 2, and 3 provide an overview over the participants.

<i>x</i> [[1]]	<i>x</i> [[2]]																		<i>Total</i>	
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34		35
Female	1	1	3	15	19	11	8	6	2	2	0	1	1	1	2	1	0	1	0	75
Male	0	0	0	3	5	8	5	3	1	1	3	0	0	2	0	1	1	0	1	34
Total	1	1	3	18	24	19	13	9	3	3	3	1	1	3	2	2	1	1	1	109

$$\chi^2=22.027 \cdot df=18 \cdot \text{Cramer's } V=0.450 \cdot \text{Fisher's } p=0.179$$

Figure 3 Frequency, Age & Gender

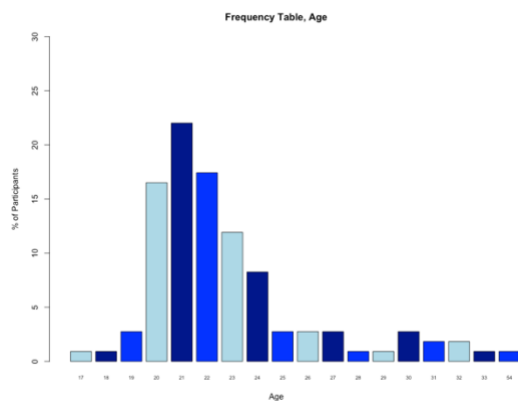


Figure 2 Histogram, Frequency Age

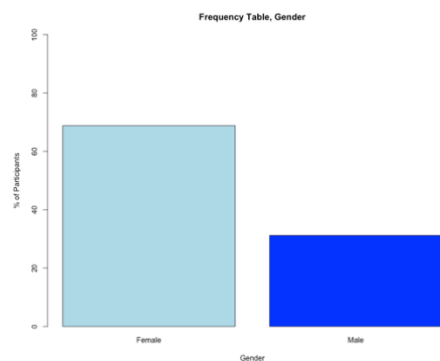


Figure 1 Proportion Table Gender

Respondents were from all over the world, including Hong Kong, the United States, Mexico, Saudi Arabia. The most frequent respondents, however, were from Austria with forty-seven point one per cent (47.1%), this can also be explained by the applied method of convenience sampling.

The most common level of highest completed education was the high school diploma, which can be attributed to the mean age of the respondents of 22.3. Most commonly, the people in this age range are either in the process of completing a bachelor's degree or starting with a master; this can be seen here as well. See Figure 4.

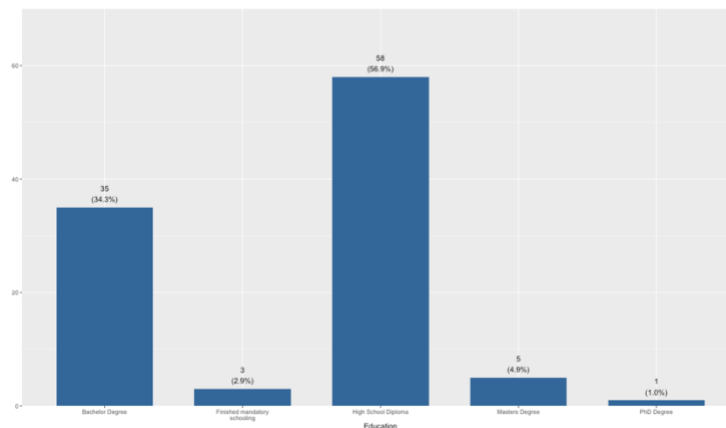


Figure 4 Frequency Education

4.2 Descriptives of Social Media Usage

Popularity of social media channels

The data shows that Facebook has stopped being the most prevalent social medium in people's lives, especially when it comes to generation Z. Ninety-three per cent (93%) of respondents were using Instagram, while eighty-six per cent (86%) were using Facebook. Snapchat and Youtube were also highly used among people up to thirty, both having a usage rate of over fifty per cent (50%). There were some answers that were written in the open-answer field, and those included Jodel, Spotify, Reddit, and WhatsApp. With Instagram also being the most used social medium before the departure to inform oneself about a destination, a preemptive conclusion can be drawn, in the form of the influence of Instagram on the decisions made for the traveling.

Daily time spent on social media channels

What can also be derived from the data is the amount of time spent on social media per day. The most common answer was that the respondents were spending two to four hours per day on social media. There were five respondents spending between zero and one hour on social media, while there were also five people spending more than eight hours per day on social networks. Most time was spent on Instagram and Youtube, while Tik Tok being the social medium people spent the least time on. Data was also collected on the travel behavior of the participants, which displayed that most people traveled one to four times per year, with the majority spending more than eighteen days away from home.

Likelihood to be influenced by social media in travel decisions

The likelihood to be influenced by social media on the choices of a hotel, food, restaurant, destination, and activity was questioned, as well as the likeliness to trust a travel-related social media channel, also known as an influencer. The overwhelming response was that most people were prone to be influenced by what was seen on social media. Especially when it came to activities, specific sights, and food. Social media content on restaurants was also regarded very highly and influential. Figure 5 visualizes this divide.

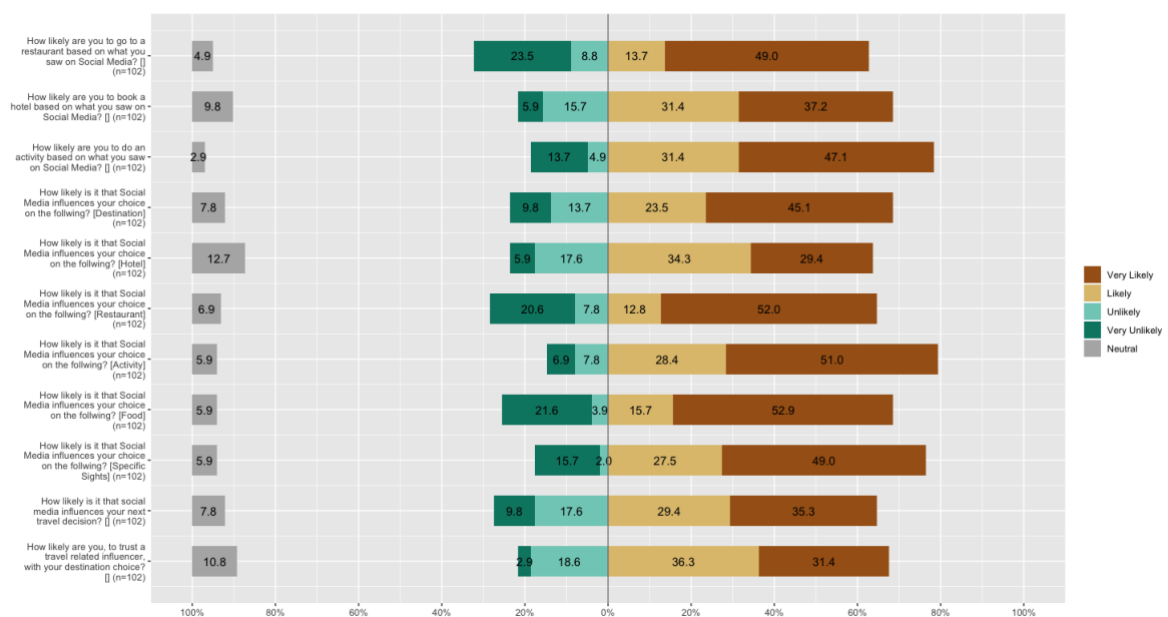


Figure 5 Likert-Plot, Likelihood of Influence

Past decisions

The respondents also strongly agreed with the sentiment that the past decisions that were made based on the information coming from social media were, in general, useful, and exceptionally satisfying. Figure 6 demonstrates this in more detail.

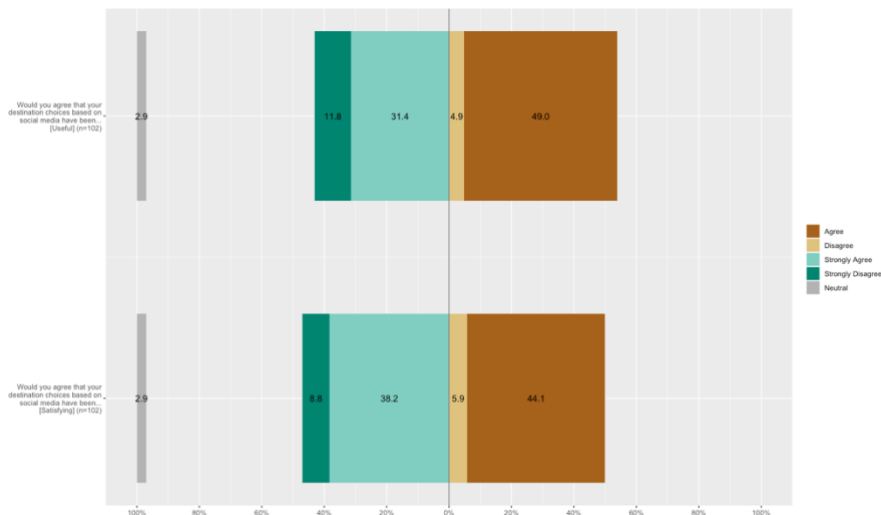


Figure 6 Likert-Plot, Past Decisions (Useful, Satisfying)

4.3 Hypothesis Testing

As described earlier, after identifying the most critical variables, the next step was to calculate if the influence of one of the variables changed the outcome in some of the others. As there were at least two sets of variables involved in each hypothesis, a chi-squared test was used to calculate and test the significance level of the relationships between the pairs of variables. The chosen level of significance for the p-value was 0.05, as this would achieve a ninety-five per cent (95%) confidence level. A complete overview of the calculations that were undertaken can be found in the appendices.

4.3.1 Hypothesis 1

H0₁: There is no significant influence of time spent on social media on the destination choice for members of the generation Z.

H1₁: There is a significant influence of time spent on social media on the destination choice for members of the generation Z.

The main goal of this research aims to understand the influence of time spent on social media on the destination choice of members of generation Z. Thus, testing the relation between the two variables was the first step undertaken.

As can be seen in Table 1, the time spent on social media does have an influence on the decisions regarding travel choices. As the p-value in the first calculation, the influence on the destination decision is 0.001 which is <0.05, the null-hypothesis can be rejected, and the alternative hypothesis is accepted

Table 1 Chi-Square Hypothesis 1

	Time spent on Social Media + Destination Decision
χ^2	44.676
p-value	0.001221

4.3.2 Hypothesis 2

H0₂: There is no significant influence of time spent on social media us on the hotel choice for members of the generation Z.

H1₂: There is a significant influence of time spent on social media on the hotel choice for members of the generation Z.

Table 2 Chi-Square Hypothesis 2

	Time spent on Social Media + Hotel Decision
χ^2	22.615
p-value	0.3081

The χ^2 calculations made to test the second hypothesis resulted in a p-value of 0.3081, which is above 0.05, which can be seen in Table 2, therefore the null-hypothesis is kept.

4.3.3 Hypothesis 3

H0₃: There is no significant influence of time spent on social media on the restaurant choice for members of the generation Z.

H1₃: There is a significant influence of time spent on social media on the restaurant choice for members of the generation Z.

Table 3 Chi-Square Hypothesis 3

	Time spent on Social Media + Restaurant Decision
χ^2	23.874
p-value	0.284

As Table 3 shows, the p-value of the influence of time spent on social media on the restaurant choice for members of the generation Z is above the significance level of 0.05 (p=0.284), which indicated that the null hypothesis is kept.

4.3.4 Hypothesis 4

H04: There is no significant influence of using a certain social medium on the likeliness to be influenced in the destination choice.

H14: There is a significant influence of using a certain social medium on the likeliness to be influenced in the destination choice.

Testing each social medium’s influence on the likeliness to be influenced in their travel decision gives a more in-depth insight into the behavior of adults that were born after 1990 and also helps to understand which social mediums are more influential for members of generation Z.

Table 4 Chi-Square Hypothesis 4

	Facebook	Instagram	Pinterest	Twitter	Tik Tok	Snapchat	Youtube
χ^2	5.8433	14.225	0.30603	3.1587	3.0074	7.7245	3.5458
p-value	0.2112	0.006612	0.5801	0.5316	0.5566	0.1022	0.471

Calculating the different χ^2 test showed that only one social medium had a significant influence on the destination choice for members of the generation Z. Instagram had the single p-value that was below 0.05, at 0.006, which means that Instagram does have an influence on the destination choice. The other social media channels that were tested showed no significance, and therefore, the null-hypotheses for them will be kept.

5 Conclusion

5.1 Answer to research question

Getting to know the interests and behaviors of the newest generation penetrating the travel market has to be a substantial goal of all marketers. This generation Z grew up with the internet while also experiencing the growth of social media; therefore, the traditional marketing practices are not as applicable as they might be for other age groups. As this research set out to understand the influences that social media usage has on the travel decisions of members of generation Z, it is aimed to be a supporting study for marketers to understand how people born since the year 1990 perceive and use social media in a travel-related context. The results of the study are strongly supporting a relationship between some of the variables tested. As the significance of the influence of human interaction and word of mouth on decisions has increased severely in the last years and is at its strongest point it has ever been, the research confirms the influence of the consumption of social media on the tested variables (Fung So et al., 2018). By doing χ^2 testings on social media usage and subsequent variables like the destination, hotel, restaurant, and activities, an argument can be made that social media consumption indeed has a significant influence on the destination decision.

Regarding the relation between information search, availability, and decision, the results of the testings show that if a member of the generation Z is looking for either a hotel, restaurant or the destination itself, it will influence them in some way. The significant relationship was also found when analyzing the “usefulness” sentiment towards past experiences in correlation with the likelihood to influence future travel decisions. When talking about the satisfaction of previous experiences with social media’s recommended destination choices and the probability to trust the experience and posts again, the responses also showed a significant between the two variables. No relation was found between the traits of gender and destination choice, which means in the context of the research that no significant relationship exists between the gender of the person and the influence of social media on destination choice.

Calculations have been undertaken to understand the influence of the different types of social media and their respective influence on the travel decisions. The results showed that only Instagram had a significant influence on the destination decision. This hints at the concept this thesis embraced, namely the so called “instagrammable destinations”. Demonstrating that destinations on Instagram tend to trigger interest among generation Z to go and travel there as well. Furthermore, the study also showed that the general sentiment and trust towards social media in regards to traveling, especially in members of generation Z is quite high. Especially the satisfaction levels describing the usefulness in past experiences of social media research have been significant.

The results of the survey can also be related to a study of Ozkan and Solmaz (2015), who argued that the interconnection of the internet and the usability of digital media were integral parts of generation Z’s life. The interest in information has shifted from only informing oneself about the destination itself, to a more broad aspect which can also be confirmed for generation Z (Cox et al., 2009). A study by travel site “Expedia” (2009) described the amount of time spent on holiday away from home for members of generation Z as the highest number among all age groups, in comparison to that, this study found, that the number of respondents spending more than eighteen days abroad per year, was the largest.

5.2 Practical Implications

The business side of the travel sector has to realize that the traditional marketing tools in the sense of artificially created pictures on websites and advertisements on TV will not reach and satisfy the information interest of members of generation Z. As generation Z has been a focal point of politicians to gain voters from as well as entertainment specialists to gain their attention, as they are neither reading newspapers anymore, nor watching TV, it is essential that tourism marketers also start paying more attention to this generation. They use social media and the internet to collect data at a rate and variety that has not existed with previous generations. As tourism is an industry that is entirely dependent on information that is freely available, as customers need as much

information as possible to make an informed choice regarding their travel decisions, owners and marketers would be advised to try to understand how social media can have a positive impact on one hand but also a negative one on the other. A good example was the removal of a passenger off one of United Airlines flights, which went viral and damaged the brand reputation significantly. The electronic word of mouth that can be created through positive feedback on social media, as well as high satisfaction levels after having the correct expectations regarding a destination. This can not be controlled by the marketers, and therefore, a positive electronic word of mouth should be desired. Scholl-Grissemann, Peters, and Teichmann (2019) found that when the expectations are set at a correct level, even a less than desirable outcome can be substituted with a positive feeling as people were able to prepare themselves for it. This can even happen retrospectively, as a negative sentiment can get turned into a more positive one, as a disappointed traveler, shares their experience on social media, as Kim and Fesenmaier (2017) argued. As the results of the calculation that tested the influence of different types of social media on destination decisions showed, Instagram was the only platform for which a significant influence was shown. Thus, a focus for marketers should lie upon increasing the positive electronic word of mouth and quality of content on their Instagram channels and make use of this buzz around “instagrammable destinations.

5.3 Limitations and future research

As this research is conducted as a thesis to achieve a bachelors’ degree, it is limited in scope and contains limitations; it is to be seen as a basis to build further research upon. As the sample size and of the study was limited and a quantitative approach was chosen for the survey to be conducted under a more in-depth insight into the matter was not to be expected. A larger participant group would have made it possible to achieve a broader scope for the results and also for them to be more generalizable and recreatable. The respondents of the study were mainly from Austria, which is a limiting factor of itself, as the results can not be generalized for the whole world, as cultural differences might

change the view on the subject matter. This opens up a path for future studies to go from and expand the research towards a more global approach and a broader scale. As the survey questions were mainly based around Likert-scale answers, a self-reflective personality as well as a desire to complete the survey, in the participants would have been preferred but this could not be guaranteed as the survey was not filled out under controlled circumstances. Researchers have not focused on members of generation Z until now, but as they will emerge as the next biggest customer group, it will be necessary to start research into their behavior.

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Appendix

Appendix A

			Age																						
			17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	54	55				
#Total	Gender	Female	1	1	3	15	19	11	8	6	2	2			1	1	1	2	1		1				
		Male				3	5	8	5	3	1	1	3							1	1		1		
Armenia	Gender	#Total cases	1	1	3	18	24	19	13	9	3	3	3	1	1	1	3	2	2	1	1	1			
		Female						1																	
Australia	Gender	#Total cases						1																	
		Female									1														
Austria	Gender	#Total cases									1														
		Female	1		1	6	9	7	5	5	1					1		1	1						
Belgium	Gender	#Total cases	1		1	6	9	9	10	7	2					1	2	1	1	1		1			
		Female					1		1																
Cyprus	Gender	#Total cases					1		1																
		Female					1																		
Denmark	Gender	#Total cases					1																		
		Female									1														
France	Gender	#Total cases								1															
		Female					1																		
Germany	Gender	#Total cases					1								1							1			
		Female	1	1			2																		
Hong Kong	Gender	#Total cases	1	1			3															1			
		Female				1			1																
Hungary	Gender	#Total cases				1		1									1								
		Female																1							
India	Gender	#Total cases													1		1								
		Female																							
Indonesia	Gender	#Total cases																							
		Female				1																			
Iran	Gender	#Total cases				2																			
		Female					1																		
Malaysia	Gender	#Total cases					1																		
		Female					1																		
Mexiko	Gender	#Total cases					1																		
		Female																							
Netherlands	Gender	#Total cases															1								
		Female				1		1									1								
Norway	Gender	#Total cases				1	1	3																	
		Female																							
Portugal	Gender	#Total cases																							
		Female							1																
Romania	Gender	#Total cases																							
		Female					1																		
Russia	Gender	#Total cases					1	1																	
		Female				1	1																		
Saudi Arabia	Gender	#Total cases				2	1																		
		Female						1																	
Serbia	Gender	#Total cases							1																
		Female					1																		
Spain	Gender	#Total cases					2																		
		Female								1															
Switzerland	Gender	#Total cases																							
		Female				1				1	1														
Taiwan	Gender	#Total cases				1																			
		Female					1																		
USA	Gender	#Total cases																							
		Female			1																	1			
Ukraine	Gender	#Total cases				1	1	1														1			
		Female																							
United Kingdom	Gender	#Total cases																							
		Female				3		1	1														1		
Vietnam	Gender	#Total cases					3		1	1												1			
		Female					1																		
		#Total cases				1																			

Appendix B

No	Variable	Stats / Values	Freqs (% of Valid)	Graph	Valid	Missing
1	Which social medias do you use? [Facebook] [character]	1. No 2. Yes	14 (13.7%) 88 (86.3%)		102 (100%)	0 (0%)
2	Which social medias do you use? [Instagram] [character]	1. No 2. Yes	7 (6.9%) 95 (93.1%)		102 (100%)	0 (0%)
3	Which social medias do you use? [Pinterest] [character]	1. No 2. Yes	60 (58.8%) 42 (41.2%)		102 (100%)	0 (0%)
4	Which social medias do you use? [Twitter] [character]	1. No 2. Yes	81 (79.4%) 21 (20.6%)		102 (100%)	0 (0%)
5	Which social medias do you use? [Tik Tok] [character]	1. No 2. Yes	89 (87.2%) 13 (12.8%)		102 (100%)	0 (0%)
6	Which social medias do you use? [Weibo] [character]	1. No 2. Yes	100 (98.0%) 2 (2.0%)		102 (100%)	0 (0%)
7	Which social medias do you use? [Snapchat] [character]	1. No 2. Yes	45 (44.1%) 57 (55.9%)		102 (100%)	0 (0%)
8	Which social medias do you use? [Youtube] [character]	1. No 2. Yes	18 (17.6%) 84 (82.3%)		102 (100%)	0 (0%)
9	Which social medias do you use? [Other] [character]	1. Jodel 2. Jodl, Houseparty 3. LinkedIn 4. Reddit 5. Spotify 6. Tumblr 7. WeChat 8. What's app 9. WhatsApp	1 (9.1%) 1 (9.1%) 1 (9.1%) 2 (18.2%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 2 (18.2%)		11 (10.78%)	91 (89.22%)
10	Time Spent on Social Media per day [character]	1. 0 - 1 hour 2. 1 - 2 hours 3. 2 - 4 hours 4. 4 - 6 hours 5. 6 - 8 hours 6. 8+ hours	5 (4.9%) 31 (30.4%) 38 (37.2%) 20 (19.6%) 3 (2.9%) 5 (4.9%)		102 (100%)	0 (0%)
11	How much time do you spend on each Social Medium? [Facebook] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. 4 -> 6 hours 4. None	58 (56.9%) 8 (7.8%) 2 (2.0%) 34 (33.3%)		102 (100%)	0 (0%)
12	How much time do you spend on each Social Medium? [Instagram] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. 4 -> 6 hours 4. 6+ hours 5. None	59 (57.8%) 32 (31.4%) 3 (2.9%) 1 (1.0%) 7 (6.9%)		102 (100%)	0 (0%)
13	How much time do you spend on each Social Medium? [Pinterest] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. None	19 (18.6%) 2 (2.0%) 81 (79.4%)		102 (100%)	0 (0%)
14	How much time do you spend on each Social Medium? [Twitter] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. None	12 (11.8%) 3 (2.9%) 87 (85.3%)		102 (100%)	0 (0%)
15	How much time do you spend on each Social Medium? [Tik Tok] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. None	11 (10.8%) 3 (2.9%) 88 (86.3%)		102 (100%)	0 (0%)
16	How much time do you spend on each Social Medium? [Snapchat] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. None	34 (33.3%) 5 (4.9%) 63 (61.8%)		102 (100%)	0 (0%)
17	How much time do you spend on each Social Medium? [Youtube] [character]	1. 1 -> 2 hours 2. 2 -> 4 hours 3. 4 -> 6 hours 4. 6+ hours 5. None	51 (50.0%) 25 (24.5%) 7 (6.9%) 3 (2.9%) 16 (15.7%)		102 (100%)	0 (0%)
18	How often do you travel on holiday per year? [character]	1. 0 -> 1 time 2. 1 -> 2 times 3. 2 -> 4 times 4. 4 -> 6 times 5. 6 -> 8 times 6. 8+ times	13 (12.8%) 29 (28.4%) 37 (36.3%) 14 (13.7%) 3 (2.9%) 6 (5.9%)		102 (100%)	0 (0%)
19	How many days do you spend on holiday (away from home) per year on average? [character]	1. 1 -> 3 days 2. 12 -> 15 days 3. 15 -> 18 days 4. 18+ days 5. 3 -> 6 days 6. 6 -> 9 days 7. 9 -> 12 days	8 (7.8%) 11 (10.8%) 12 (11.8%) 32 (31.4%) 17 (16.7%) 12 (11.8%) 10 (9.8%)		102 (100%)	0 (0%)
20	Do you check out your destination on Social Media before departure? [character]	1. No 2. Yes	35 (34.3%) 67 (65.7%)		102 (100%)	0 (0%)
21	Which Social Medias do you check before going? [Facebook] [character]	1. No 2. Yes	82 (80.4%) 20 (19.6%)		102 (100%)	0 (0%)
22	Which Social Medias do you check before going? [Instagram] [character]	1. No 2. Yes	31 (30.4%) 71 (69.6%)		102 (100%)	0 (0%)
23	Which Social Medias do you check before going? [Pinterest] [character]	1. No 2. Yes	83 (81.4%) 19 (18.6%)		102 (100%)	0 (0%)
24	Which Social Medias do you check before going? [Twitter] [character]	1. No 2. Yes	97 (95.1%) 5 (4.9%)		102 (100%)	0 (0%)
25	Which Social Medias do you check before going? [Tik Tok] [character]	1. No 2. Yes	101 (99.0%) 1 (1.0%)		102 (100%)	0 (0%)
26	Which Social Medias do you check before going? [Snapchat] [character]	1. No 2. Yes	97 (95.1%) 5 (4.9%)		102 (100%)	0 (0%)
27	Which Social Medias do you check before going? [Youtube] [character]	1. No 2. Yes	53 (52.0%) 49 (48.0%)		102 (100%)	0 (0%)

28	What are you searching Social Media for? [Hotels] [character]	1. No 2. Yes	52 (51.0%) 50 (49.0%)		102 (100%)	0 (0%)
29	What are you searching Social Media for? [Restaurants] [character]	1. No 2. Yes	47 (46.1%) 55 (53.9%)		102 (100%)	0 (0%)
30	What are you searching Social Media for? [Activites] [character]	1. No 2. Yes	46 (45.1%) 56 (54.9%)		102 (100%)	0 (0%)
31	What are you searching Social Media for? [Excursions] [character]	1. No 2. Yes	78 (76.5%) 24 (23.5%)		102 (100%)	0 (0%)
32	What are you searching Social Media for? [Food] [character]	1. No 2. Yes	33 (32.4%) 69 (67.7%)		102 (100%)	0 (0%)
33	What are you searching Social Media for? [Destinations] [character]	1. No 2. Yes	44 (43.1%) 58 (56.9%)		102 (100%)	0 (0%)
34	What are you searching Social Media for? [Specific Sights] [character]	1. No 2. Yes	58 (56.9%) 44 (43.1%)		102 (100%)	0 (0%)
35	What are you searching Social Media for? [Other] [character]	1. AS I TICKED THE „NO“ Box 2. Bars 3. concerts 4. Friends 5. Friends/connections 6. Girls 7. Google 8. None 9. None of the above 10. None of these 11. Places where I can take p	1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%) 1 (9.1%)		11 (10.78%)	91 (89.22%)
36	How likely are you to go to a restaurant based on what you saw on Social Media? [] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	50 (49.0%) 14 (13.7%) 9 (8.8%) 24 (23.5%) 5 (4.9%)		102 (100%)	0 (0%)
37	How likely are you to book a hotel based on what you saw on Social Media? [] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	38 (37.2%) 32 (31.4%) 16 (15.7%) 6 (5.9%) 10 (9.8%)		102 (100%)	0 (0%)
38	How likely are you to do an activity based on what you saw on Social Media? [] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	48 (47.1%) 32 (31.4%) 5 (4.9%) 14 (13.7%) 3 (2.9%)		102 (100%)	0 (0%)
39	How likely is it that Social Media influences your choice on the following? [Destination] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	46 (45.1%) 24 (23.5%) 14 (13.7%) 10 (9.8%) 8 (7.8%)		102 (100%)	0 (0%)
40	How likely is it that Social Media influences your choice on the following? [Hotel] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	30 (29.4%) 35 (34.3%) 18 (17.6%) 6 (5.9%) 13 (12.8%)		102 (100%)	0 (0%)
41	How likely is it that Social Media influences your choice on the following? [Restaurant] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	53 (52.0%) 13 (12.8%) 8 (7.8%) 21 (20.6%) 7 (6.9%)		102 (100%)	0 (0%)
42	How likely is it that Social Media influences your choice on the following? [Activity] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	52 (51.0%) 29 (28.4%) 8 (7.8%) 7 (6.9%) 6 (5.9%)		102 (100%)	0 (0%)
43	How likely is it that Social Media influences your choice on the following? [Food] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	54 (52.9%) 16 (15.7%) 4 (3.9%) 22 (21.6%) 6 (5.9%)		102 (100%)	0 (0%)
44	How likely is it that Social Media influences your choice on the following? [Specific Sights] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	50 (49.0%) 28 (27.5%) 2 (2.0%) 16 (15.7%) 6 (5.9%)		102 (100%)	0 (0%)
45	How likely is it that social media influences your next travel decision? [] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	36 (35.3%) 30 (29.4%) 18 (17.6%) 10 (9.8%) 8 (7.8%)		102 (100%)	0 (0%)
46	Would you agree that your destination choices based on social media have been... [Useful] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	50 (49.0%) 5 (4.9%) 32 (31.4%) 12 (11.8%) 3 (2.9%)		102 (100%)	0 (0%)
47	Would you agree that your destination choices based on social media have been... [Satisfying] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	45 (44.1%) 6 (5.9%) 39 (38.2%) 9 (8.8%) 3 (2.9%)		102 (100%)	0 (0%)
48	Do you agree with the following statements? [I follow a lot of travel related social media pages] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	16 (15.7%) 30 (29.4%) 29 (28.4%) 7 (6.9%) 20 (19.6%)		102 (100%)	0 (0%)

49	Do you agree with the following statements? [I follow a lot of travel brands] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	8 (7.8%) 38 (37.2%) 24 (23.5%) 4 (3.9%) 28 (27.5%)		102 (100%)	0 (0%)
50	Do you agree with the following statements? [I follow a lot of "influencers" that travel a lot] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	26 (25.5%) 19 (18.6%) 23 (22.6%) 13 (12.8%) 21 (20.6%)		102 (100%)	0 (0%)
51	Do you agree with the following statements? [I follow a lot of influencers in general] [character]	1. Agree 2. Disagree 3. Neutral 4. Strongly Agree 5. Strongly Disagree	27 (26.5%) 21 (20.6%) 24 (23.5%) 15 (14.7%) 15 (14.7%)		102 (100%)	0 (0%)
52	How likely are you, to trust a travel related influencer, with your destination choice? [] [character]	1. Likely 2. Neutral 3. Unlikely 4. Very Likely 5. Very Unlikely	32 (31.4%) 37 (36.3%) 19 (18.6%) 3 (2.9%) 11 (10.8%)		102 (100%)	0 (0%)
53	Gender [character]	1. Female 2. Male	71 (69.6%) 31 (30.4%)		102 (100%)	0 (0%)
54	Age [numeric]	Mean (sd) : 22.3 (2.5) min < med < max: 17 < 22 < 30 IQR (CV) : 2 (0.1)	14 distinct values		102 (100%)	0 (0%)
55	Education [character]	1. Bachelor Degree 2. Finished mandatory school 3. High School Diploma 4. Masters Degree 5. PHD Degree	35 (34.3%) 3 (2.9%) 58 (56.9%) 5 (4.9%) 1 (1.0%)		102 (100%)	0 (0%)
56	Origin [character]	1. Austria 2. Netherlands 3. Germany 4. United Kingdom 5. USA 6. Russia 7. Belgium 8. France 9. Hong Kong 10. Hungary [19 others]	48 (47.1%) 7 (6.9%) 5 (4.9%) 5 (4.9%) 4 (3.9%) 3 (2.9%) 2 (2.0%) 2 (2.0%) 2 (2.0%) 2 (2.0%) 22 (21.6%)		102 (100%)	0 (0%)

Appendix C

```

> UsageDestination

Pearson's Chi-squared test

data: BA$`Time Spent on Social Media per day` and BA$`How likely is it that Social Media influences your choice on the following? [Destination]`
X-squared = 44.676, df = 20, p-value = 0.001221

> UsageHotel

Pearson's Chi-squared test

data: BA$`Time Spent on Social Media per day` and BA$`How likely is it that Social Media influences your choice on the following? [Hotel]`
X-squared = 22.615, df = 20, p-value = 0.3081

> UsageRestaurant

Pearson's Chi-squared test

data: BA$`Time Spent on Social Media per day` and BA$`How likely is it that Social Media influences your choice on the following? [Restaurant]`
X-squared = 23.874, df = 20, p-value = 0.248

> GenderDestination

Pearson's Chi-squared test

data: BA$Gender and BA$`How likely is it that Social Media influences your choice on the following? [Destination]`
X-squared = 4.3081, df = 4, p-value = 0.3659

> GenderHotel

Pearson's Chi-squared test

data: BA$Gender and BA$`How likely is it that Social Media influences your choice on the following? [Hotel]`
X-squared = 5.2466, df = 4, p-value = 0.2629

> GenderRestaurant

Pearson's Chi-squared test

data: BA$Gender and BA$`How likely is it that Social Media influences your choice on the following? [Restaurant]`
X-squared = 5.4888, df = 4, p-value = 0.2407

> GenderDeparture

Pearson's Chi-squared test with Yates' continuity correction

data: BA$Gender and BA$`Do you check out your destination on Social Media before departure?`
X-squared = 0.15304, df = 1, p-value = 0.6956

> RestaurantSeenGender

Pearson's Chi-squared test

data: BA$`How likely are you to go to a restaurant based on what you saw on Social Media? []` and BA$Gender
X-squared = 1.7483, df = 4, p-value = 0.7819

> HotelSeenGender

Pearson's Chi-squared test

data: BA$`How likely are you to book a hotel based on what you saw on Social Media? []` and BA$Gender
X-squared = 2.1941, df = 4, p-value = 0.7001

> ActivitySeenDestination

Pearson's Chi-squared test

data: BA$`How likely are you to do an activity based on what you saw on Social Media? []` and BA$Gender
X-squared = 3.3996, df = 4, p-value = 0.4933

> UsefulDestination

Pearson's Chi-squared test

data: BA$`Would you agree that your destination choices based on social media have been... [Useful]` and BA$`How likely is it that Social Media influences your choice on the following? [Destination]`
X-squared = 46.119, df = 16, p-value = 9.333e-05

> hoice
Fehler: Objekt 'hoice' nicht gefunden
> HotelChoice

Pearson's Chi-squared test

data: BA$`What are you searching Social Media for? [Hotels]` and BA$`How likely are you to book a hotel based on what you saw on Social Media? []`
X-squared = 17.749, df = 4, p-value = 0.001381

> FacebookDestination

Pearson's Chi-squared test

data: BA$`Which social medias do you use? [Facebook]` and BA$`How likely is it that Social Media influences your choice on the following? [Destination]`
X-squared = 5.8433, df = 4, p-value = 0.2112

```

> InstagramDestination

Pearson's Chi-squared test

data: BAS`Which social medias do you use? [Instagram]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 14.225, df = 4, p-value = 0.006612

> PinterestDestination

Pearson's Chi-squared test with Yates' continuity correction

data: BAS`Which social medias do you use? [Pinterest]` and BAS`Gender`
 X-squared = 0.30603, df = 1, p-value = 0.5801

> TwitterDestination

Pearson's Chi-squared test

data: BAS`Which social medias do you use? [Twitter]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 3.1587, df = 4, p-value = 0.5316

> TikTokDestination

Pearson's Chi-squared test

data: BAS`Which social medias do you use? [Tik Tok]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 3.0074, df = 4, p-value = 0.5566

> SnapchatDestination

Pearson's Chi-squared test

data: BAS`Which social medias do you use? [Snapchat]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 7.7245, df = 4, p-value = 0.1022

> YoutubeDestination

Pearson's Chi-squared test

data: BAS`Which social medias do you use? [Youtube]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 3.5458, df = 4, p-value = 0.471

> SatisfyingRestaurant

Pearson's Chi-squared test

data: BAS`Would you agree that your destination choices based on social media have been... [Satisfying]` and BAS`How likely is it that Social Media influences your choice on the following? [Restaurant]`
 X-squared = 33.754, df = 16, p-value = 0.005862

> RestaurantChoice

Pearson's Chi-squared test

data: BAS`What are you searching Social Media for? [Restaurants]` and BAS`How likely are you to go to a restaurant based on what you saw on Social Media? []`
 X-squared = 30.612, df = 4, p-value = 3.673e-06

> ActivityChoice

Pearson's Chi-squared test

data: BAS`What are you searching Social Media for? [Activites]` and BAS`How likely are you to do an activity based on what you saw on Social Media? []`
 X-squared = 22.428, df = 4, p-value = 0.0001647

> SatisfyingDestination

Pearson's Chi-squared test

data: BAS`Would you agree that your destination choices based on social media have been... [Satisfying]` and BAS`How likely is it that Social Media influences your choice on the following? [Destination]`
 X-squared = 45.3, df = 16, p-value = 0.0001248

> SatisfyingHotel

Pearson's Chi-squared test

data: BAS`Would you agree that your destination choices based on social media have been... [Satisfying]` and BAS`How likely is it that Social Media influences your choice on the following? [Hotel]`
 X-squared = 31.043, df = 16, p-value = 0.01329

> SatisfyingRestaurant

Pearson's Chi-squared test

data: BAS`Would you agree that your destination choices based on social media have been... [Satisfying]` and BAS`How likely is it that Social Media influences your choice on the following? [Restaurant]`
 X-squared = 33.754, df = 16, p-value = 0.005862