

The Role of Social Media Influencers on Millennials Travel Decision

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Abstract

The purpose of this study is to distinguish the role of social media influencers on millennials' travel decisions. Appropriating quantitative research and a descriptive method, the researchers utilized purposive sampling to determine the respondents and applied a survey questionnaire as a research instrument for data gathering. A cumulative of 351 participants responded to the survey. The results presented that female millennials ages 25-28 residing in the National Capital Region are the most active in social media and socializing with influencers. Furthermore, upon utilizing a descriptive statistical analysis, the data presented that the role of social media influencers in promotion, raising awareness, and influencing the behavior of millennials on travel decisions is high to moderately compelling. Therefore, social media influencers have a striking impact on the travel and hospitality industry; moreover, if exercised correctly could boost the industry and economy.

Keywords: Social Media Influencer, Millennials, Promotion, Awareness, Behavior

Introduction

At the present, travelling has become one of the primary wants of the younger generation of millennials with pictures of incredible destination and then she ran excursions flooding the social feeds of millennials, we will keep me in jail it is not a surprise that travel has become a top priority for this generation. As our world continues to evolve and innovate every day, we cannot deny that technology has been a big help to every industry, especially in tourism. It has affected our work, education, society, and even our travels (Dean, 2020). The usual lifestyle of people has changed because of the COVID-19 pandemic, and it brought us the new normal. This pandemic cost the

terrorism industry to slump, but it opens opportunities for uplifting the social media community. Social media has been more popular at this point.

Social media is one of the platforms that help to distribute information about products, brands, and services; through social media, people had seen the rise of those passionate individuals who develop and share their experience and opinions on social media throughout different platforms. And those individual or what we now call social media influencers. Social media influencer has the power to affect the decision of the others in almost everything. They produce information and feedback which is raw, organic, or trusted (Mediakix, 2019). Influencers of social media carry the potential of taking a path forward that may help end provide the people with a brand-new perspective about traveling within the new normal. Considering the present economic scenario within the Philippines, they increase focus on sharing experiences and information online, and the existence of social media influencers, this research seems timely and relevant.

Therefore, comma a profound study about the various aspects of the social media service sector within the Philippines is promising and might result in a deeper understanding of what benefits social media influencers can contribute to the tourism industry of the Philippines.

Methods

Overview

The research is a descriptive research method. It aimed to describe a populace, circumstances, or happening precisely and thoroughly. She can answer what, where, when, and how questions, but not why questions. Add

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descriptive research design can use a broad range of study methods to examine one or more variables. In gathering data for the study, the researchers used a quantitative method that is a survey questionnaire through Google forms, which helps researchers identify their respondents' demographic profile and their perception about the role of social media influencer on their travel decision and the tourism industry.

Research Instrument

The instrument utilized survey questionnaire based on several related literature and studies gathered. It was mandated to obtain valid responses from the millennials tourists on their perception about the role of social media influencers on their travel decision and the tourism industry. The survey questionnaire was examined and approved by experts in the field; They provided comments and recommendations to ensure content validity.

The instrument is divided into three parts: the first part is the demographic profile of the respondent's comma which is the millennial tourists. It was subcategorized according to age, gender, and location. The second one is the most utilized social media platform used by social media influencers, and the third part is the role of social media influencers in the tourism industry.

Table 1: Likert Scale was Used in this Study

ARBITRARY SCALE	STATISTICAL LIMITS	DESCRIPTIVE EQUIVALENTS	INTERPRETATION
5	4.21 – 5.00	Strongly Agree	Very Influential
4	3.41 – 4.20	Agree	Highly Influential
3	2.61 – 3.40	Neutral	Moderately Influential
2	1.81 – 2.60	Disagree	Low Influential
1	1.00 – 1.80	Strongly Disagree	Not Influential at All

Theoretical Framework

This part of the research study demonstrates an understanding of theories and concepts that are relevant to the study.

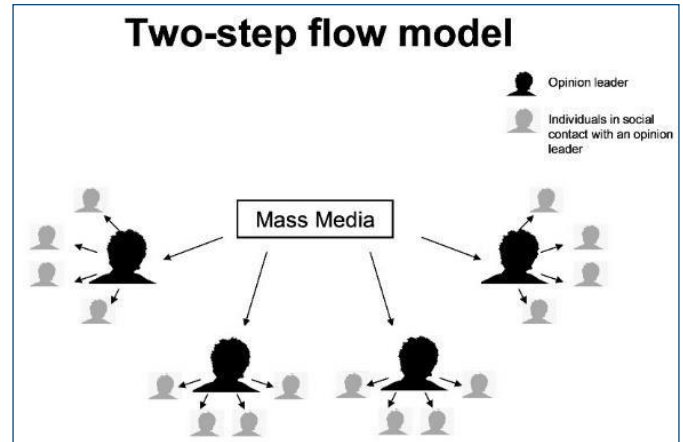


Fig. 1: Two-Step Flow Model (1944)

In 1944, Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet introduce the Two-Step Flow of Communication which attempted to explain how the ideas are transmitted through mass media and pass through the influencers. The theory specifies that the mass media content first reaches “opinion leaders” or what we know as social media influencers, people who are active in every activity in social media, and their role is to collect, interpret and spread the message to those who are less active in the media audience. This implies that the most people receive information from opinion leaders through face-to-face communication rather than directly from mass media. There is this election where they concluded that the people mostly rely on word-of-mouth transmission of information, and it plays an important role in the communication process and the mass media has only limited influence on people.

This presents that there is a big role played by social media influencer in affecting plans, decisions, and actions. This embraces the idea that people behind mass media connect with those social media influencers to promote their agenda and that is because the message comes from the mount of seems to be more trustworthy and authentic source.

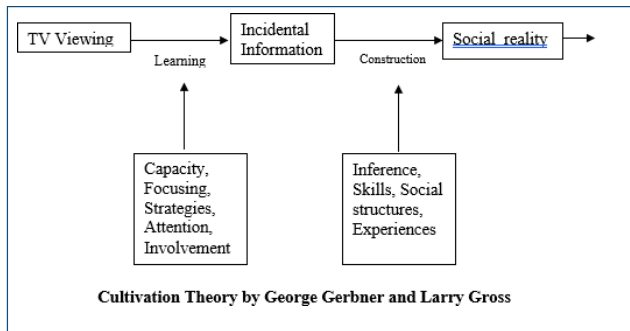


Fig. 2: Cultivation Theory (1976)

George Gerbner popularized the cultivation theory in the 1960s, which was later expanded upon along with Larry Gross in 1976. It explained that repeated exposure of an individual to media the more it believes the message conveyed by the media can be applied to the real world.

It further explains that in a long time that an individual consumes their time in watching social media the more it affects its audience. It is also used in the research study by Chen Pei Chu, a student at Bangkok University year 2018. It further explains the influence of social media use and travel motivation on the perceived destination image and travel intention to Taiwan of Thai people. This is mainly a television-based theory that focuses on the power of one single media type which is television to its audience. In connection with the theory in this research, it gives support to the idea that what or who an individual has watch has an impact on their perspective and decision in their lives. As an outcome, it is assumed to be evident based on this theory that through social media it is karma millennial travel decisions can be greatly influenced and this way by the content shared and posted by the social media influencers.

Result and Discussion

Table 2: Role of Social Media Influencer in the Tourism Industry in Terms of Promotions

Indicators	Weighted Mean	Descriptive Equivalent	Ranking
The content of travel destinations suggested by social media influencers helps me decide where my next trip will be.	4.26	Strongly Agree	4 th
The travel experience and feedback of Social Media Influencers about a destination have a major impact on my travel plans.	4.28	Strongly Agree	3 rd
Social media is the best way to promote destinations and/or businesses.	4.54	Strongly Agree	1 st
Promotion of social influencers affect destination and/or businesses.	4.35	Strongly Agree	2 nd
I prefer to collect information about travel destinations by the recommendation/ promotion of social media influencers.	3.99	Agree	5 th
Overall weighted mean	4.29	Strongly Agree	

Table 2 shows the role of social media influencer in the tourism industry in terms of promotion. It reflects that the content of the travel destinations suggested by social media influencers helped the respondent decide on where their next trip will be, with obtained a weighted mean of 4.26 or “Strongly Agree”, interpreted as “Very Influential”.

Also, the travel experience and feedback of social media influencers about the destination have a major impact on the travel plans of the respondents, with obtained weighted mean of 4.28 or “Strongly Agree,” interpreted as “Very Influential”. On the other note, respondents considered set social media is the best way to promote destination and or businesses, with obtain weighted mean of 4.54 or “Strongly agree”, interpreted as “Very influential”.

Hence, the promotion of social media influencers affect the destination and or businesses, with the pain weighted mean of 4.35 or “Strongly agree”, interpreted as “Very influential”.

However, millennials preferred to collect information about travel destinations by the recommended or promoted by the social media influencers, with obtain weighted mean

of 3.99 or “Agree”, interpreted as “Highly Influential”.

Generally, the respondent evaluate the role of social media influencers in that there is an industry according to promotion ask very influential indicated by the overall weighted mean of 4.29. Their millennial respondents still believe that social media is the best way to promote destination and or businesses.

Table 3: Role of Social Media Influencers End Tourism Industry in Terms of Raising Awareness

Indicators	Weighted Mean	Descriptive Equivalent	Ranking
Social media influencer helps me to be aware of travel policies through the different social media platform.	4.27	Strongly Agree	2 nd
Social media influencers provide updates to current fees in particular tourist spots.	4.13	Agree	5 th
Social media influencers help me to become mindful of customs and cultures of other people through social media.	4.20	Agree	3 rd
Social media influencers increase my awareness with uncommon destinations through images and stories and it promotes travel to different destinations.	4.32	Strongly Agree	1 st
Social media influencers help others understand the consequences of their action to the environment.	4.16	Agree	4 th
OVERALL WEIGHTED MEAN	4.21	Strongly Agree	

Table 3 shows the role of social media influencers in the tourism industry in terms of raising awareness. Social media influencers help the respondents to be aware of the travel policies through different social media platforms, with obtained weighted mean of 4.27 or “Strongly Agree”, interpreted as “Very Influential”.

They also claim that the social media influencers provide updates the period piece in particular tourist spots, with obtained we did mean of 4.13 or “Agree”, interpreted as “Highly influential”.

Moreover, social media influencers help respondents become mindful of the customs and cultures of other people through social media, with obtained weighted mean of 4.20 or “Agree”, interpreted as “Highly Influential”.

They increase their awareness of uncommon destinations

through images and stories provided by the social media influencer; And promote travel to different destinations, with obtained weighted mean of 4.32 or “Strongly Agree”, interpreted as “Very Influential”.

They meant that social media influencers help others understand the consequences of their action to the environment, with obtained weighted mean of four point sixteen or “Agree”, interpreted as:” Highly Influential”.

Generally, the respondents evaluate the role of social media influencers in the tourism industry according to raising awareness as “Very Influential” indicated by the overall weighted mean of 4.21. The millennial respondents still increase their awareness of uncommon destinations through images and stories through social media influences and on how they promote travel to different destination.

Table 4: Role of Social Media Influencers in the Resale Industry in Terms of Influencing the Behavior of Travelers

Indicators	Weighted Mean	Descriptive Equivalent	Ranking
I am also sharing my travel experience online to use it to connect with fellow netizens.	3.90	Agree	4 th
I get encourage to explore local destinations and support local products and/or businesses	4.40	Strongly Agree	1 st
I tend not to stay or eat in a place because of the bad reviews, I read from the social media influencers	3.89	Agree	5 th
I get informed of destination, accommodation, food, etc. through social media influencers.	4.14	Agree	2 nd
The travel information shared by the social media influencer affects my travel mode (self-travel, group travel, self-driving travel).	4.05	Agree	3 rd
OVERALL WEIGHTED MEAN	4.08	Agree	

Table 4 shows the role of social media influencers in the tourism industry in terms of influencing the behavior of travelers. The respondents also shared their travel experience online to connect with fellow netizens, with obtained weighted mean of 3.90 are “Agree”, interpreted as “Highly Influential”.

However, the millennials get encouraged to explore local destinations and support local products and/or businesses, with obtained weighted mean of 4.40 or “Strongly Agree”, interpreted as “Very Influential”.

There is fun dance tend not to stay or eat in the place because of the bad reviews, which they read from the social media influencers, with obtain weighted mean of 3.89 or “Agree”, interpreted as “Highly Influential”.

Likewise, the millennial gets informed of destination, accommodation, food, and the likes through social media influencers, with obtained weighted mean of 4.14 or “Agree”, interpreted as “Highly Influential”. More so, the travel information shared by the social media influencer affects the mode of travel of the respondents, with obtained weighted mean of 4.05 or “Agree”, interpreted as “Highly influential”.

Generally, the respondents evaluated the role of social media influencer in the tourism industry in terms of influencing the behavior of the travelers as “Highly Influential” based on the indicated overall weighted mean of 4.8. They strongly agree that they were encouraged

to explore local destination and support local products end or businesses through their reviews of social media influencers.

Conclusions

Based on the result of the data collection, millennials are still actively participating in social media platforms, connecting with influencers, and gathering information and ideas for travel plans, especially for females and those who live in the national Capital Region. Second study shows that the role of social media influencers please a crucial role in our millennials traveler to that recent industry. Social media influencers have great power in terms of promoting and awareness but only moderate power and influencing travelers to visit a destination.

The role of social media influencers and the tourism industry in terms of promotion, as inferred by the result of the research, expresses the social media is the best way to promote destinations and or businesses, and the advertising prepared by influencers notably affect the destination and or businesses. The experience, feedback, and suggestions of influencers help millennials with their travel plans and so since social media is widely available and open for almost everyone, people prefer to collect information through social media influencers.

Within the context of the role of social media influencer in the tourism industry in terms of raising awareness,

influencers increased the knowledge of millennials with uncommon destination and travel policies by sharing them using various media. It also tremendously encourages millennials to travel to different destinations. Influencers likewise remind travelers to be mindful and respected other people's customs, cultures, and the environment, imparting what might be the consequences of their actions. At the same time, influencers help travelers be up to date with current feast to specified destination.

As an outcome, the role of social media influencers in the tourism industry in terms of influencing the behavior of travelers, they are moderately motivated to explore local destinations, products, and businesses. Drivers as well get informed of tourism products and are influenced regarding the travel mode. Millennials correspondingly shared their travel experience to connect with others. Some disadvantages are created by social media influencers, as they give a bad review to the specific tourism product, travelers tend to avoid those.

As an evaluation, it shows that social media influencers create a powerful bond with their audience influencing them, even with travel decision making. Influencers now somehow make or break the opinion of travelers to attractions and or businesses.

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