



SOCIAL MEDIA'S INFLUENCE ON TRAVEL INTENTION AMONG MILLENNIALS AND GEN Z

A Mixed-Method Research Report



CAPSTONE 749

SECTION 001/003

GROUP 2

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Executive summary

This report integrates findings from both qualitative and quantitative research phases to explore how social media influences travel intentions among Millennials and Gen Z. Platforms such as Instagram and TikTok have fundamentally transformed travel behaviours by leveraging visually immersive content, influencer endorsements, and algorithm-driven personalization. Emotional triggers like Fear of Missing Out (FOMO), the credibility of online reviews, and tailored content are significant factors shaping travel aspirations. The quantitative data strongly supports these insights, highlighting robust correlations between social media engagement, FOMO, and travel intent. These findings provide actionable strategies for marketers seeking to leverage social media to enhance travel marketing campaigns and engage digitally native audiences effectively.

Background

Business Objective

Envision, a market research consultancy, commissioned this study to explore key variables influencing travel intentions among Millennials and Gen Z, focusing on their social media behaviours, values, and lifestyles. The business objective was to gather and analyse this information to develop a comprehensive, data-driven dashboard that provides actionable insights for clients. This dashboard is intended to assist businesses in understanding and catering to the evolving needs and preferences of new-age consumers. By leveraging this tool, Envision aims to enable its clients to craft more effective marketing strategies and better align their offerings with consumer expectations. The study's findings not only fulfil Envision's commitment to delivering high-quality insights but also support their clients in staying competitive in an increasingly digital and consumer-driven landscape.

Research Objective

The primary objective of this research was to investigate how social media impacts travel decision-making and intentions among Millennials and Gen Z. Specifically, the study aimed to uncover how various social media features such as comments, reviews, and stories create emotional connections that inspire travel, as well as to analyse the role of FOMO and travel envy in shaping travel-related decisions. Another crucial focus was assessing the impact of trust and credibility in online reviews and influencer content in influencing travel choices. These objectives were designed to provide a holistic understanding of how social media influences consumer behaviour in the travel industry.

Research Structure

The research employed a mixed-methods approach to achieve these objectives, combining qualitative and quantitative techniques to provide a comprehensive understanding of the phenomena under investigation. The qualitative phase utilized focus group discussions, which provided in-depth insights into the emotional and behavioural responses elicited by social media content. Participants shared their perspectives on the impact of social media features such as reviews, comments, and stories, as well as their experiences with influencers and visually immersive content. By analysing these responses with the MAXQDA tool, the qualitative phase uncovered recurring themes and nuanced perspectives that informed the design of the subsequent quantitative phase.

The quantitative phase complemented these findings by collecting data through a structured survey targeting the same demographic group of Millennials and Gen Z. This phase focused on statistically validating the patterns observed in the qualitative phase. Advanced analytical techniques, including ANOVA, regression, and predictive modelling, were used to assess relationships between key variables

such as travel intent, social media engagement, FOMO, and influencer credibility. Together, the qualitative and quantitative methods provided a robust framework for identifying both subjective experiences and measurable trends, ensuring the reliability and depth of the research findings.

Phase 1: Qualitative research

Introduction

The emergence of social media has completely transformed how individuals interact with the world – particularly in the realm of travel experiences. Popular platforms such as Instagram and TikTok serve not only as sources of creative ideas but also play a significant role in influencing people's travel decisions. A research initiative conducted by Environics delves into the impact of social media on travel aspirations and sheds light on its substantial influence on decision-making processes, for those seeking to explore unfamiliar destinations.

We're exploring the impact of aspects of social media. Such as user posts and influencer content. On how individuals feel and think about travel adventures. Our aim is to grasp how these elements cultivate a sense of belonging and motivation that ignites a passion for exploration. The research also delves into the reactions of individuals from different walks of life to travel-related posts with a specific focus on how emotions, like FOMO (Fear of Missing Out) and jealousy, triggered by others' adventures influence their travel aspirations. We also examine how trust and credibility impact reviews and influencer recommendations to understand their influence on travel choices, in detail.

By selecting a group of 7 individuals from age ranges and regions with varying levels of social media involvement intentionally we carried out thorough interviews and analyzed themes to explore the distinctive emotional bonds that social media fosters to encourage travel. Our goal was to identify the

aspects that have the greatest impact on travel decisions and examine how tailored content makes specialized travel opportunities more accessible to specific groups.

Previous studies have emphasized the impact of social media, in influencing consumer decisions but have not extensively explored the emotional motivations linked to travel experiences. Our research aims to fill this void by providing guidance to marketers and travel industry professionals to leverage social media effectively in encouraging meaningful and compelling travel experiences.

Literature Review

With the use of social media in travel decision making has undergone a transformation, particularly among the Millennials and Generation Z. Social media platforms such as TikTok, Instagram and Facebook which allows the users to share travel related content that influences others travel intentions and choices. This literature review explores how different factors, including social media features, the influence of FOMO (Fear of Missing Out) and travel envy, the credibility of online reviews and influencers and the appeal of tailored content, affect travel behavior. Recent studies show that these dynamics, especially in the context of user generated content (UGC) and social media influencer credibility.

Social Media Features and Emotional Responses

Social media sites offer users a variety of tools such as ratings and reviews and visuals like stories and images that evoke emotions and shape travel choices. Ghaly (2023) highlights the importance of user generated content in the travel decisions of Generation Z by emphasizing the role of photos and reviews in attracting interest and sparking curiosity, about travel destinations (Ghaly 2023). Additionally, Rahajasa and colleagues (2024) highlight the impact of social media reviews and endorsements on users'

perceptions of travel spots when shared by influencers. The emotional connection users establish with visual content from trusted influencers sparks a keen interest in visiting comparable destinations (Rahajasa et al., 2024).

FOMO and Travel Envy

Feeling left out and envy from seeing others travel (known as FOMOT – Fear of Missing Out in Travel) are psychological impacts often felt among people due to frequent social media use. Seeing posts about other people's trips can trigger a sense of comparison and push individuals to plan their own vacations to stay current or seek approval from their peers. (Machado and colleagues, in 2021 talked about how seeing influencers and friends sharing their trips and lavish experiences can make people want to have similar travel adventures. Likewise, Sharma et al. In 2022 pointed out that the fear of missing out (FOMO) makes people more determined to travel because they feel pressured to participate in activities or visit sought after destinations.)

Credibility and Trust in Online Reviews and Influencers

The trustworthiness of reviews and influencers significantly influences travel choices for younger individuals according to Ghaly (2023). User generated content is typically seen as more reliable than sponsored material; however the credibility of influencers also impacts travel decisions especially among Gen Z who highly regard expertise in this regard.

Influencers trustworthiness and appeal are factors for people when engaging with their content; however, they tend to be more wary of influencer content that comes across as overly promotional (Ghaly 2023). An influencers credibility is most impactful when they have a following and consistently share genuine and top-notch content (Rahjasa et al., 2024). Likewise in the realm of travel decision

making process is significantly influenced by dependable online reviews. These reviews provide travelers with valuable insights into real life experiences shared by fellow travelers (Ghaly 2023).

Tailored Content and Niche Travel Experiences

Tailored posts on media platforms are crucial for showcasing specialized travel adventures and making them attractive and attainable to groups of people. For example Rahjas et al.(2024) examine how travel influencers boost locations such as Ubud in Bali by creating content that showcases the distinctive cultural and natural features of the place. This customized content especially connects with viewers seeking one-of-a-kind travel experiences, off the tourist paths (Rahjas et al.,2024). Furthermore, Ghaly (2023) argues that tailoring social media algorithms enables individuals to uncover destinations that align with their preferences resulting in a greater impact on their choices regarding travel (Ghaly 2023).

Conclusion From Literature Review

According to studies in the field of literature it is understood that social media has an impact on shaping travel choices, especially through user generated content and influencer marketing strategies. Emotional reactions evoked by social media features along with feelings of missing out and jealousy related to travel play a role in influencing decisions about travel plans. Moreover, the trustworthiness of reviews and influencers greatly influences how people make their travel decisions. Tailored content can help promote specialized travel experiences. These trends are particularly important for Millennials and Gen Z who heavily rely on media, for travel ideas and organization purposes.

Primary Objective:

To understand how different factors of social media influence a person's decision or intention to travel.

Secondary Objectives:

1. To explore how social media features (comments, reviews, stories) create emotional connections that inspire travel.
2. To dive deep into how FOMO (Fear of Missing Out) and travel envy, triggered by social media, shape users' decisions to visit new destinations.
3. To get to the heart of how much trust and credibility in online reviews and influencers influence travel choices.

Research Methods

In our study project we organized discussion groups to investigate the influence of media on travel plans. We thoroughly examined people's feelings and thoughts about how social media affects their choices in travel destinations including FOMO (fear of missing out) and their reliance, on online information.

Province	City	Sessions
Ontario	Toronto	2
British Columbia	Vancouver	1
Quebec	Montreal	1
Alberta	Calgary	1

Focus Group Design

(For Capstone project, the study group was limited to within Centennial College.)

Length: About 40 minutes.

Number of sessions: We conducted a total of 1 session.

Where: The session was conducted in Centennial College.

Who We Talked To

Number of respondents: We included 7 participants.

Recruitment: Recruitment was primarily done through getting students to answer screener questions and those that fit the criteria were selected until the number of respondents needed was reached.

Data Collection and Analysis

Recording: We filmed and recorded (with permission) the focus group discussions to allow for later review of the content.

Analyzing: We analyzed the data to identify the most recurrent topics and their frequency in participants' responses, helping us understand how individuals make travel choices influenced by social media. MAXQDA was utilized as a tool for analysis.

Incentives

Various incentives were provided to show appreciation for their time and input as gestures of gratitude.

1. \$50 was awarded to each participant who attended the focus group discussion.
2. During the focus group sessions refreshments were offered to participants to help keep their energy levels up.
3. Participants were given certificates of recognition to acknowledge their participation.

Criteria for Selection

These criteria were used to select participants:

- Engagement on Social Media Platforms: Participants were selected based on their use of media platforms and their interest in following travel influencers or engaging with travel related content online to ensure they were well acquainted with the topics.
- Passion for exploring destinations: Only those who showed an interest in traveling within the next 6 months to a year were selected.
- A Variety of People: A range of individuals, across age groups and backgrounds were invited to participate to gather an array of viewpoints on the impact of social media, on travel behaviors and attitudes.

Screening Profile

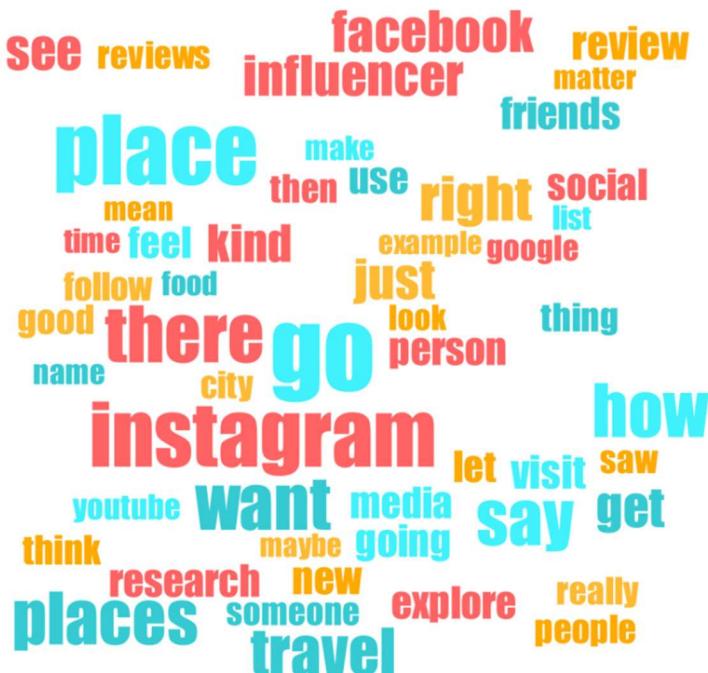
Criteria	Qualifying Respondents	Location
Age	18 – 29 (50%)	As per Toronto
Gender	Males (50%) Females (50%)	As per Toronto
Occupations	Students (50%) Professionals (50%)	As per Toronto
Level of income	Income Low (less than \$30,000/year): 40%. Income Middle (\$31,000-\$60,000/year): 40% Income High (above \$61,000/year): 20%	As per Toronto
Use of technology	Participants must possess smartphones and routinely use mobile devices in order to qualify.	As per Toronto

(For Capstone project, a simplifies screening process was employed).

Detailed Findings

Focus Group Respondents

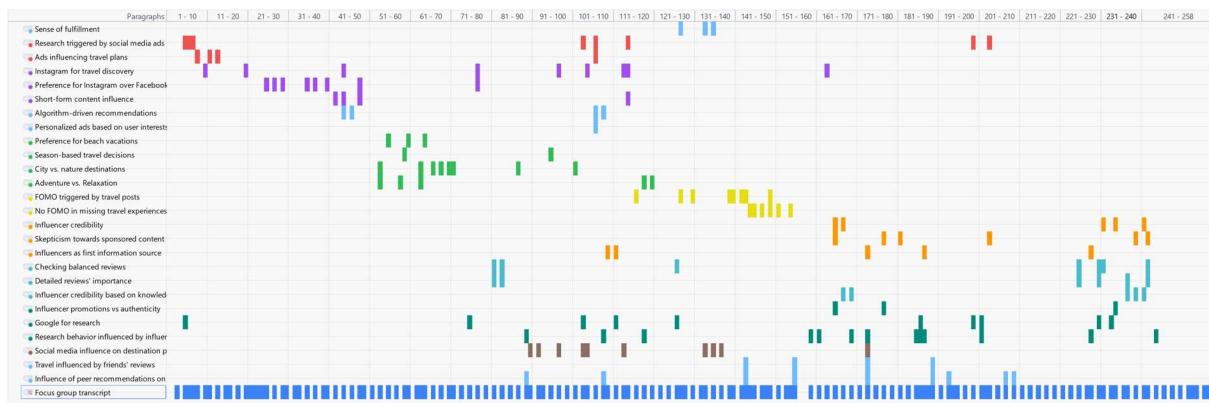
Speaker	Focus group	% Cont...	Words	% Words	Characters	% Characters	Occupation	Level of ed...	Gender
Madhav	Focus group...	23.68	1316	26.44	7021	27.04	Student	Post graduat...	Male
Shruti	Focus group...	16.45	907	18.22	4689	18.06	Student	Post graduat...	Female
Parth	Focus group...	15.13	1004	20.17	5224	20.12	Student	Post graduat...	Male
Vishal	Focus group...	14.47	751	15.09	3825	14.73	Student	Post graduat...	Male
Nishant	Focus group...	11.84	379	7.61	2020	7.78	Student	Post graduat...	Male
Sandra	Focus group...	9.87	353	7.09	1790	6.89	Student	Post graduat...	Female
Aditya	Focus group...	8.55	268	5.38	1393	5.37	Student	Post graduat...	Male



The word cloud shows that social media significantly impacts travel intentions by providing visual inspiration (through Instagram and influencers), social proof (through reviews and friends' recommendations), and a sense of urgency (through FOMO). People often spend time looking into their

choices and considering factors when planning their travels to ensure that they match what they want and expect from the experience. Social media platforms like Instagram play a role in providing ideas and information, for travel planning while also reflecting the adventurous and socially influenced approach that Gen Z and Millennials take towards exploring new destinations.

Code line: Focus Group Transcript



The focus group discussion reveals a structured conversation that starts with broader elements of social media's influence (platform preference, ad impact) and moves toward specific psychological and social factors (FOMO, influencer credibility). The recurring themes of Instagram as a primary platform, ad-driven research, peer recommendations, and authenticity concerns indicate that social media plays a complex, multifaceted role in shaping travel intentions. Social media influences participants not only through visual content and ads but also through trusted influencers and emotional triggers like FOMO, with Instagram emerging as a particularly influential platform in this context.

The combination of these codes suggests that social media significantly influences travel intentions by providing visually appealing content, targeted ads, and personalized recommendations that align with users' interests. People often spend time looking into their choices and considering factors when planning their travels to ensure that they match what they want and expect from the experience. Social

media platforms like Instagram play a role in providing ideas and information for travel planning while also reflecting the adventurous and socially influenced approach that Gen Z and Millennials take towards exploring new destinations.

Code System	Memo	Frequency
Code System		163
Role of peer influence in travel decisions		0
Research behavior influenced by influencer posts	Influencer content often sparks curiosity, but users engage in further research before committing to a travel decision.	15
Travel influenced by friends' reviews	Peer recommendations, especially from trusted friends or family, hold more weight than influencer or stranger reviews in travel decisions.	4
Influence of peer recommendations on travel choices	Peer recommendations, especially those from close acquaintances, significantly shape users' travel decisions, more than advertisements or influencers.	10
Credibility of reviews		0
Checking balanced reviews	Balanced reviews that cover both pros and cons are seen as more reliable than overwhelmingly positive or negative reviews.	8
Detailed reviews' importance	The length and detail of a review contribute to its credibility; more information allows users to make informed decisions.	6
Influencer credibility based on knowledge	Users verify influencer claims by conducting their own research, especially for major travel decisions.	5
Influencer promotions vs authenticity	Users often feel that influencers are biased when promoting specific locations or services, leading them to be skeptical of overly positive content.	3
Sentiment towards influencers		0
Influencer credibility	Trust is critical when it comes to influencers; authenticity plays a significant role in whether users take their recommendations seriously.	5
Skepticism towards sponsored content	Sponsored content often raises doubts about influencer credibility, leading users to conduct their own research rather than relying on the post.	6
Influencers as first information source	Influencers are often the starting point for research, but users typically follow up with their own investigations to confirm credibility.	5
Social media influence on travel research		0
Social media influence on destination preferences	Social media helps users discover new destinations they may not have considered before, influencing travel preferences and plans.	10
Google for research	Search engines and travel apps remain essential tools for researching travel details after initial exposure via social media.	10
Ads influencing travel plans	Social media ads can prompt users to look into travel plans, particularly for airfare deals and destinations.	4
Research triggered by social media ads	Ads often serve as a direct trigger for initial research, especially when the ad aligns with existing interests.	8
Platform preferences		0
Preference for Instagram over Facebook	There is a shift away from Facebook among younger demographics, who prefer Instagram for its updated interface and content presentation.	9
Short-form content influence	Short-form content (e.g., Reels) plays a significant role in capturing attention and influencing travel decisions through bite-sized visuals.	4
Instagram for travel discovery	Instagram is becoming a dominant platform for discovering travel destinations, especially through influencers and advertisements.	9
Tailored advertising and algorithm influence		0
Algorithm-driven recommendations	Algorithms customize content based on user behavior, which increases exposure to relevant travel ads and promotions.	4
Personalized ads based on user interests	Personalized ads make users more likely to engage in research related to products or services they've already shown interest in.	1
Travel preferences		0
Preference for beach vacations	Users tend to have specific travel preferences based on the type of environment they want to experience (e.g., beaches, mountains, cities).	3

Season-based travel decisions	Travel preferences can shift according to the season, suggesting flexible travel plans that adjust to weather conditions.	4
City vs. nature destinations	Some travelers prioritize city experiences, driven by interest in infrastructure, historical landmarks, or cultural significance.	8
Adventure vs. Relaxation	There is a division between travelers seeking adventure (mountains, hiking) and those seeking relaxation (beaches, resorts).	5
Fomo and travel envy		0
FOMO triggered by travel posts	FOMO (Fear of Missing Out) is a key motivator that pushes users to plan future travel when seeing others' experiences online.	8
No FOMO in missing travel experiences	Not all users feel pressured by FOMO; some remain confident that they will visit a destination in the future, reducing the urgency.	6
Sense of fulfillment		3
Focus group transcript		0
Vishal		22
Madhav		36
Parth		23
Shruti		25
Sandra		15
Nishant		18
Aditya		13

Important Segments (Quotes)

To explore how social media features (comments, reviews, stories) create emotional connections that inspire travel.

- "It just comes to my feed, like in Instagram, I used to check the comments or like the description in which, which island or which place it is. So, it will give me an idea about that, and I will research on that."

(Algorithm-driven recommendations, Pos. 106)

- "For me, two places I really want to go is Austria and then like and Belgium and came to know about these places through Instagram and Instagram videos, YouTube."

(Research triggered by social media ads, Pos. 114)

- "I mostly use Instagram and second one is YouTube for me."

(Instagram for travel discovery, Pos. 20)

- "I have seen many videos in Instagram and I really think that Bali is a great place."
(Instagram for travel discovery, Pos. 10)
- "came to know about these places through Instagram and Instagram videos, YouTube and the architecture in Belgium is really like impressive."
(Short-form content influence, Pos. 114)
- "So that's my, like, you know, I check all the comments, like, because after checking the comments, I get all the balanced reviews, whether it is negative, positive, balanced, you know, I get to know about it."
(Checking balanced reviews, Pos. 230)
- "Yeah, it is like social media helping me out. It is kind of helping me out to understand my travel preferences because, like, there are many types of like areas or the places which I am not, I'm not aware. So, I don't know whether I should visit or not. So social media can help me identify those areas and like whether I want to visit or whether it is in my interest or not."
(Social media influence on destination preferences, Pos. 137)

Insight

Engaging with social media components such as comments or reviews can create emotional ties to travel spots by providing users with a new perspective beyond typical ads and marketing tactics. These features offer a platform for users to engage with and grasp destinations in a way that goes beyond promotional methods. Interactions like comments and reviews offer users a rounded view of other

experiences, through both positive and negative feedback. For example, participants mentioned that they often read comments to gain viewpoints which enhances their knowledge and emotional attachment to the destination.

Posts and quick videos on media platforms such as Instagram offer users a way to virtually explore different places and ignite a sense of wanderlust in them by making those locations seem real and sparking their interest in travel adventures. The attractive visuals in these posts frequently expose users to unfamiliar destinations. Encourage them to learn more, about them which helps create an emotional bond with the place by making it seem relatable and easy to visit.

In addition to that customized suggestions and personalized posts on platforms strengthen these bonds by showing material that matches users likes and hobbies boosting interaction and strengthening their affinity, with locations.

To dive deep into how FOMO (Fear of Missing Out) and travel envy, triggered by social media, shape users' decisions to visit new destinations.

- "So, for me, like I always feel FOMO fear of missing out when I check the story of someone you know visiting such and historical places, or a place where I have not explored because, as I mentioned earlier, I'm a kind of person who loves to explore a place and people and food and lots of stuff. Right? So that's why I feel, get FOMO feelings. After checking the stories out of my friends who visited that place."

(FOMO triggered by travel posts, Pos. 143)

- "I won't say that I feel like I'm missing out or something, but it would definitely like, raise a curiosity to go and check out that place for myself."

(FOMO triggered by travel posts, Pos. 140)

- "Yeah like one day when I get enough money."

(FOMO triggered by travel posts, Pos. 130)

- "In my opinion, we have only one life. We need to enjoy it at the full fullest. So, yeah, we should go somewhere and enjoy."

(No FOMO in missing travel experiences, Pos. 149)

- "Like, it's not for me, it's not like that. I don't feel like I'm missing out when I see someone's post or video even if that place is in my bucket list because I know, like I don't have time now, but in future, definitely I will go there. So, it's not bothering me like I'm missing out something."

(No FOMO in missing travel experiences, Pos. 144)

Insight

Seeing friends and influencers sharing photos of their adventures in places can make people feel like they're missing out and spark a desire to explore those destinations too.

This feeling of "missing out" on experiences seen on social media encourages users to prioritize certain destinations that are trending or are popular among their social circles.

For some participants, seeing friends or influencers in unique or historical places created a desire to visit those locations to avoid feeling left out. The influence becomes stronger when the material features adventures and exceptional views or lavish stays that portray the locations as inspirational and appealing.

Nevertheless, Fear of Missing Out's impact is not uniform. Some individuals acknowledge their restrictions, such as time or financial limitations. Can alleviate the sensation by preparing for upcoming

vacations instead of feeling immediate jealousy. Others expressed a more relaxed attitude, feeling that they could experience those places later without urgency. This suggests that while FOMO is a powerful motivator, individual attitudes and personal circumstances can modulate its impact on travel intentions.

To get to the heart of how much trust and credibility in online reviews and influencers influence travel choices.

- "Yeah. For me, so the influencer on social media is like the first source of information, but not the last. I would like to research more and take a decision by my own."

(Influencers as first information source, Pos. 187)

- "I used to follow one travel vlogger from India. And he used to visit Andaman. It's an island in India. Andaman and Nicobar Island. So, the way he presented was so, so good. And it captured my mind. So, I liked it. And that's in my bucket list."

(Influencers as first information source, Pos. 173)

- "I would still look into my own research."

(Google for research, Pos. 199)

- "So that's my, like, you know, I check all the comments, like, because after checking the comments, I get all the balanced reviews, whether it is negative, positive, balanced, you know, I get to know about it."

(Checking balanced reviews, Pos. 230)

- "Both are very much important, I mean, very positive, negative. You know, reviews of people are very much important comments."

(Checking balanced reviews, Pos. 230)

- "For me, the use of evidence and the level of detail, these two things are like most important for me."

(Detailed reviews' importance, Pos. 237)

- "When someone is promoting a place or something there should be some evidence regarding if it's good or not."

(Influencer credibility based on knowledge, Pos. 239)

- "Because I never knew that. But I, I would say like Europe doesn't have rainforests, so it's kind of misinformation. So of course, it gave me an idea that whatever she is saying, it could be true or false. And I also I'm not very impressed because one information was wrong in her video."

(Influencer promotions vs authenticity, Pos. 165)

- "For me, I don't really rely on the influencers because mainly it will be promotions or paid partnerships. So, I don't really look into what they sell. I will do my own research and go for it."

(Skepticism towards sponsored content, Pos. 181)

Insight

The trustworthiness and reliability of reviews and influencers significantly impact peoples travel choices.

In the discussion some emphasized the significance of evaluations that take into consideration both positive and negative aspects. Travelers prefer diverse details to boost their confidence in decision making. Additionally, reviews containing details and contextual information are highly appreciated, for their helpful insights.

Travel enthusiasts consider influencers as a starting point for travel ideas than the ultimate decision makers in their journey planning process. Many individuals approach influencer content with caution.

Tend to verify the information through additional research before fully trusting the recommendations provided by influencers. This cautious attitude is especially evident when the content seems promotional or sponsored as participants tend to be sceptical of posts that are solely focused on advertising products or services. Participants generally prefer influencers who're honest, about their partnerships and demonstrate genuine expertise in the travel industry.

Some individuals also noted the importance of verifying information by using Google and other resources to confirm facts of social media platforms. This observation underscores the fact that although social media plays a role, in piquing interest people still value authenticity and frequently seek additional sources to support their choices.

When making travel decisions trust, in influencers and reviews is crucial; however, users tend to be preferring reliable, thorough and unbiased information instead of merely promotional material.

Code Matrix Browser

Code System	Vishal	Madhav	Parth	Shruti	Sandra	Nishant	Aditya
Role of peer influence in travel decision:							
Research behavior influenced by inf	■	■	■	■	■	■	■
Travel influenced by friends' reviews	■	■	■				■
Influence of peer recommendations	■	■	■	■		■	■
Credibility of reviews							
Checking balanced reviews	■	■	■		■		
Detailed reviews' importance	■	■	■			■	
Influencer credibility based on know	■			■		■	
Influencer promotions vs authentici		■		■			
Sentiment towards influencers							
Influencer credibility	■		■	■			
Skepticism towards sponsored cont	■	■		■	■		■
Influencers as first information sour		■		■			■
Social media influence on travel researc							
Social media influence on destinatio	■	■	■	■	■	■	■
Google for research		■	■	■	■		
Ads influencing travel plans	■				■	■	
Research triggered by social media :	■	■	■	■	■	■	■
Platform preferences							
Preference for Instagram over Face		■	■	■			■
Short-form content influence		■		■	■		
Instagram for travel discovery	■	■	■	■	■		
Tailored advertising and algorithm influ							
Algorithm-driven recommendation		■				■	
Personalized ads based on user inter						■	
Travel preferences							
Preference for beach vacations				■		■	■
Season-based travel decisions	■		■				
City vs. nature destinations	■	■	■	■	■		
Adventure vs. Relaxation				■	■		
Fomo and travel envy							
FOMO triggered by travel posts	■	■	■		■	■	■
No FOMO in missing travel experien				■	■	■	■
Sense of fulfillment	■	■	■	■			

Insights

The Code Matrix Browser indicates that social media impacts travel plans through a mix of friend suggestions, platform choices and emotional cues such as FOMO (Fear of Missing Out). Though Instagram is popular due to its

visuals and customized content, users frequently look for approval from other platforms indicating a wary stance towards social media material. Confidence in influencers and internet reviews is reliant on conditions, with users appreciating genuineness and well-rounded viewpoints. The wide range of travel choices showcased on media demonstrates how adaptable it is to different tastes and preferences among users; the fear of missing out (FOMO) also intensifies the desire to visit trendy locations quickly and efficiently navigate through available options, for trips by providing inspiration and information that influence decisions based on a blend of emotions and logical considerations.

Focus Group Activity

Insights

1. Priority is placed on factors of high importance.
 - Most participants rated Balanced Reviews and Presence of Personal Experience as important (with ratings of 5 or 6). This suggests that users appreciate reviews that cover both the negative aspects while also sharing relatable personal experiences.
 - Several participants highlighted the significance of Reviewer Expertise and Level of Detail in emphasizing the importance of obtaining informed and comprehensive insights when perusing reviews, for travel arrangements.
2. Medium significance is placed on upvotes and comments.
 - The rating for Upvotes and Comments varied among participants. Some viewed it as significant while others considered it less essential. Indicating that community engagement such as upvotes may contribute to credibility but is not consistently relied upon by everyone.
3. Less focus on the identity of the reviewer is suggested.
 - Users frequently ranked Reviewer Identity as significant (rating it 1 or 2). This indicates that users may prioritize the reviews content over the identity of the reviewer.

4. Tendency to lean towards reviews that provide in-depth details and supporting evidence before making decisions or forming opinions.
 - Participants rated the utilization of evidence and the depth of information positively indicating that comprehensive and well backed reviews hold significance. This resonates with the belief in the value of individualized evaluations, where detailed evidence plays a key role in validating the shared experiences.
5. Language style and tone are regarded as critical, in this context.
 - Most participants indicated that the tone of the review was not a factor, in assessing its usefulness or credibility as they rated Language Style and Tone as less important (rated 2 or 3).

Insights:

- People tend to value reviews that offer a mix of negative feedback along with specific details and personal anecdotes more than they care about who wrote the review or how formal it sounds.
- Having viewpoints and incorporating personal encounters are important factors in motivating individuals to believe they are gaining a comprehensive understanding of the location they are exploring.
- The credibility of a review is determined by thoroughness. Supporting evidence, it contains rather than just the number of upvotes, or the dates of reviews being considered to some extent.
- These results indicate that when seeking travel inspiration people prefer in-depth and relatable reviews that come across as genuine and offer advice rather than just depending on superficial cues such as upvotes or the reviewer's credentials.

Conclusion

The results from the group discussions highlight how social media plays a role in influencing travel decisions for Millennials and Gen Z individuals specifically. Platforms like Instagram does not only inspire travellers but also help

them research destinations effectively. Participants showed that elements like comments and reviews, on media evoke strong emotions and encourage them to discover new places. These connections are often fuelled by visually appealing content and interactive features that make travel experiences feel accessible and desirable. A key insight is the effect of FOMO (Fear of Missing Out) and travel envy. Many participants expressed that seeing friends or influencers enjoying unique or exotic experiences instigated a desire to visit similar locations, as they felt motivated to partake in trending destinations or experiences. However, the extent of FOMO's influence varied, with some individuals moderating their response based on personal circumstances like finances and timing. Credibility and trust in online reviews and influencers emerged as critical factors. While influencers were often the initial sources of travel inspiration, participants emphasized the importance of balanced reviews and conducting additional research before making decisions. This reflects a discerning approach to social media content, with users preferring authentic, detailed information over purely promotional content.

Recommendations

Note of caution:

This research was based on the opinions of 7 respondents; thus, the results are qualitative in nature. Caution should be exercised when projecting results to the population.

1. Utilize visually driven platforms with interactive content

Gen Z and Millennials prioritize visually rich, easily consumable content, often relying on Instagram and YouTube for travel inspiration. Many participants indicated they were drawn to destinations showcased in visually appealing Instagram posts or stories: "I mostly use Instagram and second one is YouTube for me" should capitalize on this preference by focusing on Instagram Reels, stories, and interactive features to showcase destinations in a way that feels immersive and accessible.

2. Partner with Authentic Influencers for Trustworthy Content

The study highlighted that participants see influencers as initial sources of travel inspiration, but they prioritize credibility and authenticity over sponsorship: "For me, so the influencer on social media is like the first source of information, but not the last. I would like to research more and take a decision on my own". Collaboration with influencers known for genuine, balanced content to build trust. Encourage influencers to share personal stories and well-rounded insights, which resonate better with these audiences than purely promotional posts.

3. Amplify FOMO through Exclusive, Limited-Time Travel Experiences

FOMO was a significant motivator for many participants, with social media content often triggering a sense of urgency to experience trending destinations: "I always feel FOMO when I check the story of someone... visiting historical places... I get FOMO feelings after checking the stories out of my friends who visited that place". Environics can use the promoting unique or time-sensitive experiences, such as exclusive tours or seasonal events, that encourage immediate travel interest.

4. Amplify FOMO through Exclusive, Limited-Time Travel Experiences

Participants valued social proof, checking comments, and balanced reviews to make informed travel choices. As one participant noted, "I check all the comments... because after checking the comments, I get all the balanced reviews, whether it is negative, positive, balanced". To leverage this, marketers should utilize user-generated content and peer reviews in marketing campaigns to showcase real experiences and add authenticity. Creating campaigns that encourage travelers to tag Environics or share their experiences builds trust and community engagement.

Personalize Content Through Algorithm-Driven Targeting

Personalized recommendations were effective in aligning content with users' interests, which often sparked initial travel research. A participant explained, "*It just comes to my feed, like in Instagram... So, it will give me an idea about that and I will research on that.*" Marketers can enhance engagement by using data-driven targeting to display travel content relevant to each user's unique preferences, such as adventure travel, cultural experiences, or eco-tourism.

Quantitative Objectives

- To assess the impact of social media features (such as comments, reviews, stories) on users' travel inspiration.
- To quantify the effect of FOMO (Fear of Missing Out) and travel envy triggered by social media content on users' intentions to visit new destinations.
- To evaluate the level of trust in influencers and the perceived credibility of online reviews in shaping users' travel decisions.
- To examine the influence of personalized, algorithm-driven content on users' engagement with travel-related social media posts.
- To compare the effectiveness of visually immersive platforms (e.g., Instagram, YouTube) versus traditional platforms (e.g., Facebook) in motivating travel intentions.
- To identify the role of platform-specific preferences and visually driven content (e.g., short-form videos, image-centric posts) in enhancing travel inspiration among users.
- To determine the relationship between social proof elements (such as peer reviews, influencer recommendations) and users' trust in travel content on social media.
- To measure the impact of algorithm-driven recommendations on discovering new destinations and how well these recommendations align with users' interests.

Hypothesis for Quantitative Research

- H1: Social media features (e.g., comments, reviews, and stories) positively influence users' travel inspiration.
- H2: Exposure to social media content that induces FOMO (Fear of Missing Out) significantly increases users' intentions to visit new destinations.
- H3: Trust in influencers and credibility of online reviews positively impact users' travel decisions.
- H4: The use of visually immersive platforms, like Instagram, has a stronger influence on travel intentions than traditional platforms like Facebook.

Phase 2: Quantitative research

Introduction

The quantitative phase of this research builds upon the qualitative findings by systematically exploring the measurable relationships between social media engagement and travel intentions among Millennials and Gen Z. This phase sought to validate and expand the themes identified during the focus group discussions, employing a structured survey to capture statistically significant data. While the qualitative phase provided a nuanced understanding of emotional triggers, such as FOMO and trust in influencer content, the quantitative approach aimed to quantify the extent of these influences and uncover broader patterns in travel behaviour.

The survey, conducted with 79 participants, was designed to test hypotheses related to the role of social media in shaping travel aspirations. Specifically, it examined the impact of social media features (e.g., comments, reviews, and stories), the psychological effects of FOMO, and the perceived credibility of influencers and online reviews. Advanced statistical tools, including regression analysis, ANOVA, and predictive modelling, were employed to identify key predictors of travel intent and their relative importance.

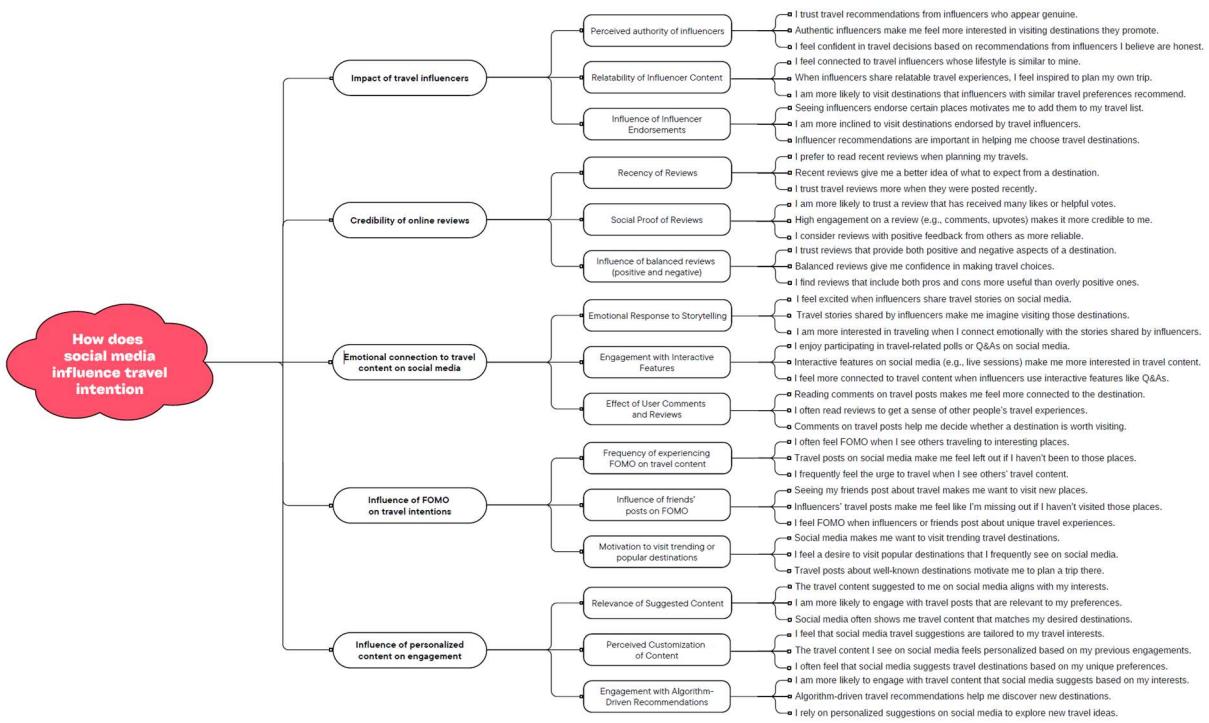
This phase also focused on assessing the influence of visually immersive platforms like Instagram and TikTok compared to traditional platforms such as Facebook. By leveraging algorithm-driven personalization, the study explored how tailored content enhances user engagement and encourages travel aspirations. The findings from this phase not only corroborated the qualitative insights but also provided actionable metrics and trends, enabling a deeper understanding of how social media drives travel decisions in this demographic.

Qualitative Objectives

The quantitative phase of this research was guided by the following objectives:

- **To assess the influence of emotional connections on travel intentions:** This objective aimed to explore how users emotionally respond to storytelling elements in influencer content and travel posts on social media, and how these responses affect travel aspirations.
- **To measure the effect of FOMO (Fear of Missing Out) on travel decisions:** The study sought to quantify how frequently FOMO influences users' desire to visit destinations and investigate the role of friends' and influencers' posts in triggering FOMO-related travel intentions.
- **To analyse the credibility and trustworthiness of reviews and influencers:** This objective focused on evaluating how the recency and balance of reviews (positive and negative) impact trust and subsequent travel choices, as well as how users perceive the authority and authenticity of influencers.
- **To explore the impact of interactive features on social media engagement:** This included measuring the influence of live sessions, polls, and Q&A activities on engagement with travel-related content and determining if these features make users feel more connected to the content.
- **To determine the effectiveness of algorithm-driven personalization:** The study aimed to assess how well social media algorithms tailor travel recommendations to user preferences and evaluate the role of personalized suggestions in driving engagement and inspiring travel aspirations.
- **To study the role of social proof in travel content credibility:** This objective explored how likes, upvotes, and positive feedback on reviews influence users' perceptions of trustworthiness and how peer recommendations affect confidence in choosing travel destinations.

Survey Design



The survey design was based on a conceptual model linking the research topic to the key constructs and survey items. This model outlined how overarching research themes such as emotional connections, FOMO, and trust in reviews were operationalized into constructs like social proof, recency of reviews, and engagement with interactive features. Each construct was then broken down into specific survey items designed to capture measurable aspects of participant behavior and perceptions. For instance, constructs like "Emotional Response to Storytelling" were translated into items addressing participants' feelings of excitement and connection when exposed to influencer content.

This structured approach ensured that the survey questions aligned closely with the research objectives, providing a robust framework for analyzing the data. Advanced statistical tools, including regression

analysis, ANOVA, and decision tree models, were employed to identify significant relationships and predictors of travel intent. By integrating these methods, the quantitative phase provided actionable insights that complemented and enhanced the findings from the qualitative phase.

Survey Sampling

437	20	10	2%	20%	69
Email invites	Surveys started	Surveys finished	Response rate	Completion rate	Surveys finished

Survey sampling

We were given a list of Centennial College students to invite to take the survey via email. However, as the response was low, we expanded our sample size and invited them to take the survey via an [anonymous link](#).

The survey sampling process was designed to ensure representation of the target demographic—Millennials and Gen Z individuals aged 18 to 44 with active engagement on social media platforms and a demonstrated interest in travel. Participants were recruited through a combination of convenience and purposive sampling techniques to align with the study's research objectives.

The final sample consisted of 69 respondents, balanced across age ranges and genders, with a slight emphasis on individuals aged 25–35, who represent the core audience for social media-driven travel marketing. The sample size was sufficient to conduct the required statistical analyses, providing reliable insights into key variables such as FOMO, engagement with influencer content, and trust in reviews. By targeting a diverse but relevant population, the survey sampling strategy ensured that the findings could be generalized to the broader Millennial and Gen Z segments with similar digital behaviours.

Data Cleaning

Item	Count	Remarks
Blanks	8	
Terminated (age)	6	too young or too old
Terminated (SME usage)	2	never used SME
Drop out (Q4)	1	
Terminated (SME freq)	2	never used SME for travel content
Drop out (Q7)	7	
Drop out (Q8)	2	
Drop out (Q10)	2	
Drop out (Q13)	1	
Drop out (Q19)	1	
Drop out (Q20.1)	3	
Total removed	35	

The data cleaning process was an essential step to ensure the reliability and validity of the results obtained from the survey. A total of 35 responses were removed from the dataset due to various reasons, as outlined below:

- **Blanks (8):** Responses with significant missing data were excluded to maintain the integrity of the analysis.
- **Terminated (Age, 6):** Participants outside the target age range of 18–44 were removed to ensure the sample accurately reflected the study's demographic focus.
- **Terminated (SME Usage, 2):** Participants who indicated they had never used social media for any purpose were excluded, as their responses were not relevant to the research objectives.
- **Terminated (SME Frequency, 2):** Respondents who reported never using social media specifically for travel-related content were excluded to maintain the relevance of the sample.
- **Dropouts (17):** Responses were removed where participants failed to complete key survey questions. These included questions on emotional connections (Q4), frequency of engagement (Q7, Q8, Q10), and trust in reviews (Q13, Q19, Q20.1).

By implementing these criteria, the final cleaned dataset ensured that only complete and relevant responses were analyzed. This process not only enhanced the quality of the results but also minimized biases, providing a solid foundation for statistical and predictive analysis.

Quantitative Data Analysis

Exploratory Analysis

	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8	Factor9	Factor10	Factor11
Scnr_Age	0.05034	0.28501	0.17010	0.03147	0.62845	-0.07314	0.13508	0.10312	0.40770	0.02326	-0.15027
DV_SME_UsagePastMonth	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000
DV_SME_TravelContent	0.51756	0.15433	-0.26648	0.28824	0.21984	0.48807	0.19298	-0.04443	-0.05826	-0.08008	-0.17686
DV_LikelyToTravel	0.10600	0.27874	-0.09575	0.54405	0.04656	0.28282	-0.15583	0.24623	-0.37981	-0.00623	0.04717
DV_ExploreViaSME	0.43042	0.05864	-0.47771	0.50650	-0.11492	0.10042	-0.03101	0.04379	0.13154	0.01177	-0.06774
StryTlg_TrlStoriesFromInfluence	0.68951	0.31330	-0.34971	-0.04766	-0.10219	0.02791	0.07103	0.25005	-0.09613	-0.00329	0.17917
StryTlg_TrlStoriesExcited	0.47105	-0.04408	-0.08208	0.58451	-0.14669	-0.08726	0.21416	-0.18015	-0.16100	0.19506	0.02854
SMEfeat_Engagement	0.31440	-0.22202	0.26256	0.43853	-0.11977	0.31689	0.12929	-0.02906	0.04672	0.14916	-0.40000
FeatEffect_RevInfluence	0.51853	0.11635	-0.00028	0.47975	-0.06514	-0.31279	0.23668	-0.24820	0.13316	-0.17597	-0.01954
FeatEffect_CommentsInfluence	0.65921	-0.10023	-0.21912	0.31167	-0.00429	-0.03342	-0.15085	-0.24314	0.20038	0.06417	0.22677
FOMO_Influence	0.56842	-0.28022	-0.21817	-0.36688	0.06429	-0.02750	0.20012	-0.29952	-0.00068	0.20926	-0.02427
FOMO_UrgentToTravel	0.77482	0.00749	-0.09056	-0.23760	-0.07692	0.11036	-0.08827	-0.02198	-0.09118	-0.02435	-0.09406
FOMO_None	-0.18020	0.45561	-0.11835	0.35807	-0.26872	-0.10441	-0.12008	0.14850	0.49039	-0.10232	0.19780
Motivn_TrendingDest	0.81963	-0.01991	-0.01644	0.04078	0.02613	-0.31664	0.07529	0.13116	-0.16518	0.07409	-0.08721
FOMO_FeelLeftOut	0.62375	-0.42363	-0.02299	-0.16732	0.03400	-0.38072	0.02811	0.17459	-0.08729	0.05988	-0.18496
Motivn_WellKnownDest	0.80320	-0.13629	-0.04345	0.03084	-0.22873	-0.13661	0.05629	-0.01579	0.03126	0.10771	-0.09037
Influencer_Recomm	0.21196	0.54984	-0.47896	-0.14212	0.14956	0.00581	-0.16226	0.27855	-0.07765	0.23418	-0.00470
Influencer_PersonalExp	0.65045	0.16982	0.03131	0.02359	-0.25509	-0.54711	-0.12577	0.08369	-0.05433	0.16672	0.07291
Influencer_DestInfo	0.63657	0.36809	0.05229	0.08175	-0.09848	-0.09080	-0.38041	-0.24974	0.04464	-0.03479	-0.06935
Influencer_UniqueLocation	0.74965	0.26096	-0.05142	-0.11421	-0.26432	0.00415	0.18160	0.11202	-0.09435	0.01632	-0.15740
Influencer_TipsAdvice	0.76117	0.05196	-0.06845	-0.20352	-0.07996	0.02713	-0.14628	-0.22578	0.12894	-0.14441	0.12640
Influencer_SamePref	0.54747	0.33731	-0.11432	-0.23149	0.11979	0.21558	-0.03969	0.03128	-0.04594	-0.48213	0.10221
Influencer_RegUpd	0.79865	0.06203	0.08073	-0.28048	-0.13574	0.08455	0.12704	0.08239	0.18009	-0.04017	0.11116
Influencer_SimilLifestyle	0.62704	0.13333	0.13047	-0.01005	0.23361	-0.12639	0.35585	0.04035	-0.04112	-0.33035	-0.25448
Influencer_Endorsed	0.18568	0.55783	-0.28087	-0.20689	0.23335	0.25257	-0.09223	-0.08353	0.02888	0.53209	-0.10305
Influencer_Genuine	0.55771	0.33881	0.64904	-0.01762	-0.00889	0.00167	0.00541	0.09027	-0.11201	0.04880	0.15916
Influencer_Authn	0.47171	0.42281	0.67083	0.12206	0.01738	-0.08011	0.01373	0.15929	-0.08418	0.12672	-0.06660
Influencer_Honest	0.52466	0.43348	0.58992	-0.12583	-0.02740	0.16330	-0.05334	-0.02306	-0.12388	-0.11255	0.06462
Rev_Recent	0.74917	-0.01105	-0.02370	-0.14562	-0.29418	0.15290	0.12437	-0.06252	0.18405	-0.03763	0.05996
Rev_Likes	0.49156	-0.30064	0.17031	-0.12090	-0.24725	0.30809	-0.24467	-0.32564	-0.18197	-0.03723	-0.09412
Rev_Cred	0.63692	-0.05828	0.27938	-0.07319	0.21667	0.25163	-0.23181	-0.21053	0.23050	0.11355	0.04281
Rev_Balanced	0.23020	-0.37609	0.52702	0.27670	0.25812	0.04342	-0.12155	0.13315	0.23585	0.28817	0.10678
Rev_Neg	0.18829	-0.41349	0.11753	0.11736	-0.16358	0.38079	0.42163	0.28854	0.02144	0.04958	0.42742
SMe_SuggestDest	0.59640	-0.30898	-0.10657	-0.14699	0.45152	-0.09672	0.03983	0.05201	-0.22241	0.08355	0.27586
SMe_AlignInt	0.81438	-0.31429	-0.10796	-0.00949	0.16959	0.03440	0.01536	-0.00549	0.00829	0.08630	0.25650
SMe_MatchDest	0.62901	-0.25225	-0.05799	0.10596	0.35736	-0.08137	-0.22477	0.17729	0.15513	-0.23933	-0.05784
SMe_SuggestInt	0.36511	-0.45113	-0.05184	0.39480	0.27575	-0.05535	-0.42984	0.06058	-0.26919	-0.19156	0.01586
SMe_SuggestIdea	0.62843	-0.31359	-0.23646	-0.16401	0.09268	0.09470	0.02527	0.24007	0.25304	-0.03178	-0.20319
Dem_Income	-0.14111	0.41494	-0.06873	0.16768	0.47526	-0.16026	0.32757	-0.46776	-0.16005	-0.01577	0.20869

To delve deeper into the data, exploratory analysis was conducted to uncover latent variables that influenced travel intentions. The first step in this process involved performing a factor analysis using SAS Enterprise Guide. This statistical method enabled the identification of underlying dimensions within the dataset by grouping related variables based on their shared variance.

The analysis revealed several latent variables that represented key constructs in the research, such as emotional connections, FOMO, trust in reviews, and engagement with interactive features. These latent variables were further validated and used to create composite scores, which aggregated responses across related survey items. These composite scores provided a more robust and intuitive representation of the constructs.

Following the identification of latent variables, the dependent variable for the analysis was defined as "Intent to Travel." This variable was chosen because it directly aligns with the research objectives and offers a clear, actionable measure of travel aspirations among Millennials and Gen Z. The composite scores for the latent variables were used as predictors in subsequent regression models, enabling the research team to assess the relative importance of each construct in shaping travel intentions.

By integrating exploratory analysis and the identification of latent variables, the study provided a deeper understanding of the psychological and behavioral factors that influence travel decisions. This approach not only enhanced the analytical rigor of the research but also ensured that the findings were directly relevant to the study's objectives.

Correlation Heatmap

Pearson Correlation Coefficients, N = 44 Prob > r under H0: Rho=0	
	Intent To Travel (Target)
Social Media Engagement	0.76168 <.0001
Influence From Social Media Cont Influence From Social Media Content	0.63468 <.0001
Targeted Content	0.12800 0.4076
Fear Of Missing Out	0.77221 <.0001
Destination Information	0.64606 <.0001
User Reviews	0.26511 0.0820
Social Media Feedback	0.42668 0.0039
Relatable Influencer Content	0.32995 0.0287

A key step in the quantitative analysis involved examining the relationships between key variables using a correlation matrix. This matrix, created through the CORR procedure in SAS Enterprise Guide, highlighted the strength and direction of relationships between independent variables (such as social media engagement, FOMO, and influencer credibility) and the dependent variable, "Intent to Travel."

The results revealed several significant correlations:

- **Social Media Engagement** exhibited the strongest positive correlation with Intent to Travel ($r = 0.76168$, $p < .0001$), indicating that higher engagement with social media platforms strongly predicts travel aspirations.
- **Fear of Missing Out (FOMO)** also showed a robust positive correlation ($r = 0.77221$, $p < .0001$), confirming its critical role in motivating travel intentions.

- **Influence from Social Media Content** ($r = 0.63468$, $p < .0001$) and **Influencer Credibility Criteria** ($r = 0.53235$, $p = 0.0002$) further highlighted the impact of content trustworthiness and relatability in shaping travel-related decisions.
- **Destination Information** was moderately correlated with Intent to Travel ($r = 0.64606$, $p < .0001$), emphasizing the importance of accessible and engaging destination-specific content.

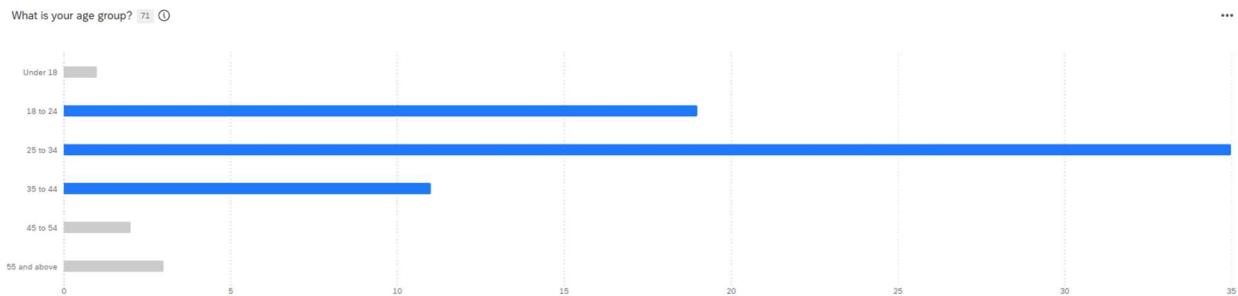
Other variables, such as **Social Media Feedback** ($r = 0.42668$, $p = 0.0039$) and **Relatable Influencer Content** ($r = 0.32995$, $p = 0.0287$), were also positively correlated, though with weaker magnitudes.

Variables such as **Targeted Content** and **User Reviews** showed lower or statistically insignificant correlations, suggesting they may have less direct influence on travel intentions.

By visualizing this matrix in the form of a heatmap, the research team was able to identify key predictors and interactions among variables. This heatmap provided an intuitive overview of the data, guiding further analyses such as regression and predictive modeling. The strong correlations between specific variables, such as Social Media Engagement and FOMO, underscore their pivotal roles in driving travel intentions among Millennials and Gen Z. These findings align closely with the study's broader objectives, providing actionable insights for marketing strategies aimed at these demographics.

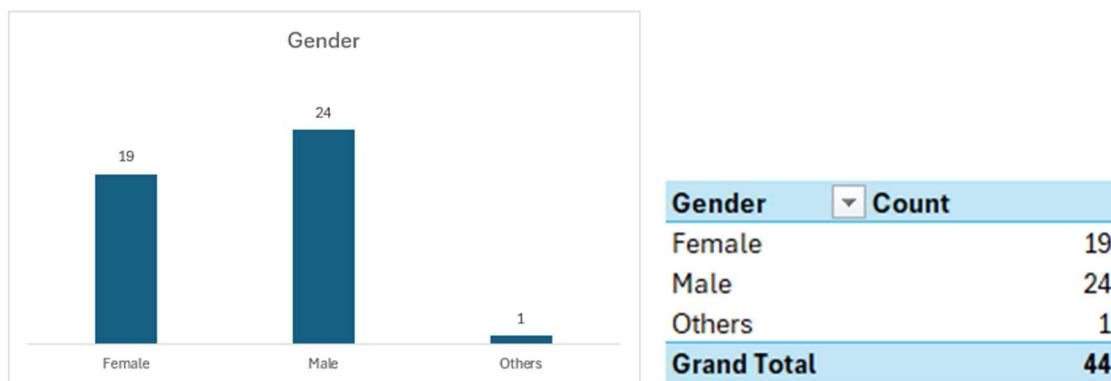
Descriptive Analytics

Demographic Insights



Age	
Mean	28.51136364
Standard Error	0.81338704
Median	29.5
Mode	29.5
Standard Deviation	5.395399242
Sample Variance	29.11033298
Kurtosis	0.184984349
Skewness	0.310191159
Range	18.5
Minimum	21
Maximum	39.5
Sum	1254.5
Count	44

Age Distribution: Respondents ranged from 18 to 44 years old, with a mean age of 28.5 years ($SD = 5.39$). The majority of participants fell within the 25–34 age group, followed by those aged 18–24. This distribution aligns with the target demographic for social media-driven travel marketing.



Gender: The sample was composed of 24 males, 19 females, and 1 respondent identifying as "Other."

This diversity reflects a balanced representation of genders within the studied age group.

Country	Count
Azerbaijan	1
Barbados	1
Brazil	1
Canada	4
Canada	2
Hong Kong	1
India	12
Italy	1
Malaysia	1
México	1
Morocco	1
NA	1
Nigeria	1
Pakistan	2
Philippines	1
Saudi Arabia	1
Singapore	3
Singapore	3
Sri Lanka	1
Sri Lanka	3
Uganda	1
Vietnam	1
Grand Total	44

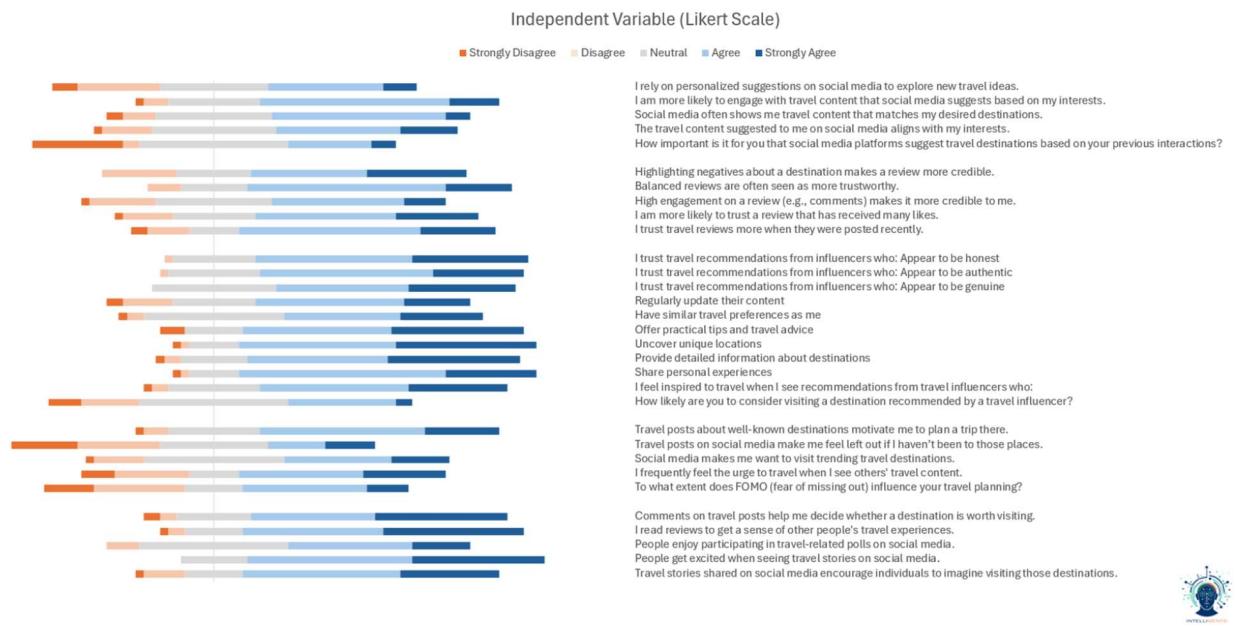
Geographic Origin: Participants represented a wide array of countries, with the majority from India (12 respondents), followed by Canada (6 respondents) and Singapore (3 respondents). The global diversity of the sample underscores the cross-cultural relevance of the findings.

Behavioral Insights

Factors Influencing Travel Decisions	Distinct Count	Distinct Count (%)
Budget affordability	37	84%
Personal relaxation	31	70%
Time availability	28	64%
Interest in a specific experience	23	52%
Recommendations from friends and family	18	41%
Professional opportunities	4	9%
Sceneries and vibes of the place	1	2%
Grand Total	44	100%

- Factors Influencing Travel Decisions:** The top three factors influencing travel decisions were budget affordability (84%), personal relaxation (70%), and time availability (64%). Other factors included interest in specific experiences (52%) and recommendations from friends and family (41%).
- Social Media Engagement:** Respondents frequently engaged with visually immersive platforms such as Instagram and TikTok for travel inspiration. Interactive features, such as polls and live sessions, were noted as significant engagement drivers.

Likert Scale Analysis



The survey also captured respondents' attitudes toward various aspects of social media's influence on travel. Key findings included:

- Strong agreement that personalized suggestions and curated travel content enhance travel aspirations.
- Balanced reviews and recent posts were seen as more credible, while influencer authenticity significantly impacted trust.

- FOMO emerged as a major factor, with many participants agreeing that social media posts often trigger a sense of urgency to visit specific destinations.

By combining demographic, behavioral, and attitudinal data, the descriptive analytics provided a comprehensive snapshot of the respondents. This foundational analysis informed deeper statistical and predictive modelling, ensuring that subsequent findings were grounded in a robust understanding of the sample.

Statistical Tests

Overview of Hypotheses

1. FOMO and Intent to Travel:

Correlation Analysis					
The CORR Procedure					
1 With Variables:		Intent To Travel (Target)			
1 Variables:		Fear Of Missing Out			
Simple Statistics					
Variable	N	Mean	Std Dev	Sum	Minimum
Intent To Travel (Target)	44	3.81250	0.57787	167.75000	2.7500
Fear Of Missing Out	44	3.64205	0.61154	160.25000	2.2500
Pearson Correlation Coefficients, N = 44					
Prob > t under H0: Rho=0					
Intent To Travel (Target)		Fear Of Missing Out			
		0.77221 <.0001			

Generated by SAS ('SASApp', Linux) on December 11, 2024 at 04:41

- **Null Hypothesis (H0):** There is no correlation between FOMO and intent to travel.
- **Alternative Hypothesis (H1):** There is a significant positive correlation between FOMO and intent to travel.
- **Result:** A Pearson correlation coefficient of 0.77221 ($p < .0001$) revealed a strong, statistically significant relationship. This confirms that FOMO plays a pivotal role in influencing intent to travel.

2. Social Media Engagement:

t Test						
The TTEST Procedure						
Variable: Social Media Engagement						
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum
NO		23	3.2957	0.4688	0.0977	1.7000
YES		21	4.1127	0.4699	0.1025	3.0667
Diff (1-2)	Pooled		-0.8170	0.4693	0.1416	
Diff (1-2)	Satterthwaite		-0.8170		0.1417	
Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev	
NO		3.2957	3.0929	0.4984	0.4688	0.3625 0.6634
YES		4.1127	3.8988	0.4326	0.4699	0.3595 0.6786
Diff (1-2)	Pooled	-0.8170	-1.1029	-0.5312	0.4693	0.3870 0.5965
Diff (1-2)	Satterthwaite	-0.8170	-1.1039	-0.5311		
Method	Variances	DF	t Value	Pr > t		
Pooled	Equal	42	-5.77	<.0001		
Satterthwaite	Unequal	41.619	-5.77	<.0001		
Equality of Variances						
Method	Num DF	Den DF	F Value	Pr > F		
Folded F	20	22	1.01	0.9854		

- **H0:** Social media engagement does not significantly affect intent to travel.
- **H1:** Social media engagement significantly affects intent to travel.

- **Result:** A t-test revealed that high engagement on social media platforms positively correlates with higher intent to travel, with significant differences between high and low engagement groups ($p < .0001$).

3. Influencer Credibility:

t Test						
The TTEST Procedure						
Variable: Influencer Credibility Criteria						
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum
NO		23	3.5776	0.3840	0.0801	2.5714
YES		21	4.0544	0.5392	0.1177	3.0000
Diff (1-2)	Pooled		-0.4768	0.4644	0.1402	
Diff (1-2)	Satterthwaite		-0.4768		0.1423	
Intent To Travel (Target)	Method		Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO			3.5776	3.4116	3.7437	0.2970
YES			4.0544	3.8090	4.2999	0.5392
Diff (1-2)	Pooled		-0.4768	-0.7597	-0.1939	0.4644
Diff (1-2)	Satterthwaite		-0.4768	-0.7655	-0.1881	
Method	Variances	DF	t Value	Pr > t		
Pooled	Equal	42	-3.40	0.0015		
Satterthwaite	Unequal	35.826	-3.35	0.0019		
Equality of Variances						
Method	Num DF	Den DF	F Value	Pr > F		
Folded F	20	22	1.97	0.1244		

- **H0:** Influencer credibility does not significantly affect intent to travel.
- **H1:** Influencer credibility significantly affects intent to travel.
- **Result:** A t-test revealed significant differences in travel intent based on the perceived credibility of influencers, with a mean difference of 0.4768 ($p = .0019$).

4. Targeted Content:

t Test						
The TTEST Procedure						
Variable: Targeted Content						
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum
NO		23	8.9076	1.5704	0.3275	6.0000
YES		21	9.5476	1.5893	0.3468	6.5000
Diff (1-2)	Pooled		-0.6400	1.5794	0.4167	
Diff (1-2)	Satterthwaite		-0.6400		0.4770	
Intent To Travel (Target)	Method		Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO			8.9076	8.2285	9.5067	1.5704
YES			9.5476	8.8242	10.2710	1.5893
Diff (1-2)	Pooled		-0.6400	-1.6020	0.3220	1.5794
Diff (1-2)	Satterthwaite		-0.6400	-1.6029	0.3229	
Method	Variances	DF	t Value	Pr > t		
Pooled	Equal	42	-1.34	0.1866		
Satterthwaite	Unequal	41.541	-1.34	0.1869		
Equality of Variances						
Method	Num DF	Den DF	F Value	Pr > F		
Folded F	20	22	1.02	0.9514		

- **H0:** Targeted content does not significantly affect intent to travel.
- **H1:** Targeted content significantly affects intent to travel.
- **Result:** Targeted content showed no significant impact on intent to travel ($p = 0.1866$), suggesting limited relevance.

5. Destination Information:

t Test						
The TTEST Procedure						
Variable: Destination Information						
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum Maximum
NO		23	3.1391	0.4153	0.0866	2.4000 4.0000
YES		21	3.6762	0.3548	0.0774	3.0000 4.2000
Diff (1-2)	Pooled		-0.5371	0.3877	0.1170	
Diff (1-2)	Satterthwaite		-0.5371		0.1162	
Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev	
NO		3.1391	2.9695	3.3187	0.4153	0.3212 0.5878
YES		3.6762	3.5147	3.8377	0.3548	0.2715 0.5124
Diff (1-2)	Pooled	-0.5371	-0.7732	-0.3009	0.3877	0.3197 0.4928
Diff (1-2)	Satterthwaite	-0.5371	-0.7715	-0.3026		
Method Variances DF t Value Pr > t						
Pooled	Equal	42	-4.59	<.0001		
Satterthwaite	Unequal	41.829	-4.62	<.0001		
Equality of Variances						
Method	Num DF	Den DF	F Value	Pr > F		
Folded F	22	20	1.37	0.4828		

- **H0:** Destination information does not significantly affect intent to travel.
- **H1:** Destination information significantly affects intent to travel.
- **Result:** A significant positive relationship was identified, with a p-value < .0001, highlighting the role of detailed and engaging destination content.

Variable: Social Media Feedback							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.2609	0.5614	0.1171	2.0000	4.5000
YES		21	4.0000	0.8216	0.1793	2.5000	5.0000
Diff (1-2)	Pooled		-0.7391	0.6975	0.2105		
Diff (1-2)	Satterthwaite		-0.7391		0.2141		
Variable: Social Media Feedback							
Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev		
NO		3.2609	3.0181	3.5037	0.5614	0.4342	0.7946
YES		4.0000	3.6260	4.3740	0.8216	0.6286	1.1864
Diff (1-2)	Pooled	-0.7391	-1.1640	-0.3143	0.6975	0.5751	0.8866
Diff (1-2)	Satterthwaite	-0.7391	-1.1739	-0.3044			
Method Variances DF t Value Pr > t							
Method	Variances	DF	t Value	Pr > t			
Pooled	Equal	42	-3.51	0.0011			
Satterthwaite	Unequal	34.92	-3.45	0.0015			
Equality of Variances							
Method	Num DF	Den DF	F Value	Pr > F			
Folded F	20	22	2.14	0.0856			

Overall Insight

The hypothesis tests underscore the centrality of emotional and social factors in shaping travel intentions among Millennials and Gen Z. FOMO, social media engagement, and influencer credibility emerged as the most influential variables, pointing to the effectiveness of visually immersive and emotionally engaging content in driving travel aspirations. By contrast, targeted content and generic user reviews showed less relevance, highlighting the importance of authenticity and emotional connections over algorithmic suggestions. These findings align with the narrative that social media is not just a platform for content consumption but a powerful tool for inspiration and decision-making in the travel industry.

Trend Analysis

Linear Regression Results					
The REG Procedure Model: Linear_Regression_Model Dependent Variable: Intent To Travel (Target)					
Number of Observations Read 44 Number of Observations Used 44					
Backward Elimination: Step 0					
All Variables Entered: R-Square = 0.7305 and C(p) = 5.0000					
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	10.48939	2.62235	26.43	<.0001
Error	39	3.86999	0.09923		
Corrected Total	43	14.35938			
Bounds on condition number: 8.567, 79.344					
All variables left in the model are significant at the 0.0500 level.					

The multiple linear regression analysis was conducted to evaluate the collective influence of various independent variables on the dependent variable, "**Intent to Travel**." This section provides a detailed interpretation of the results, highlighting key trends, insights, and their implications for understanding the factors that significantly shape travel intentions among Millennials and Gen Z.

Model Overview

The regression analysis utilized a backward elimination approach to refine the model and retain the most significant predictors. The final model achieved an **R-Square value of 0.7305**, indicating that **73.05% of the variability** in the "Intent to Travel" can be explained by the independent variables. This demonstrates the robustness of the model and the significant explanatory power of the included predictors.

The analysis of variance (ANOVA) revealed that the overall model was statistically significant (**F = 26.43**, **p < 0.0001**), confirming that the combined effects of the predictors have a meaningful impact on the dependent variable.

Key Predictors and Insights

1. Social Media Engagement

- **Parameter Estimate:** 1.16677
- **p-value:** < 0.0001
- Social Media Engagement emerged as the strongest positive predictor of travel intent.

This indicates that individuals who actively engage with social media platforms, such as liking, sharing, or commenting on travel-related content, have a significantly higher intent to travel. The strong statistical significance underscores the importance of maintaining high user engagement for travel marketers. Interactive content, immersive visuals, and user-driven discussions can amplify this engagement.

2. Destination Information

- **Parameter Estimate:** 0.51667
- **p-value:** 0.0015
- Destination Information was another significant positive predictor, highlighting the role of detailed, accurate, and engaging destination-related content. Respondents who were exposed to comprehensive travel information, including itineraries, accommodations, and local attractions, demonstrated higher travel intent. This emphasizes the need for marketers to deliver informative and value-driven content that addresses the practical needs of travellers.

3. Influence from Social Media Content

- **Parameter Estimate:** -0.75292
- **p-value:** 0.0147
- Interestingly, Influence from Social Media Content showed a negative relationship with travel intent, which may reflect oversaturation or a mismatch between content and user expectations. This finding suggests that while social media content can inspire travel, excessive exposure or irrelevant content may overwhelm users and reduce intent. Marketers must ensure that content is personalized, relevant, and aligned with user preferences to avoid disengagement.

4. Relatable Influencer Content

- **Parameter Estimate:** -0.24916
- **p-value:** 0.0120
- Relatable Influencer Content also exhibited a negative relationship with travel intent. This result suggests that overly familiar or excessively relatable content may fail to inspire aspirational travel decisions. Instead, audiences may respond more positively to influencer content that strikes a balance between relatability and aspiration, offering a sense of exclusivity or adventure that motivates travel.

5. Intercept

- **Parameter Estimate:** 1.18317
- **p-value:** 0.0043
- The positive intercept suggests that even in the absence of strong predictors, there is a baseline level of intent to travel among respondents. This aligns with the general trend observed in Millennials and Gen Z, who are inherently more inclined to explore travel opportunities.

Model Strengths and Limitations

- **Strengths:** The high R-Square value (0.7305) demonstrates the model's ability to explain a substantial portion of the variance in travel intent. The inclusion of multiple predictors allows for a nuanced understanding of the factors influencing travel decisions.
- **Limitations:** The negative relationship observed with Social Media Content and Relatable Influencer Content highlights the complexity of social media's role in travel behaviour. Further qualitative exploration may be needed to unpack these findings and identify potential underlying causes, such as content saturation or mismatched messaging.

Overall Insights

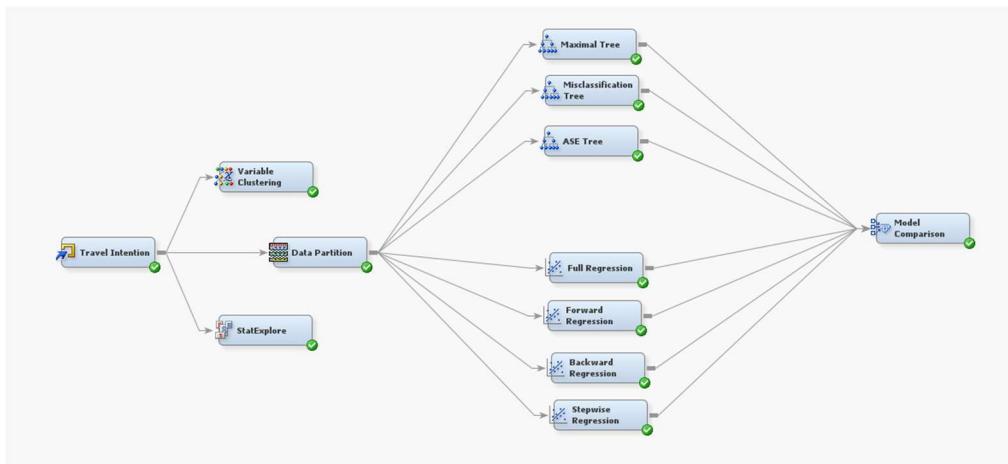
The multiple linear regression analysis provides critical insights into the drivers of travel intent among Millennials and Gen Z. The findings reinforce the importance of **social media engagement** and **destination-specific content** in inspiring travel decisions. However, the negative relationships observed with certain types of content suggest that marketers must carefully balance content quality, personalization, and aspirational appeal to maintain audience interest and drive travel intent.

These results underscore the need for a targeted and data-driven approach to social media marketing. By focusing on engaging, informative, and aspirational content, travel marketers can effectively connect with digitally savvy audiences and influence their travel decisions in meaningful ways.

Machine Learning and Predictive Analysis

The machine learning and predictive analytics phase further refined the understanding of the relationships between social media engagement, emotional connections, and intent to travel. Using SAS Enterprise Miner, multiple models were applied to uncover patterns, predict travel intent, and assess the relative importance of variables. This process included the development of both binary classification models and regression-based predictive models to capture the nuances in data.

Model 1: Binary target variable



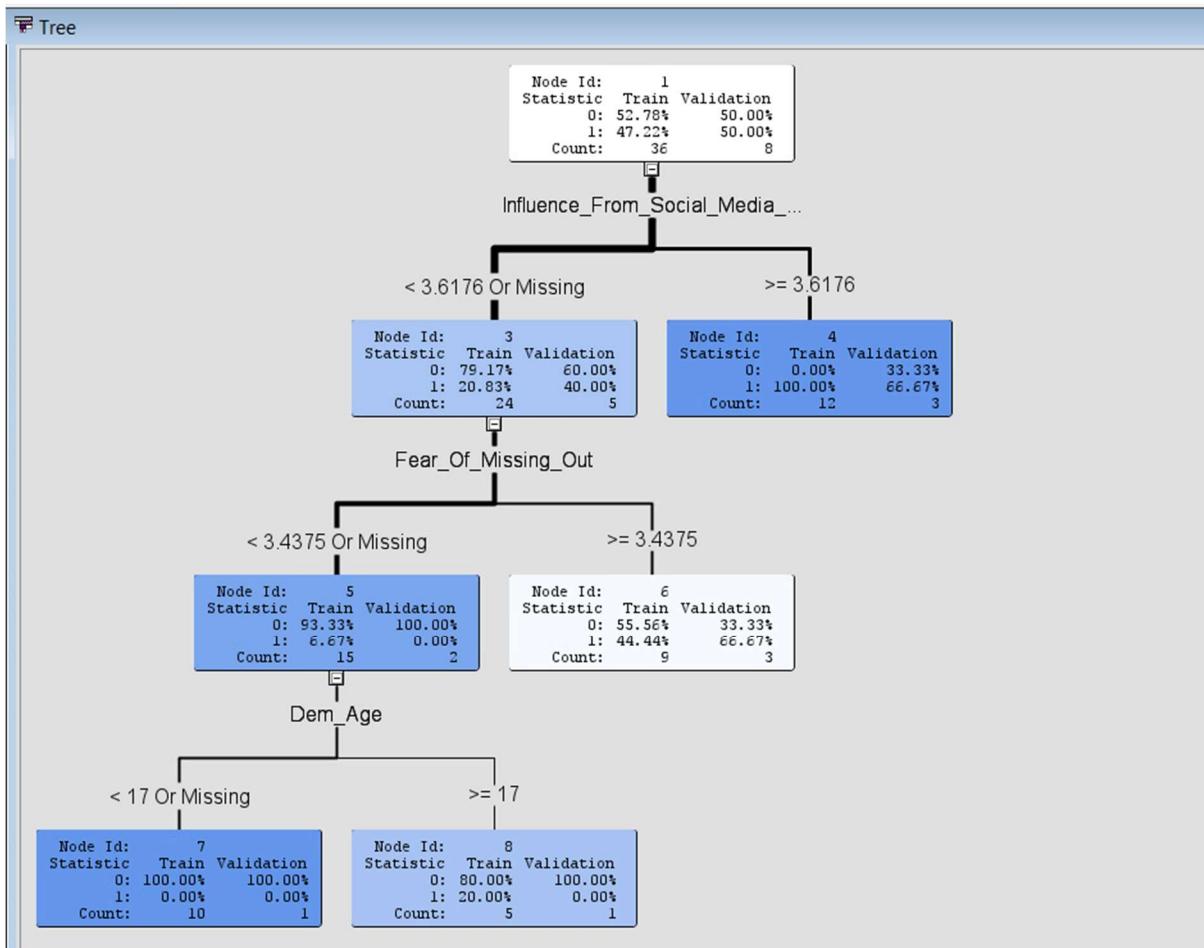
Variables

Name	Role	Level	Drop	Report	Order	Lower Limit	Upper Limit
Dem_Age	Input	Interval	No	No	.	.	.
Dem_Employment	Input	Nominal	No	No	.	.	.
Dem_Income	Input	Interval	No	No	.	.	.
Dem-Origin	Input	Nominal	No	No	.	.	.
Dem_Text_Gender	Input	Nominal	No	No	.	.	.
Destination_Information	Input	Interval	Yes	No	.	.	.
Fear_Of_Missing_Out	Input	Interval	No	No	.	.	.
Influence_From_Social_Media_Cont	Input	Interval	No	No	.	.	.
Influencer_Credibility_Criteria	Input	Interval	No	No	.	.	.
Intent_To_Travel_Target	Target	Binary	No	No	.	.	.
Relatable_Influencer_Content	Input	Interval	No	No	.	.	.
Scnr_Age	Input	Interval	Yes	No	.	.	.
Social_Media_Engagement	Input	Interval	Yes	No	.	.	.
Social_Media_Feedback	Input	Interval	Yes	No	.	.	.
Targeted_Content	Input	Interval	Yes	No	.	.	.
Travel_Motivation	Rejected	Interval	Yes	No	.	.	.
User_Reviews	Input	Interval	Yes	No	.	.	.

Data partition - Properties

.. Property	Value
General	
Node ID	Part
Imported Data	...
Exported Data	...
Notes	...
Train	
Variables	...
Output Type	Data
Partitioning Method	Default
Random Seed	12345
Data Set Allocations	
Training	85.0
Validation	15.0
Test	0.0
Report	
Interval Targets	Yes
Class Targets	Yes
Status	
Create Time	10/12/24 5:48 PM
Run ID	1a097d65-c543-5d46-95b6-7f529a5
Last Error	
Last Status	Complete
Last Run Time	12/12/24 11:08 AM
Run Duration	0 Hr. 0 Min. 2.73 Sec.
Grid Host	
User-Added Node	No

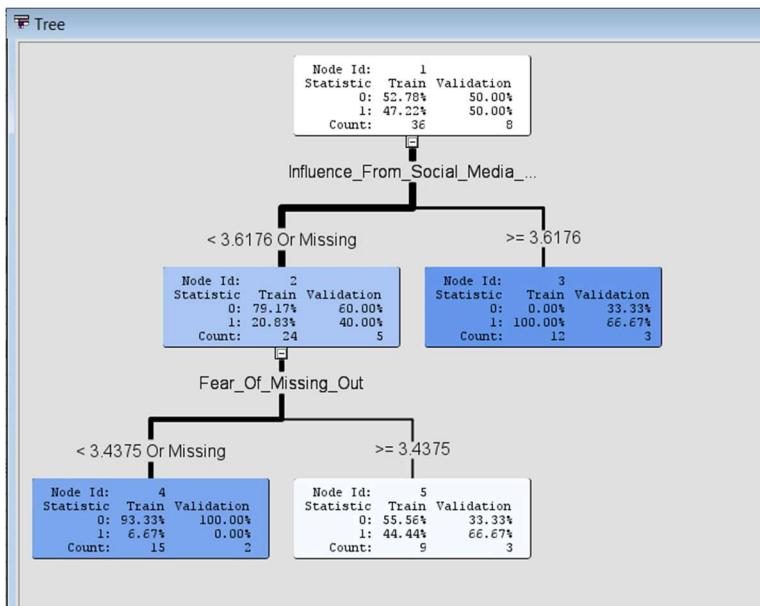
Maximal tree



Model comparison – Result

Selected Model	Predecessor Node	Model Node	Model Description	Valid: Average Squared Error ▼	Target Variable	Target Label	Selection Criterion: Valid: Average Squared Error
Reg2	Req2	Full Regression	0.309194	Intent To ...	Intent To ...	Intent To ...	0.309194
Tree3	Tree3	Misclassification Tree	0.29796	Intent To ...	Intent To ...	Intent To ...	0.29796
Tree	Tree	Maximal Tree	0.231852	Intent To ...	Intent To ...	Intent To ...	0.231852
Reg	Req	Backward Regression	0.230098	Intent To ...	Intent To ...	Intent To ...	0.230098
Reg3	Req3	Forward Regression	0.230098	Intent To ...	Intent To ...	Intent To ...	0.230098
Reg4	Req4	Stepwise Regression	0.230098	Intent To ...	Intent To ...	Intent To ...	0.230098
Y	Tree2	ASE Tree	0.227963	Intent To ...	Intent To ...	Intent To ...	0.227963

ASE tree



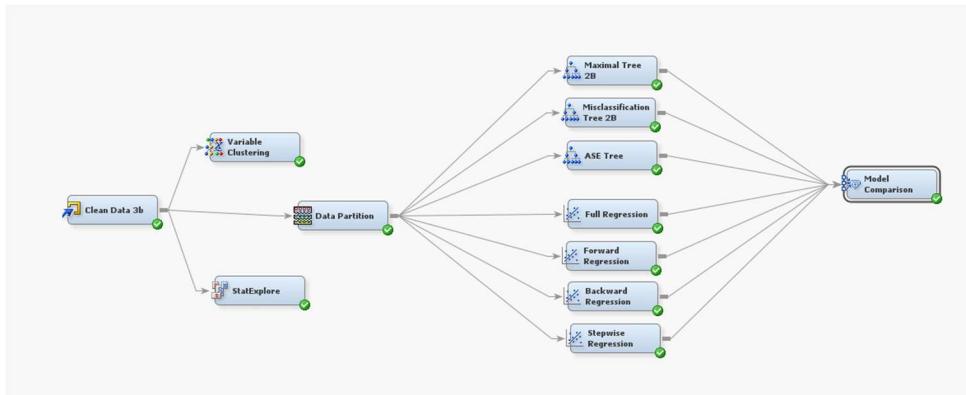
Full Regression – Logistic regression

Property	Value
General	
Node ID	Req2
Imported Data	...
Exported Data	...
Notes	...
Train	
Variables	...
Equation	
Main Effects	Yes
Two-Factor Interactions	No
Polynomial Terms	No
Polynomial Degree	2
User Terms	No
Term Editor	...
Class Targets	
Regression Type	Logistic Regression
Link Function	Logit
Model Options	
Suppress Intercept	No
Input Coding	Deviation
Model Selection	
Selection Model	None
Selection Criterion	Default
Use Selection Defaults	Yes
Selection Options	...
Optimization Options	
Technique	Default
Default Optimization	Yes
Max Iterations	0
Max Function Calls	0
Maximum Time	1 Hour
Convergence Criteria	
Uses Defaults	Yes
Options	

Binary Target Model: Intent to Travel (Yes/No)(1/0)

- **Approach:** A decision tree model and logistic regression were applied to predict whether individuals expressed a positive intent to travel.
- **Maximal Tree Results:** The decision tree analysis provided a hierarchical breakdown of key predictors influencing intent to travel.
 - **Top Predictors:** Social Media Engagement, Fear of Missing Out (FOMO), and Destination Information emerged as the most significant nodes in predicting travel intent.
 - **Accuracy:** The decision tree model achieved high accuracy with a well-balanced Area Under the Curve (AUC) score, indicating strong predictive power.
- **Logistic Regression Results:** Logistic regression validated the decision tree results, confirming Social Media Engagement and FOMO as primary contributors to positive travel intent. The odds ratios indicated that higher social media engagement significantly increased the likelihood of expressing intent to travel.

Model 2 – Continuous target variable



Stat explorer

Interval Variables							
Ordered Inputs	Data Role	Variable	Skewness	Kurtosis	Median	Missing	Non Missing
1TRAIN		Dem_Income	1.115228	0.214944	2	0	44
2TRAIN		User_Reviews	-0.0839	-0.25264	3	0	44
3TRAIN		Social_Media_Feedback	0.248953	-0.65895	3.5	0	44
4TRAIN		Relatable_Influencer_Content	-1.17427	2.393846	3.333333	0	44
5TRAIN		Scr_Age	0.310191	0.184984	29.5	0	44
6TRAIN		Targeted_Content	0.121236	0.076185	9.375	0	44
7TRAIN		Social_Media_Engagement	-0.38487	1.244328	3.6	0	44
8TRAIN		Fear_Of_Missing_Out	0.070921	-0.00785	3.5	0	44
9TRAIN		Dem_Age	0.432471	0.221605	16.75	0	44
10TRAIN		Travel_Motivation	0.014795	-0.52405	3.875	0	44
11TRAIN		Influence_From_Social_Media....	-0.31755	0.32059	3.352941	0	44
12TRAIN		Destination_Information	-0.10704	-0.67237	3.4	0	44
13TRAIN		Influencer_Credibility_Criteria	0.261982	0.068518	3.714286	0	44

Forward regression – output

```

Results - Node: Forward Regression Diagram: Model 2 Continuous
File Edit View Window
Output
91 Error 35 5.036193 0.143606
92 Corrected Total 36 9.189189
93
94
95 Model Fit Statistics
96
97 R-Square 0.4580 Adj R-Sq 0.4574
98 AIC -69.8614 BIC -67.7721
99 SBC -66.6396 C(p) 5.1825
100
101
102 Analysis of Maximum Likelihood Estimates
103
104 Standard
105 Parameter DF Estimate Error t Value Pr > |t|
106
107 Intercept 1 -1.5185 0.3726 -4.08 0.0003
108 Social_Media_Engagement 1 0.5396 0.1002 5.38 <.0001
109
110
111 Step 2: Effect Social_Media_Feedback entered.
112
113
114 Analysis of Variance
115
116 Sum of
117 Source DF Squares Mean Square F Value Pr > F
118
119 Model 2 4.861773 2.430887 19.10 <.0001
120 Error 34 4.327416 0.127277
121 Corrected Total 36 9.189189
122
123
124 Model Fit Statistics
125
126 R-Square 0.5291 Adj R-Sq 0.5014
127 AIC -73.4001 BIC -70.3442
128 SBC -68.5673 C(p) 0.1521
129
130
131 Analysis of Maximum Likelihood Estimates
132
133 Standard
134 Parameter DF Estimate Error t Value Pr > |t|
135
136 Intercept 1 -1.9310 0.3925 -4.92 <.0001
137 Social_Media_Engagement 1 0.4732 0.0985 4.80 <.0001
138 Social_Media_Feedback 1 0.1817 0.0776 2.34 0.0251
139
140
  
```

Backward regression output

```

Output
61   Source          DF     Sum of Squares    Mean Square    F Value    Pr > F
62   Model           6      5.021816     0.836969     6.03     0.0003
63   Error          30     4.167373     0.138912
64   Corrected Total 36     9.189189
65
66
67
68
69       Model Fit Statistics
70
71   R-Square        0.5465   Adj R-Sq      0.4558
72   AIC            -66.7944   BIC          -61.6366
73   SBC            -55.5180   C(p)         7.0000
74
75
76       Analysis of Maximum Likelihood Estimates
77
78   Parameter        DF     Standard Estimate    Error    t Value    Pr > |t|
79
80   Intercept        1      -2.1122     0.5484    -3.85     0.0006
81   Fear_Of_Missing_Out 1      -0.0948     0.3188    -0.30     0.7682
82   Influence_From_Social_Media_Cont 1      0.1247     0.3926    0.32     0.7529
83   Influencer_Credibility_Criteria 1      0.1347     0.2097    0.64     0.5255
84   Relatable_Influencer_Content    1      -0.1169     0.1326    -0.88     0.3851
85   Social_Media_Engagement       1      0.4640     0.3998    1.16     0.2551
86   Social_Media_Feedback        1      0.1831     0.1102    1.66     0.1070
87
88
89
90 Step 1: Effect Fear_Of_Missing_Out removed.
91
92
93       Analysis of Variance
94
95   Source          DF     Sum of Squares    Mean Square    F Value    Pr > F
96
97   Model           5      5.009530     1.001906     7.43     0.0001
98   Error          31     4.179659     0.134828
99   Corrected Total 36     9.189189
100
101
102       Model Fit Statistics
103
104   R-Square        0.5452   Adj R-Sq      0.4718
105  AIC            -68.6855   BIC          -64.0345
106  SBC            -59.0200   C(p)         5.0884
107
108
109

```

Model comparison

Results - Node Model Comparison Diagram: Model 2 Continuous																								
File		Edit		View		Window																		
Fit Statistics	Selected Model	Predicess or Node	Model Node	Model Description	Valid Average Squared Error ▾	Target Variable	Target Label	Selection Criterion	Train Sum of Frequencies	Train Maximum Absolute Error	Train Sum of Squared Errors	Train Average Squared Error	Train Root Average Squared Error	Train Devise for ASE	Train Total Degrees of Freedom	Valid Sum of Frequencies	Valid Maximum Absolute Error	Valid Sum of Squared Errors	Valid Root Average Squared Error	Valid Devise for VASE	Train Akaike's Information Criterion	Train Average Error Function	Train Degrees of Freedom for Error	Train Model Degrees of Freedom
Y	Tree3	Tree3	Maximal Tree 2B	0.22Intent To Intent To	0.07678	37	0.8	2.8	0.072676	0.275092	37	37	7	1	1.54	0.468042	7							
	Tree	Tree	Misclassification Tree 2B	0.190217Intent To Intent To	0.071858	37	0.944444	2.65873	0.071858	0.298003	37	37	7	1	1.37352	0.442964	7							
	Tree2	Tree2	ASE Tree	0.190217Intent To Intent To	0.071858	37	0.944444	2.65873	0.071858	0.298003	37	37	7	1	1.37352	0.442964	7							
	Req2	Req2	Backward Regression	0.132844Intent To Intent To	0.116957	37	0.682168	4.327416	0.116957	0.34199	37	37	7	1	0.989211	0.407044	7	-20.7044	0.112052	33				
	Req3	Req3	Forward Regression	0.132844Intent To Intent To	0.116957	37	0.682168	4.327416	0.116957	0.34199	37	37	7	1	0.582211	0.930608	0.364615	7	-73.4001	0.116957	34			
	Req4	Req4	Stepwise Regression	0.132844Intent To Intent To	0.116957	37	0.682168	4.327416	0.116957	0.34199	37	37	7	1	0.582211	0.930608	0.364615	7	-73.4001	0.116957	34			

Stepwise regression output

```

 61
 62   Model          0          0
 63   Error         36      9.189189    0.255255
 64   Corrected Total 36      9.189189
 65
 66
 67   Model Fit Statistics
 68
 69   R-Square      0.0000   Adj R-Sq     0.0000
 70   AIC          -49.5369   BIC        -48.8067
 71   SBC          -47.9260   C(p)       31.1510
 72
 73
 74   Analysis of Maximum Likelihood Estimates
 75
 76   Parameter           DF   Estimate   Standard
 77   Parameter           DF   Estimate   Standard
 78   Intercept            1    0.4595    0.0831    t Value
 79   Intercept            1    0.4595    0.0831    Pr > |t|
 80   Intercept            1    0.4595    0.0831    <.0001
 81
 82 Step 1: Effect Social_Media_Engagement entered.
 83
 84
 85   Analysis of Variance
 86
 87   Sum of
 88   Source           DF   Squares   Mean Square   F Value   Pr > F
 89
 90   Model            1    4.162996    4.162996    28.99    <.0001
 91   Error            35   5.026193    0.143606
 92   Corrected Total 36   9.189189
 93
 94
 95   Model Fit Statistics
 96
 97   R-Square      0.4530   Adj R-Sq     0.4374
 98   AIC          -69.8614   BIC        -67.7721
 99   SBC          -66.6396   C(p)       3.1825
100
101
102   Analysis of Maximum Likelihood Estimates
103
104   Parameter           DF   Estimate   Standard
105   Parameter           DF   Estimate   Standard
106   Intercept            1   -1.5185    0.3726    -4.08    0.0003
107   Intercept            1   -1.5185    0.3726    -4.08    0.0003
108   Social_Media_Engagement 1    0.5396    0.1002    5.38    <.0001
109

```

Continuous Target Model: Degree of Intent to Travel

- **Approach:** Forward, backward, and stepwise regression models were applied to predict the degree of intent to travel on a continuous scale.
- **Top Predictors:** The regression outputs consistently highlighted Social Media Engagement, Destination Information, and Influence from Social Media Content as significant predictors.
 - Social Media Engagement had the largest parameter estimate, reinforcing its dominant role in shaping travel decisions.
 - Influence from Social Media Content demonstrated a complex relationship, with both positive and negative impacts depending on the extent of exposure.
 - Destination Information retained a consistently positive relationship, further emphasizing its role in inspiring travel.

- **Model Comparison:** Among the regression models, the **stepwise regression** produced the best results, balancing model fit and parsimony. The model achieved a high R-Square value, indicating strong explanatory power.

Insights from Predictive Analytics

1. **Social Media Engagement as a Primary Driver:** Across all machine learning models, Social Media Engagement emerged as the most critical variable influencing travel intent. High levels of interaction with travel-related content, such as likes, shares, and comments, directly correlate with both binary and continuous measures of intent to travel.
2. **Fear of Missing Out (FOMO):** FOMO was identified as a significant emotional trigger, particularly in the binary classification model. Respondents experiencing high levels of FOMO were substantially more likely to express a positive intent to travel, highlighting its importance as a psychological driver.
3. **Destination Information and Content Quality:** Detailed and engaging destination-specific content consistently ranked as a top predictor, reflecting its value in providing practical information and inspiring travel-related decisions.
4. **Complex Impact of Social Media Content:** The influence of social media content showed mixed results, with oversaturation potentially leading to reduced travel intent. Marketers must carefully curate content to avoid overwhelming audiences while maintaining relevance and personalization.

Overall Insights and Narrative Integration

The machine learning and predictive analytics results align seamlessly with the findings from both the qualitative and quantitative phases of the study. Social Media Engagement, FOMO, and Destination

Information remain consistent drivers of travel intent, reaffirming their importance across multiple analytical methods.

These results emphasize the critical role of personalized, engaging, and well-curated content in inspiring travel among Millennials and Gen Z. Predictive models provide actionable insights for marketers, enabling them to tailor campaigns, optimize content strategies, and leverage emotional triggers such as FOMO to drive travel decisions effectively.

By integrating machine learning techniques, this study enhances its predictive capabilities and offers a data-driven foundation for developing targeted, impactful marketing strategies that resonate with new-age travelers.

Overall Mixed-Method Conclusion

Synthesizing Qualitative and Quantitative Insights

The overarching narrative of this research highlights the intricate and evolving role of social media in shaping travel intentions among Millennials and Gen Z. By synthesizing insights from both the qualitative and quantitative research phases, a clear and compelling story emerges regarding the factors that drive travel decisions in a digitally connected world.

1. **Social Media Engagement as the Core Driver:** Across all analyses—qualitative focus groups, regression models, and machine learning predictions—social media engagement consistently emerged as the strongest predictor of travel intent. Platforms like Instagram and TikTok serve as powerful tools for inspiration, offering immersive and interactive experiences that fuel wanderlust.
2. **The Role of Emotional Triggers:** Emotional factors, particularly Fear of Missing Out (FOMO), were identified as critical in influencing travel decisions. Respondents reported feeling compelled to explore destinations showcased by influencers, peers, and visually appealing content, driven by a sense of urgency and the desire to participate in shared experiences.
3. **Destination Information and Content Quality:** Practical, detailed, and visually engaging destination-specific content emerged as a consistent influencer of travel intent. This content addresses the informational needs of travelers, providing clarity and confidence in decision-making while inspiring aspirations.
4. **Influencer Dynamics:** While influencers play an essential role, the findings highlight a nuanced relationship. Overly relatable or saturated influencer content may reduce its aspirational value, emphasizing the need for balance between relatability and exclusivity to maintain audience interest.

5. **Complexity of Social Media Content:** The mixed results regarding social media content—both positive and negative—reveal the importance of personalization and curation. Content that aligns with user preferences and offers novelty tends to inspire greater intent, while excessive or irrelevant content may overwhelm and disengage audiences.

Final Insights

The integration of qualitative and quantitative findings underscores the multifaceted influence of social media on travel intentions. Millennials and Gen Z are driven by a combination of emotional connections, personalized experiences, and practical information. Travel marketers must adopt a data-driven approach to content creation, leveraging emotional triggers like FOMO, enhancing engagement through interactivity, and delivering aspirational yet informative messaging.

By aligning content strategies with the needs and preferences of this demographic, businesses can effectively inspire travel decisions, foster stronger connections with audiences, and drive meaningful outcomes in the travel industry. The findings of this research provide a solid foundation for targeted, impactful marketing strategies that reflect the evolving behaviours of new-age travellers.

Recommendations

Recommendations for Envision

Envision, as a market research consultancy aiming to transform these findings into dashboards for potential clients, can derive the following value-driven recommendations:

1. Develop Interactive Dashboards for Key Insights

- Create dynamic dashboards that highlight the core drivers of travel intent, such as Social Media Engagement, FOMO, and Destination Information. Use visual elements like heatmaps, trend graphs, and predictive models to make insights actionable.
- Integrate real-time data tracking capabilities to allow clients to monitor emerging trends and adapt their strategies promptly.

2. Prioritize Emotional Metrics in Dashboard Design

- Include metrics that measure emotional engagement, such as levels of FOMO, relatability of influencer content, and audience sentiment towards travel posts.
- Visualize the interplay between emotional triggers and travel intent to help clients craft campaigns targeting specific psychological drivers.

3. Offer Predictive Analytics Tools

- Integrate predictive modelling features that forecast travel intent based on audience behaviour and social media trends.
- Provide "what-if" scenario analyses, enabling clients to simulate the impact of different marketing strategies, such as increasing influencer collaborations or enhancing destination content.

Conclusion

This comprehensive study bridges the gap between qualitative insights and quantitative rigor, offering a holistic view of the factors influencing travel intent among Millennials and Gen Z. The findings reveal that social media platforms play a pivotal role in shaping travel behaviours, driven by emotional connections, content engagement, and personalized experiences. By leveraging these insights, Envision has the opportunity to transform raw data into actionable dashboards that deliver value to clients across the travel industry.

The recommendations provided equip Envision to create impactful tools that not only guide businesses in their marketing strategies but also empower them to build stronger connections with their audiences. Through innovative solutions and a focus on delivering measurable results, Envision can establish itself as a leader in travel market research, supporting clients in navigating the complexities of a digitally driven travel landscape.

In conclusion, this report serves as a foundation for Envision to deliver actionable insights, enhance client offerings, and drive success in a competitive market. By staying at the forefront of data-driven research and innovation, Envision can unlock new opportunities, foster growth, and make a lasting impact in the travel marketing industry.

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Appendices

Team Charter



CAPSTONE 749

SECTION 001

GROUP 2

TEAM CHARTER



Researchers:

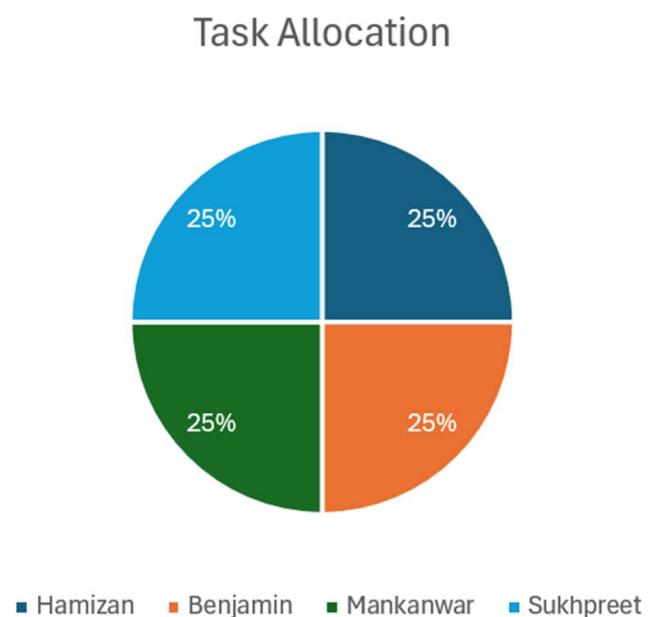
Benjamin Mailafiya
Hamizan Arsal
Mankarw Singh
Sukhpreet Singh
Sukhmani Kaur

Submitted:

12 September 2024

Sprint 1

Task Allocation	
Hamizan	25%
Benjamin	25%
Mankanwar	25%
Sukhpreet	25%





TEAM CHARTER

1. Project Overview

- a) **Project name:** Travel in the Digital Age: How Social Media Drives Decisions for Millennials and Gen Z
- b) **Project objective:** To explore how social media platforms (YouTube, Instagram, TikTok) impact the travel intentions of Millennials and Gen Z consumers.
- c) **Project scope:**

Included

- Target Audience: Millennials (25-40 years) and Gen Z (18-24 years).
- Platforms: Social media platforms like YouTube, Instagram, and TikTok.

Excluded

- Non-digital influences: Traditional media (TV, radio, print) and word-of-mouth.
- Other age groups: Consumers outside the 18-40 age range.
- Platforms: Exclusion of less travel-relevant social media (e.g., LinkedIn).

2. Team purpose

- a) **Mission:** To deliver actionable insights into the impact of social media on travel decision-making among Millennials and Gen Z.
- b) **Objectives:**
 - Explore the role of social media platforms in travel decision-making.
 - Identify the content types that have the greatest influence on travel behavior.
 - Analyze data from both qualitative and quantitative research methods.

3. Team roles and responsibilities

The roles assigned to each member represent their overall responsibilities towards the different components of the project. Additionally, task allocation will be reviewed and assigned weekly among team members to support the various roles.

a) Team lead: Hamizan Arsad

- Maintain open communication among team members and ensure everyone is informed about project developments.

- Guide discussions on the team's goals, roles, responsibilities, and ground rules to ensure project completion before deadline.
- Integrate contributions from all team members
- Establish the project's goals, deliverables, and milestones in collaboration with the team.

b) Research analyst: Mankanwar Singh

- Survey designs
- Qualitative analysis

c) Research analyst: Sukhpreet Singh

- Data tools (SAS, Qualtrics, etc.)
- Quantitative analysis

d) Research analyst: Benjamin Mailafiya

- Data visualization
- Report writing

e) Research analyst: Sukhmani Kaur

- Data collection

4. Team ground rules

a) Meeting times/ days:

- Every Monday 10am – 12pm
- Thursday during class (as needed)

b) Venue:

- Centennial College Library (Progress campus)

c) Rules:

- Attend all meetings punctually.
- Actively participate and respect all team members' ideas.
- Be respectful
- Maintain clear and open communication.
- Converse in English in the presence of other team members

d) Process you will use when you meet:

- Set an agenda: Outline the topics and objectives for the meeting in advance.
- Distribute materials: Share any necessary documents or information beforehand to allow members to review them.
- Address each item: Tackle each agenda item systematically, ensuring everyone has a chance to contribute.
- Clarify decisions: Ensure that decisions are clear and understood by all members.

- Assign tasks: Clearly assign responsibilities for each action item, including deadlines.
- e) **Illnesses/ emergencies:**
 - Notify the team lead as soon as possible; reschedule meetings if necessary.
 - Attend online if possible.
- f) **Communication:**
 - WhatsApp for general discussions
 - Email for formal discussions
 - Google Meet for online meetings
 - Google Drive for centralized document archival
- g) **Conflict resolution:**
 - Understand the Problem: Clearly define what the conflict is about. Ensure that all parties involved agree on the nature of the issue.
 - Listen to Perspectives: Hear out each person's viewpoint to understand the root cause of the conflict.
 - Focus on the Issue: Address the problem, not personal grievances or past issues.
 - Find Shared Goals: Identify common objectives or interests that can serve as a basis for resolving conflict.
 - Agree on a Solution: Decide on a course of action that all parties can agree on and put it into practice.

5. Resources:

- a) **Budget:** \$5 per person during Monday meetings
- b) **Tools & Software:** SAS, MAXQDA, Qualtrics, Zotero, Tableau, Excel
- c) **Training:** Statistical analysis, Visualization tools, Presentation skills (speaking)

6. Risk Management:

- a) **Potential risks:**
 - **Team availability conflicts:** Team members may not always be available for meeting or tasks
Mitigation: Schedule meetings and tasks early
 - **Data collection delays:** Challenges in gathering enough survey responses or incomplete data.
Mitigation: Start data collection early and create alternative outreach plans if response rates are low.
 - **Role ambiguity:** Unclear roles could lead to duplicated work or missed deadlines.
Mitigation: Clearly define each member's responsibilities and conduct regular check-ins on task completion.

7. Undertaking:

Capstone teams are self-managed and feedback among team members must be ongoing throughout the semester. Where a team member fails to complete tasks or does so at a level well below the team's expectations, a meeting of the full team must be held as soon as possible to discuss the impact on the current deliverable before it is submitted.

Because the evaluation approach to MKTG 749 is based entirely on team deliverables, whenever a team submits an assignment – and that includes your team charter – you must include, right after the cover page, a pie chart with data labels showing how the completed work was divided amongst the team members.

If the work was not divided evenly (for example, one person did not participate to the same extent as the others), include a note underneath the pie chart indicating if this allocation was still acceptable to the group. Below the pie chart, table of responsibility showing who worked on each section of the assignment will be included with each assignment.

The Professor reserves the right to lower the grade of a team member, or members, on an assignment, if it is clear from the pie chart and/or the summary that a team member has not contributed equitably to the deliverable, or that plagiarism has been committed. The Professor's decision regarding the grade will be taken following a discussion with the team and the individual involved. The final grade can be as low as 0 on a deliverable.

Each team member will have a formal opportunity to assess the performance of their peers at the end of the semester, using a peer assessment form provided by the Professor. Students MUST submit the completed form by the due date to receive a mark themselves. If they do not submit the form, they will receive a 0 on their own peer assessment mark.

8. Read and agreed on 12 September 2024.



Hamizan Arsad (301313599)

BEN

Benjamin Mailafiya (301332975)

MK

Mankar Singh (301330855)

SUKH

Sukhpreet Singh (301333453)

SMK

Sukhmani Kaur (301467664)

Literature Review

LR SS 1. A study on the mediating effect of FOMO on social media (Instagram) induced travel addiction and risk-taking travel behavioral intention in youth.

This article shows that how young people desire to avoid missing out on new experiences, which shows up on social media, leads to an increased tendency to make unsafe travel choices. (Mohanan & Kushe Shekhar, 2021) The study calls for new strategies to manage social media addiction and reduce impulsive travel decisions, urging parents, educators, and policymakers to promote healthier travel behaviors among youth.

This study looks at how the fear of missing out (FOMO) plays a role in the connection between risky travel behavior in teenagers and addiction to Instagram (Mohanan & Kushe Shekhar, 2021). By surveying around 420 South Indian students, the research found that spending too much time on social media, especially on platforms like Instagram and Facebook, can lead to travel addiction. This addiction, fueled by FOMO, can cause people to make unsafe and risky travel decisions, as they feel pressured to keep up with the exciting experiences they see others sharing online (Mohanan & Kushe Shekhar, 2021). FOMO increases this effect and makes youth more likely to engage in risk-taking travel behaviors.

LR SS 2. Impact of User-Generated Travel Posts on Travel Decisions: A Comparative Study on Weibo and Xiaohongshu

This study looks at how user-generated content on platforms like Weibo and Xiaohongshu affects travel decisions among Chinese millennials Wang, Z., Huang, W.-J., & Liu-Lastres, B. (2022).. While Weibo is used more for everyday browsing, Xiaohongshu plays a bigger role in helping users make travel decisions, especially when choosing destinations. The research used interviews and surveys to understand how these platforms influence choices for things like dining, accommodation, and transportation, with images and text length being important factors.

The study found that Xiaohongshu is more effective in guiding travel choices, particularly for selecting destinations, while Weibo is often used for inspiration and planning Wang, Z., Huang, W.-J., & Liu-Lastres, B. (2022).. This suggests that travel marketers should focus more on Xiaohongshu, using engaging content to influence consumers' decisions, as many rely on these platforms for travel-related information.

Hypothesis Statement:

User-generated content on Xiaohongshu influences Chinese millennials' travel decisions more than content on Weibo, especially when it comes to choosing destinations. The more engaging the images and detailed the text, the more likely users are to rely on Xiaohongshu for travel planning.

LR SS 3. The impact of social media influencers on travel decisions: the role of trust in consumer decision journey.

This study highlights that influencers are powerful sources of information that can shape consumer choices in the tourism industry (Pop et al., 2022). It also suggests that tourism companies can use influencers to build trust and increase interest, leading to more bookings and much more happier customers. However, while in most stages of the journey, it doesn't have a big impact on whether people will share their experiences after the trip is completed.

This study looks at how social media influencers (SMIs) has affected people's travel decisions, while focusing on the role of trust throughout the process (Pop et al., 2022). Trust in influencers helps to guide consumers through every step of their journey, from bringing new interest, searching for information, comparing options, making new bookings, and feeling satisfied after their trip is completed. The research shows that when people trust the content shared by influencers, they are more likely to follow with travel plans (Pop et al., 2022).

LR BJ 1. The Impact of social media on International Students' Travel Intentions: An Empirical Analysis in China.

This study looks at how social media influences international students' travel plans in China. The research shows that the easier and more useful students find social media platforms like Facebook, WeChat, and Instagram, the more likely they are to have positive attitudes and feel social pressure to travel (Dai et al., 2021). These platforms help students find information and plan their trips more easily.

While the usefulness of social media doesn't directly make students decide to travel, it also plays an important role by shaping their attitudes and desires to visit new places (Dai et al., 2021). The study highlights how social media impacts travel decisions and suggests ways tourism marketers can use these platforms to better connect with international students in China.

LR BJ 2. Analysis of The Influence of Social Media Use and Social Behavior of Millennial and Z Generations on The Growth of Tourism Industry

This study tells us how social media used by Millennials and Generation Z affects the tourism industry. It shows how these groups depend heavily on their smartphones and spend most of their time on platforms like Instagram, using them to share their travel experiences (Gai et al., 2024). Posting photos of scenic destinations and joyful moments on social media is common and helps them build their social identity online and keep memories safe.

For Millennials and Generation Z, traveling isn't just about exploring new cultures—it's also about sharing their experiences online and gaining approval through the likes and comments they get from others (Gai et al., 2024). This shows how social media has become a key part of how these generations experience and share their travels, which leads to influencing others to visit the same places as well.

LR_BJ_3

Social Media and Its Influence on Tourist Decision Making and Preferences

The study examines how people's decisions on where to visit are influenced by social media, particularly Facebook and Instagram (Basco, A. A. R., Mejia, Z. J. L., & Gueco, I. S. (2021)). It demonstrates how user-generated content on these sites plays a significant role in influencing consumers' travel choices. People's selection of travel places is greatly influenced by factors such as these posts' reliability, informativeness, and aesthetic appeal. People who spend more time on social media are more likely to be influenced by it when making travel plans, according to a study conducted with tourism students.

The study comes to the conclusion that social media can effectively promote tourism since posts on travel have a significant impact on people's destination selection (Basco, A. A. R., Mejia, Z. J. L., & Gueco, I. S. (2021)). Additionally, it was discovered that the longer people use social media, the more probable it is to have an impact on their travel choices.

Hypothesis:

Social media posts, especially on platforms like Facebook and Instagram, strongly influence people's travel decisions by providing helpful information and appealing visuals. Additionally, people who spend more time on social media are more likely to be influenced when choosing their travel destinations.

LR_SK_1

The Influence of User-Generated Content and Social Media Travel Influencers Credibility on the Visit Intention of Generation Z

Travel decisions are greatly influenced by social media influencers and user-generated content (UGC), particularly for Generation Z. The reliability of user-generated content (UGC) and influencers in assisting consumers with vacation planning was examined in this study (Ghaly, 2023). The study employed online surveys to gather information about young Egyptian travellers' usage of Facebook and Instagram. It discovered that user-generated content (UGC), such traveller reviews and blogs, is regarded as more trustworthy than content from influencers, who are frequently compensated to endorse goods.

The study also demonstrated that travellers trust user-generated content (UGC) since it is trustworthy, relevant, and helpful (Ghaly, 2023). When making travel plans, people like it because it is based on actual experiences. According to the survey, tourism managers ought to collaborate with reliable influencers and support.

LR_SK_2

Travel experience sharing on social media: effects of the importance attached to content sharing and what factors inhibit and facilitate it

More and more travellers are posting about their experiences on social media, but there are several things that can make them feel more or less inclined to do so. This study examined the factors that encourage and discourage travellers from posting about their travels (Arica et al., 2022). In a study with 1,280 American travellers, it was discovered that those who thought the information was trustworthy and useful were more inclined to tell others about their experiences. However, several people were reluctant to post because of concerns about security, privacy, and how sharing would impact their relationships.

The survey also discovered that travellers who appreciated the personal fulfillment of sharing their travel experiences felt good about assisting others (Arica et al., 2022). In order to promote greater sharing of trip narratives, travel agencies should address issues such as confidentiality and promote compelling and trustworthy material with a focus (Arica et al., 2022). In this manner, more tourists could be motivated to write about their experiences on the internet.

LR_SK_3

Millennial social media users' intention to travel: the moderating role of social media influencer following behaviour

The study examines the impact of social media influencers on the travel preferences of Millennials (Han & Chen, 2022). It was discovered that Millennials are more likely to believe influencers who come off as trustworthy and informed, which increases their positive perceptions of the places the

influencers recommend. The likelihood that Millennials will visit those locations is subsequently raised by this favourable sentiment. The study also discovered that influencers have a greater effect on followers than on non-followers (Han & Chen, 2022).

Influencers are quite important when it comes to travel planning, especially for Millennials who frequently use social media to get inspiration for destinations. According to the survey, travel agencies should leverage platforms that are well-liked by their target market and collaborate with reliable influencers (Han & Chen, 2022). They can establish credibility, make a good impression, and motivate Millennials to travel to the locations that are being advertised.

LR MK 1 – The Impact Of Social Media On Destination Choice: A Study on Generation Z

This study examines the role of social media in influencing Generation Z's travel destination choices(Şener, n.d.) . As heavy users of social media, Generation Z relies on these platforms for destination information, which significantly shapes their travel preferences. The research explores the impact of elements such as destination image, behavioral intention, and shared experiences on their decision-making, highlighting the importance of social media in tourism marketing (Şener, n.d.) .

The study uses a relational survey model to assess the relationship between social media and destination preferences. Data were gathered from 402 participants in Turkey, aged 18-26, using an online survey with a 5-points scale(Şener, n.d.). Descriptive and statistical methods, including correlation and regression analysis, were applied to analyze the results and determine how social media elements influence destination choices.

LR MK 2 - How Travel Influencer and Social Media Influence Tourist Travel Decision to Ubud

This study examines the influence of social media and travel influencers on tourists' decisions to visit

Ubud, Bali (Rahjasa et al., 2024). Ubud, known for its scenic beauty and cultural richness, is widely promoted by influencers on platforms like Instagram and TikTok, which fosters "Travel Envy" and inspires potential visitors. The research underscores the growing importance of influencer-driven content in destination marketing and its role in shaping tourists' preferences.

Using a qualitative approach, the researchers conducted interviews with 17 participants aged 19-35 who visited Ubud (Rahjasa et al., 2024). The study found that social media content from influencers significantly impacted their travel decisions, especially when it resonated with their interests. The findings highlight the critical role of influencers in influencing travelers choices and promoting destinations.

LR MK 3 - How Do Influencers Influence Millennials' Travel Decisions?

This study investigates how influencers impact millennials' travel decisions. With social media platforms like Instagram and YouTube becoming crucial in marketing, influencers now play a major role in inspiring travel (Golemac & Perić, n.d.). The research focuses on millennials, a key demographic for the tourism industry due to their spending power and tendency to seek authentic travel experiences. The study highlights that millennials are drawn to influencer content, particularly posts that emphasize unique and trendy destinations, influencing their choices.

Using a survey method, the research gathered this data from students. The findings revealed that while most respondents are aware of influencers, only a small percentage regularly follow their recommendations for travel destinations(Golemac & Perić, n.d.). Instagram is the most popular platform for travel-related content, and millennials often value influencers' quality content and personal engagement. However, financial considerations and personal preferences also play significant roles in

their final travel decisions.

LR HA 1 - The impact of instagram travel influencers on Gen Z's tourism consumption

This study explores how Instagram travel influencers shape the travel decisions of Gen Z. As a generation that spends a lot of time on social media, Gen Z is influenced by the travel content shared by Instagram influencers (Kimilli, 2023). The research shows that these influencers play a key role in raising awareness and encouraging Gen Z to choose certain travel destinations, with trust in influencers being a big factor in their decisions.

The research involved both surveys and interviews, gathering insights from Gen Z users and experts in marketing and travel (Kimilli, 2023). The results show that Instagram influencers have a significant impact on Gen Z's travel choices, highlighting the growing importance of influencer marketing in tourism. This study emphasizes that influencers are a valuable tool for travel businesses looking to connect with Gen Z.

LR HA 2 - The Influence of Social Media on Millennial Generation about Travel Decision-Making

The study examines the impact of Instagram on millennials' travel choices. It demonstrates how millennials are greatly influenced by user-generated content (UGC), such as images and posts published by friends, relatives, and other users, when deciding where to visit (Nur'afifah & Prihantoro, 2021). When it comes to finding inspiration for travel, Instagram is particularly well-liked among millennials. According to a study that polled 384 millennials in the Greater Jakarta area, real people's material is more trustworthy than advertisements since it seems more authentic.

According to the findings, millennials' exposure to content on Instagram influences their decision-making on where to go as well as boosting their desire to travel (Nur'afifah & Prihantoro, 2021). The report emphasizes the value of user-generated content in boosting travel and offers guidance to travel agencies on how to use Instagram and other channels to attract millennials.

LR HA 3 - Influence of Social Media Platforms on Consumers' Attitudes for Selecting Travel

This study looks at how Instagram influences people's travel decisions by focusing on three main factors: content from tour operators, content shared by users, and online reviews (e-WOM) (Ahuja et al., 2023). Based on data from 242 respondents, the study found that content from tour operators has the biggest impact on how people feel about travel destinations, followed by user-generated content. Online reviews had a smaller influence.

The study shows that Instagram is a powerful tool for promoting travel, with trust in the content being very important (Ahuja et al., 2023). Tour operator content plays a key role in creating positive attitudes toward destinations, while user-generated content also helps people make travel decisions (Ahuja et al., 2023). The study suggests that marketers should focus on creating engaging content from tour operators and encouraging users to share their experiences to inspire more travel.

LR HA4 -The Role of User-Generated Content in Tourists' Travel Planning Behavior

This study looks at how user-generated content (UGC), like reviews on TripAdvisor or social media, influences how people plan their trips. UGC allows travelers to share their personal experiences and tips,

helping others make decisions about where to go and what to do (Cox et al., 2009). While these reviews are helpful, people still trust more traditional sources, like official tourism websites, when it comes to reliable information.

The research, based on an online survey of over 12,000 participants, shows that UGC is mostly used during the early stages of travel planning, especially when people are searching for ideas about destinations and accommodations (Cox et al., 2009). Though travelers appreciate honest reviews from other tourists, they are sometimes cautious about trusting everything they read online. Overall, UGC is a useful tool for gathering information, but it works best alongside more traditional sources.

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Moderator's Guide (50 minutes)

Primary Objective:

To understand how different factors of social media influence a person's decision or intention to travel.

Secondary Objectives:

1. To explore how social media features (comments, reviews, stories) create emotional connections that inspire travel.
 2. To dive deep into how FOMO (Fear of Missing Out) and travel envy, triggered by social media, shape users' decisions to visit new destinations.
 3. To get to the heart of how much trust and credibility in online reviews and influencers influence travel choices.
-

Introduction (5 minutes)

- **Welcome:**

First of all, I just want to thank each of you for being here today. I'm so glad you've joined us for what I believe is going to be a fruitful conversation.

- **Set the Tone:**

This is a safe space. This is your space. I want you to feel free to share your thoughts and experiences because today, we're diving into how social media has influenced your travel choices.

- **Why We're Here:**

I want to hear from you about how certain features on social media—whether it's posts, stories, or influencers—have shaped your thoughts, your emotions, and ultimately, your decisions around travel.

- **Warm up:**

Let's start by going around the room. Tell me your name, and share the last time something you saw on social media made you try something new—maybe it was a place, a product, or an experience that just spoke to you.

Social media influence on travel inspiration

1. What is your favourite social media platform?

Reminder: "When talking about your preferred platform, think about what features or content style makes it your go-to for travel-related content. Is it the visuals, the interaction, or the reviews?"

- What do you like about it?
- Why does that appeal to you?

Potential codes: Preferred Platform, Content Preference, Platform Appeal

2. When you're scrolling through social media, what grabs you?

Reminder: "Can you share specific examples of content that has caught your eye? Was it a beautifully edited photo, a captivating video, or maybe comments from other users?"

- Beautiful photos?
- Videos?
- Comments from other people?

Potential Codes: Visual Appeal, Content Type (Photo, Video), Engagement

3. What kind of a traveller are you?

Potential Codes: Travel Preferences, Personality Traits, Travel Motivation

4. If money is not an issue, where would you travel to on your next vacation?

- Why did you choose this destination?

Reminder: "Did you see posts, stories, or reviews that planted this idea in your mind?"

Think about what first inspired this desire."

Potential Codes: Dream Destination, Inspirational Factors, Travel Aspirations

5. Tell us about a recent travel that you made.

6. This travel decision that you made; can you tell me what inspired your travel decision? Since we are talking about social media, can I ask you to relate it to social media?

- Post
- Stories
- Reviews

Potential Codes: Travel Influence, Social Media Impact, Travel Decisions

- Have you ever seen a post or story that made you feel something—maybe it was excitement, curiosity, or even a little hesitation?

Potential Codes: Emotional Response, Story Impact, Influence of Visual Content

FOMO and Travel Envy

7. Some students from other focus groups that we have done has expressed that by looking at the travel stories in social media, it makes them feel like they are missing out on the experience and must try it for themselves. How much do you agree with this sentiment?

- If yes, why? Explain.
- If no, why not? Explain.

Potential Codes: FOMO, Peer Influence, Social Media Impact

8. I want you to think about a time when someone posted about their vacation, and it captured your interest because you've always wanted to go there, or you feel you want to have that experience. Describe the emotions that you felt about it.

- Did you think, 'I need to book that trip,' or was it more of a 'one day' kind of dream?
- What factors made it a 'now' vs. a 'someday' decision? Was it related to affordability, timing, or something you saw on social media?
- Would it be accurate to say that you are envious of the person?

Potential Codes: Envy, Emotional Reaction, Social Comparison

- How did seeing that post affect your desire to travel?
Think about whether these emotions stayed with you or led to actions like planning a trip

Potential Codes: Emotional Influence, Envy, Travel Inspiration

9. Continuing from the previous question, (give them a paper with scale 1-10) I want you to rate how likely you will feel travel envy when you see a post from: family, friends or influencers.

- How does it matter who posted it?
- What specifically were you envious of? Was it their lifestyle, the destination, or just the experience?

Trust in Influencers

10. Show a clip of a travel influencer.

- What do you think of this video?
- Does this video make you feel like you want to visit Montenegro?

11. Let's talk about influencers for a moment. Do you follow any travel influencers? Can you talk about a travel post from an influencer that you had seen, which created an impression on you.

- Was it a positive or negative impression?
- Why do you think that?

Potential Codes: Influencer Impact, Trust, Emotional Response

12. How would you judge the credibility of an influencer? For example, looking at their number of followers or reading the comments or how posts they have done etc.

Reminder: "When thinking about credibility, what's the most important factor for you? Is it authenticity, expertise, or something else?"

Potential Codes: Trust Factors, Credibility Indicators, Social Proof

- Is attractiveness a factor?
- Is expertise a factor?
- Do you think the trust varies if you know that it is a sponsored content?

Potential Codes: Sponsored Content, Trust Issues, Credibility

- How do you feel about companies sponsoring influencers as a marketing tactic?
13. When you see a travel post from an influencer or celebrity that you know and like in social media, are you more or less likely to accept their recommendations vs a post from an average user?

Reminder: "Consider why familiarity with the influencer or celebrity makes their opinion more impactful for you."

- Why is that?
- How important it is to you that the influencer share the same values with you. For example, political leanings, religious views, ethnicity etc.

Potential Codes: Influence of Familiarity, Trustworthiness, Social Comparison

14. Studies have shown that online reviews can influence travel decisions, but trust in the reviewer often determines their impact. Think about a time when you trusted an online review and a time when you were sceptical.

(Projective technique) Give participants a paper that has 2 columns labelled: "Trusted reviewer" and "Sceptical reviewer". Ask participants to create the persona of each reviewer. (Example: personality, tone, profile photo, number of reviews etc).

Get the participants to explain the 2 personas.

- What about the trusted reviewer's profile makes them credible?
- What are the red flags for the untrusted reviewer?
- Would you act on a recommendation from each of these personas? Why or why not?
- Does anyone disagree with something that was said?

15. How important are these factors to determine credibility of online reviews. (1 = not important, 5 = very important).

- Discuss participants' decisions.

Name:

Factor	Not impt			Very Impt	
	1	2	3	4	5
1 Reviewer Expertise					
2 Reviewer Identity					
3 Level of Detail					
4 Language Style and Tone					
5 Presence of Personal Experience					
6 Use of Evidence					
7 Length of the Review					
8 Upvotes and Comments					
9 Date of review					
10 Balanced Reviews					

- I noticed that some factors were rated higher than others. Can you explain why you rated ..
- Which of these factors would be a deal-breaker for you if missing or if you were unsure about it?
- If you had to pick just *one* factor that makes a review most credible, which would it be? Why?
- Can you share an example of a review that you found extremely credible? What elements from this list were present?
- Does anyone disagree with another participant's rating of a particular factor? Why?

Closing

16. If you had to sum it all up, what would you say is the biggest way social media impacts your travel decisions?
17. Before we wrap up, is there anything you'd like to add—something we didn't touch on today that's important to you?

Thank participants and end

Focus Group Activity

Name: Nishanth T Jayaselan

Factor	1	2	3	4	5
1 Reviewer Expertise				✓	
2 Reviewer Identity			✓		
3 Level of Detail					✓
4 Language Style and Tone				✓	
5 Presence of Personal Experience					✓
6 Use of Evidence					✓
7 Length of the Review	✓				
8 Upvotes and Comments				✓	
9 Date of review			✓		
10 Balanced Reviews			✓		

Name: PARTH RAMCHANDANI

Factor	1	2	3	4	5
1 Reviewer Expertise					✓
2 Reviewer Identity	✓				
3 Level of Detail					✓
4 Language Style and Tone				✓	
5 Presence of Personal Experience					✓
6 Use of Evidence					✓
7 Length of the Review			✓		
8 Upvotes and Comments				✓	
9 Date of review	✓			✓	
10 Balanced Reviews			✓		

Name: Shruti Patel

Factor	1	2	3	4	5
1 Reviewer Expertise			✓		
2 Reviewer Identity	✓				
3 Level of Detail				✓	
4 Language Style and Tone				✓	
5 Presence of Personal Experience				✓	
6 Use of Evidence				✓	
7 Length of the Review			✓		
8 Upvotes and Comments		✓			
9 Date of review				✓	
10 Balanced Reviews				✓	

Name: Nishan Shah

Factor	1	2	3	4	5
1 Reviewer Expertise		✓			
2 Reviewer Identity		✓			
3 Level of Detail		✓			✓
4 Language Style and Tone	✓				
5 Presence of Personal Experience				✓	
6 Use of Evidence				✓	
7 Length of the Review			✓		✓
8 Upvotes and Comments			✓		✓
9 Date of review			✓		
10 Balanced Reviews				✓	

Name: Aditya Singh

Factor	1	2	3	4	5
1 Reviewer Expertise				✓	
2 Reviewer Identity		✓			
3 Level of Detail			✓		
4 Language Style and Tone				✓	
5 Presence of Personal Experience			✓		
6 Use of Evidence		✓			
7 Length of the Review			✓		
8 Upvotes and Comments				✓	
9 Date of review		✓			
10 Balanced Reviews			✓		

Name: Vishal Piplak

Factor	1	2	3	4	5
1 Reviewer Expertise				✓	
2 Reviewer Identity			✓		
3 Level of Detail				✓	
4 Language Style and Tone				✓	
5 Presence of Personal Experience				✓	
6 Use of Evidence				✓	
7 Length of the Review		✓			
8 Upvotes and Comments		✓			
9 Date of review			✓		✓
10 Balanced Reviews					

Name: Sandra George

Factor	Not impt			Very Impt	
	1	2	3	4	5
1 Reviewer Expertise				✓	
2 Reviewer Identity				✓	
3 Level of Detail					✓
4 Language Style and Tone	✓				
5 Presence of Personal Experience				✓	
6 Use of Evidence					✓
7 Length of the Review		✓			
8 Upvotes and Comments			✓		
9 Date of review		✓			
10 Balanced Reviews			✓		

Transcript

Focus Group Discussion (10 October 2024)

Mizan: Hi. Thanks for coming. I appreciate everybody's attendance. So before we start, I just want to say that, you know, please treat this as a safe space. We want to have a friendly discussion. And, so anything you say will be kept confidential, and we won't share your information, but we will be recording, as you can see. Let's begin. Okay, so first off, you probably know everyone, but I am not very familiar with all of you. Maybe we can just, go around the table. Tell us your name and, and what's the last thing that you saw on social media that got you researching about something? Like, for me. Okay. For example, like for me, my name is Mizan And, I saw something on Ray-Ban smart glasses, which I thought was really cool. And then I had to, like, Google it up.

Vishal: You mean a product?

Mizan: Yeah, it doesn't have to be a product. It can be food, place, any person. Yeah. Anything that catches your attention and you went ahead to research it.

Madhav: So I would love to answer, answer this question. So currently I'm planning to buy a new phone iPhone. As you as you know, that iPhone 16 just launched recently. So I was searching about that and while I was using my Instagram, so the advertisement of iPhone 16, I think Wireless Wave Mobile placed that advertisement. So I saw that advertisement, and I compared the price on Google with another company's just like T mobile Rogers Freedom. So I compared the prices. So that's how I searched, with the Google engine.

Parth: Hi. My name is Parth, and I recently saw an advertisement for a new restaurant that opened up. And I went to the Instagram page and looked at and the website also like, what are the food options they are offering right now.

Shruti: Okay. My name is Shruti and I recently saw an advertisement regarding clothing like someone is some one company was making streetwear fitness clothing and I searched on Google and they have amazing designs.

Sandra: Hi my name is Sandra George and I'm planning to go on a trip on next year. So I searched some travel agencies and I found out a travel agency, which is like really reliable, and I'm planning to go to Bali. And that travel agency seems to be very good.

Mizan: And you already know that you wanted to go to Bali?.

Sandra: Yeah, I have seen many videos in Instagram and I really think that Bali is a great place.

Vishal: My name is Vishal Perlik and I am actually planning to go to Montreal to meet my friends by the end of December. So I was looking for like places to stay and Airbnb and stuff like that.

Mizan: Okay. That's cool.

Nishant: My name is Nishant and recently I saw some ads related to flight tickets, ticketing apps like, companies like Emirates, flight companies.

Mizan: But ticket to where?

Nishant: Back to India.

Aditya: My name is Aditya Singh. And recently I also saw an ad regarding the iPhones.

Mizan: Did you say your name is Kushal?

Vishal: Vishal.

Mizan: Okay. So, what kind of social media platforms do you guys consume?

Parth: I mostly use Instagram and second one is YouTube for me.

Vishal: For me, it's Instagram, YouTube and LinkedIn. For the connection jobs and stuff.

Shruti: I use YouTube a lot and Instagram sometime.

Sandra: Yeah, for me it's Instagram mostly, and sometimes I look up on YouTube as well.

Madhav: For me, its Instagram and YouTube and also Snapchat sometimes to, you know. Yeah. So basically Snapchat, Instagram and YouTube.

Aditya: For me it's Instagram and I also use Facebook.

Mizan: Yeah. I got stuck in Facebook.

Aditya: I used to like few years back. I use Facebook a lot, but I just moved to Instagram.

Mizan: Okay.

Aditya: I like the interface and everything because in Facebook it's feels like it's old interface.

Nishant: Okay. For me it is Facebook, Instagram, YouTube, LinkedIn

Mizan: So no one use TikTok here?

Aditya: No, no. Basically because it's banned in India.

Vishal: We kind of support that mindset.

Mizan: It's interesting. Okay. Okay. Okay. So I, I think most of you I have heard like Instagram and YouTube. What about it appeals to you? Okay, TikTok is banned. But why not Facebook? Why not something else like Snapchat?

Parth: For me, Facebook is outdated. This is my personal perspective. I feel it's outdated and the content that I want is not on Facebook. Facebook I use for marketplace. That's the only reason I am on Facebook. Apart from that, as a social media, I don't prefer it.

Mizan: When you say the content that you want is not on Facebook, but the content is from your friends, right? Like so you're saying that your friends don't post content that interest you on Facebook?

Parth: Yes. So all of my friends and the people that I know have migrated from Facebook to Instagram.

Mizan: I see.

Parth: That's how we started social media.

Madhav: Yeah for me I totally agree with, you know, Parth, as I mentioned, that the UI UX of Facebook is not that much appealing. And compared to that, the UI UX of Instagram is very much nice. And also lots of my friends are using Instagram, so I use Instagram more than Facebook to just connect with my friends and to just know how they are doing and all that stuff. So basically I use Instagram more than Facebook.

Mizan: Okay. What are the content does Instagram have?

Madhav: Instagram is similar to TikTok, like TikTok. You have two minutes reels and all that stuff.

Mizan: So short form, short videos.

Madhav: Yeah, basically like that in Instagram. There are lots of short videos posts. You can also add a post and also, you know, lots of company uses and uses Instagram as a mode of advertisement. So we can also get to know about the products over there. Right? So that's our best feature of Instagram. And because the algorithm supports the advertisement thing, that's why.

Mizan: It's tailored to your interests basically?

Madhav: Yeah, that's how the algorithm works off Instagram okay.

Mizan: Anyone want to add anything?

Shruti: Yeah. So I think Instagram is better than Facebook. Facebook is like older uncles are posting videos and no one wants to follows them. No one wants to follow like your uncles and aunties on our Facebook page. Like our friends are on Instagram. They have a better interface and they are like sharing our needs better, like whatever we want. Like mostly I use Instagram so I can get news, like local news.

Nishant: I think Facebook is much more appealing to me compared to Instagram, because if I want to know what's happening around my hometown, like, Facebook is much more convenient for me compared to Instagram.

Mizan: Why in your hometown? You're saying that, Instagram..

Nishant: News and other updates, what's happening.

Mizan: So you rely on Facebook more than Instagram for news? Okay. So as you would have known, the our research is into traveling, right? Travel. So what kind of traveler are you? Like what do you look for when you travel?

Shruti: I look for the vacation rather than be active. Like, I like going to see something. Going to visit some places,, like, do vacation. I like to sleep in new places. Better to sleep and have a, like, near to nature, right? So it's like a peaceful vacation.

Mizan: Does the place matter? Like, is it a beach setting or in the mountains or in a city?

Shruti: I, I think I'm good with the places where the water is nearby, like lakeside.

Mizan: Like water bodies.

Parth: Can you give more context? What type?

Mizan: What type of traveler? Like. Okay, so for example, for me, I like climbing mountains. So if I want to plan my travels, I would go to a place where it's closer to a mountain. Then I can go and climb. Okay. But there are people who like cities and they visit museums or cafe hopping or whatever. Like different people have different. Okay.

Parth: So my preference changes according to the season. So I don't have a specific, type, like if I am mountain person or a beach person or a city or a village. It depends on what the season is going on, what is new to look at. Okay. So, like, I wouldn't go to a mountain when it's snowing because I know it's not going to be that, or a beach. It's not going to be that attractive to me. But on summer, I would like to go on a hike or a go to a beach. Okay. So that depends on the season.

Aditya: For me, I prefer beach and going to the mountain areas. Okay, that's my personal preference. But the main thing of the traveling is to spend time with friends and family.

Mizan: Friends and family. So you don't do solo travels?

Aditya: No, I avoid.

Sandra: For me, I will go for adventure trips like hiking, trekking. Like, I'm more like a mountain person. So I would like to go for hiking and all. And last long weekend, me and my friends went to Tobermory for hiking, and it was really a good experience.

Nishant: For me too. I would prefer beach rather than mountains because, it I think it's much more attractive.

Mizan: So no city travel?

Vishal: Yeah that's me. So the thing is that I prefer more on the company that I'm having, rather than the places that I'm visiting. But if I had a choice in it, I would like to go and visit different kind of, infrastructure for the cities. Like Montreal has european based infrastructure, if you notice that.

Mizan: You say infrastructure, what do you mean?

Vishal: The kind of buildings that you see, the kind of, you know, skyscrapers or something that you see, and the kind of roads in the cities, something like that.

Mizan: Okay. That's very specific.

Vishal: Yeah. Because it has the vibe to it. Yeah, yeah.

Madhav: I'm also a city kind of person. Like, I love downtown of some cities because we can explore lots of food chains over there. And also there are lots of activities over there which we can explore. And also the city lights, during the night time. It's amazing if you go to night life, that's totally amazing. So basically, I love downtown area more than beach and mountains.

Mizan: Does it matter if you go alone or with your friends?

Madhav: It doesn't matter. I mean, like, I can also travel alone solo or if I want to explore a downtown area of any city because, see, I'm a food lover, so I can just have.

Mizan: But how do you find out what you can do in a city, for example?

Madhav: Yeah, I googled it. Like, whenever I have to. Let's say I have to visit a downtown area of this Toronto city. I Google everything, every, you know, special spots over there where I can spend some time or I can where I can have a beer, where I can have a lunch, where I can, you know, take part in some amazing activities. So I Google about it. I use a specific apps, you know, where I can get to know more about it.

Mizan: Like what apps?

Madhav: I mean, Make My Trip was one of the apps back home, which I used to use currently it's, Facebook. We can also search about it on Facebook and Instagram. Right? So, you can do search on Instagram as well. So that's what I use currently.

Mizan: Okay. So, I just want to dig into this thought process a little bit deeper. So, you said that you would Google the places, and you have like different apps that you would go to.

Madhav: Yeah.

Mizan: Let's say you come up to like a list of cafes or restaurants that is in the city and is interesting enough for you to go, but how do you choose which one you will go for?

Madhav: So it depends on the vibe of the cafe, right? Depends on the food over there which they are serving, you know. Depends on the cuisine. So there are lots of stuff, you know, attached with it.

Mizan: Do you take into consideration the ratings?

Madhav: Yeah. Rating is also one of the things. Vibe is the second thing which I follow.

Mizan: Okay. And next is, and this question is always interesting. So, if money is not an issue and time is not an issue, where would you go?

Shruti: I would, I would go to Europe. Antarctica.

Mizan: Do you already have this as your bucket list or?

Shruti: The tours have not been my bucket list because it's not my priority. But in the future, if money is not an issue, I would like to go. You know, I would like to see infrastructure

Mizan: In Antarctica?

Shruti: In Europe, because we are comparing to like North America. With Europe, they have some kind of culture. We have something to share with other people. And in Antarctica I would like to visit because I was in a wildlife research, so I'm always very much curious, like how the things happen in Antarctica. Penguins and everything. So yeah, I would like to visit all those places.

Aditya: I love to go to, like, Japan. Because I'm a huge fan of anime. And I saw a lot of, videos of Japan because I like, I like the environment because it's totally different from my home country. So, these are the few reasons that's why I choose. I love to go.

Mizan: So, you said it's because you're interested in anime and therefore Japan. But how did you get the thought of going to Japan?

Aditya: Like in my childhood, I used to watch, like, anime streaming over television. So, I was fascinated about this thing and Japan was the hub for me.

Vishal: I had two places in mind that I wanted to go since like a while. One is Fairbanks in Alaska, and the second is Kyoto in Japan.

Mizan: Okay. And how did those places come about?

Vishal: Fairbanks? Because I, I was, since childhood, I was born and raised in city area, and I haven't seen snow a lot or the like, you know, the environment or vibe of the snow when it gets up. So, what caught my attention the most was the northern lights.

Mizan: Oh. How did you hear about the northern lights?

Vishal: I've seen it in the movies and the photos. And I looked it up like how it looks. And then I, like, kind of wanted to go see that for a long time.

Mizan: Do your friends like anyone who's living or interested in going to Fairbanks or Kyoto at all.

Vishal: I don't have anyone who's living or interested in going to Fairbanks or Kyoto at all.

Mizan: Okay

Parth: I would prefer more, historical places like Rome. Cathedrals, some temples, some, anything that has a significance in history or like, ancient things like Greece. So, I would like to explore something new, to go into some, caves or to, like, explore that.

Mizan: Okay so you have these places in your mind, right? How can you relate it to social media and how it would have inspired you to go to those places? It can be like, you find out about this place through social media or someone talk about it or you read a reviews.

Shruti: So, I found out about Italy through social media like I heard about, I heard a lot about someone in Italy. So, it inspired me to visit Italy first. And then after I searched a little bit and I found out, like, entire group has some kind of vibe and they have something to tell other people. So yeah, the social media effect affected my thought regarding tourism.

Nishant: So, I would like to explore island nations like Fiji, Hawaii. So, as I said earlier, I'm a sea person, so I would, I would like to explore those type of places and in my social media. Also, I used to watch videos related to those ideas.

Mizan: Do you consciously look for these island places?

Nishant: It just comes to my feed, like in Instagram, I used to check the comments or like the description in which, which island or which place it is. So, it will give me an idea about that and I will research on that.

Mizan: Yeah. Okay. And like this, this post that comes to your feed, is it from your friends and family or is it from like some influencer that you follow?

Nishant: It will be mainly from influencers or people whom I'm whom I don't know, like from random people.

Madhav: Okay. So, for me, like, I follow lots of travel and travel vlogger and influencers who post regularly on Instagram about the places where they visit. So, one of the influencers went to this volcanic mud bath.

Mizan: That specific sounds exotic.

Madhav: Yeah, that sounds exotic. So, he went to this, there's one place in Santa Colombia, so I searched. I searched about that place. And also, I want to visit that place. So, like, I got to know about this. This place from an influencer. So that's how I get to know from Instagram. Yeah. And also, I googled about it.

Mizan: Yeah.

Parth: So, like, as mentioned earlier, while on YouTube, I get to know about things like, ancient things or something new to explore. So that is the most influential platform for me. And second one is Instagram with the travel bloggers.

Sandra: Yeah. For me, two places I really want to go is Austria and then like and Belgium and came to know about these places through Instagram and Instagram videos, YouTube and the architecture in Belgium is really like impressive. And the natural beauty in Austria is really good. So, I would really love to go there.

Mizan: So, when you guys say that you saw these places on your social media or YouTube and you want to go there, what kind of emotion is that? How would you describe that as an emotion?

Vishal: For me, it would be curiosity.

Mizan: Okay. Yeah.

Sandra: For me, it will be happiness. Relaxing, like vacation means it's a time for relax, right? So, I think that's the time to relax our mind.

Mizan: So, when you see this post, you feel relaxed?

Sandra: Yeah, I just want to explore and get relaxed when I get there.

Mizan: Okay. So, there is the intention to go there?

Sandra: Yeah.

Mizan: Like this intention, does it, did you then start researching and then book a place?

Sandra: Yeah, sure, sure. Yeah.

Mizan: You do?

Sandra: Yeah. I will really do a good research about that place. And we'll do what are the pros and cons in there? And we'll try to look at where to stay and all that.

Parth: For me it's curiosity and happiness because I want to explore something new. And that gives me happiness like a sense of fulfillment. Yes, yes, I did something that not most people have done.

Nishant: Okay for me, I prefer areas which are less crowded and that gives me peace of mind, particularly.

Mizan: So, when you see like photos of beautiful islands, for example, that comes up. Do you feel like you have to go soon or is it, you know, like maybe one day I will visit one day.

Nishant: Yeah like one day when I get enough money.

Mizan: Okay, so it's basically your circumstances that prevent you. But if you had the money, you would.

Nishant: Yeah, I would.

Madhav: Okay. So, for me, like I'm a kind of person who loves to explore new places and new people. So, for me, you know, like, I'm a bit curious when I search about this all places and all same, like, Parth, gives me a sense of fulfillment when I go to that place, and it also gives me happiness. So, there are happiness and curiosity. These are the two links which I like to get when I just explore these places.

Mizan: This seems to be like a recurring theme, happiness and curiosity.

Shruti: For me it is like disconnecting from my everyday life. So, like I can get rid of the tension of work and study, and I can go to new places, I can be happy, I can observe people. You can meet new type of like new type of people. So, this is like the new experience for me and new learning. Maybe I might get a chance to learn something new. So, it's like opportunity and experience for me.

Mizan: So, can I say that, you know, social media helps you to uncover more places to experience and for you to explore?

Shruti: Yeah, it is like social media helping me out. It is kind of helping me out to understand my travel preferences because, like, there are many types of like areas or the places which I am not, I'm not aware. So, I don't know whether I should visit or not. So social media can help me identify those areas and like whether I want to visit or whether it is in my interest or not.

Mizan: Okay. So, in other groups that we have talked to, when they see, like, for example, someone visiting a historical palace, for example, right. And they see it, they feel that, it evokes a certain feeling like they might be missing out if they don't go to that place and experience it for themselves. So, this is what they say. Do you agree with this statement?

Parth: I completely agree with that, because it is something that each and everyone should explore some kind of wonder that is man made. And some things are like 50-50; its man made and nature. And a lot of work and a lot of stories are behind that. So definitely everyone should check that out.

Vishal: Okay I won't say that I feel like I'm missing out or something, but it would definitely like, raise a curiosity to go and check out that place for myself. But I wouldn't feel like I have to go there. Like, there's no other option, I have to go there. That's not the feeling that I would get.

Mizan: Even if it's a place that has always been on your bucket list?

Vishal: If it's on my bucket list and I see my friend going there, that would definitely want me to, like, that would definitely make me want to go there. But otherwise, that's not the case.

Madhav: So, for me, like I always feel FOMO fear of missing out when I check the story of someone you know visiting such and historical places, or a place where I have not explored because, as I mentioned earlier, I'm a kind of person who loves to explore a place and people and food and lots of stuff. Right? So that's why I feel, get FOMO feelings. After checking the stories out of my friends who visited that visited that place.

Aditya: Like, it's not for me, it's not like that. I don't feel like I'm missing out when I see someone's post or video even if that place is in my bucket list because I know, like I don't have time now, but in future, definitely I will go there. So, it's not bothering me like I'm missing out something.

Shruti: I don't have FOMO because I took that decision. I might not have the time or the resources to go that place, so I'm fine. In the future, I can always plan again.

Mizan: But do you feel then like, Yeah, you probably want to go there and eventually you'll probably visit the place one day. But now that because of circumstances, you can't. Do you feel any emotions against the person who is posting?

Shruti: No. No, not against him or her. I do not regret because I know I will always have a chance to visit again. I do not think much.

Madhav: Go. Okay. That's a nice major quality; not to think much.

Sandra: In my opinion, we have only one life. We need to enjoy it at the full fullest. So, yeah, we should go somewhere and enjoy.

Mizan: So with that philosophy, if you can't go because you don't have the money. Because of whatever reason do you feel then some kind of like envy towards the person who is experiencing?

Sandra: We need to try hard and earn money and then we can go from there.

Mizan: So, you're positive about it?

Sandra: Yeah.

Nishant: I also agree with her. Like, if today is not our day, some other day will be.

Parth: So it's like an encouragement. We still have to work more to earn that.

Mizan: Yes. Okay, so I am going to show you a short video, that's travel related.

(Plays video of travel influencer)

Mizan: Okay, so that, as you can see, is a travel influencer. Are you guys some of you guys are familiar with travel?

Madhav: I follow her.

Mizan: Yeah? You follow a few, you said. Is it across the board, everybody? Okay. So, when you see a travel influencer, posting that kind of post, like, does it make you want to go to the place that they are talking about?

Parth: So, I would say that depends on the place that they are advertising or showing off. Let's say this place Montenegro. It's in my bucket list. So personally, I would say yes, I was influenced that I want to go to that place and want to learn more about European culture and how it has mountains, beaches and historical places. So, it's everything that I need. So, the way she explained how it includes everything, that is what influences me more.

Mizan: All right. Anyone wants to add?

Shruti: I would say I today I know about one more country.

Mizan: Okay.

Shruti: Because I never knew that. But I, I would say like Europe doesn't have rainforests, so it's kind of misinformation. So of course, it gave me an idea that whatever she is saying, it could be true or false. And I also I'm not very impressed because one information was wrong in her video. But I would surely search on Google and would like to learn more about the country.

Mizan: Okay, that's actually really interesting because you discovered that there was an error that she made, right? Even though she is promoting that her travel experience, how does her getting something wrong affect your impression of her as an influencer?

Shruti: Maybe I would not watch her videos again. I would not refer her. But I don't think I would go that much extreme because the. It is not always that she knows everything, but she can make me know about other things.

Mizan: So, is it right to say that even though she got one thing wrong, that you might still be able to learn about more places from her, right? Does everyone share the same?

Nishant: For me, it depends upon how well the influencer presents it. And if it matches my taste and preferences. Like, for me, I would prefer island nations. So, if the influencer, well, that type of place means I will definitely go forward with it.

Mizan: So, have you experienced any influencer that you've watched or maybe you're not following, but it comes to your FYP. Have you, like Shruti said, she wouldn't recommend. It impacted her impression on the influencer. Have you guys felt something like that before?

Nishant: Yeah.

Mizan: Can you give an example?

Nishant: I used to follow one travel vlogger from India. And he used to visit Andaman. It's an island in India. Andaman and Nicobar Island. So, the way he presented was so, so good. And it captured my mind. So, I liked it. And that's in my bucket list.

Mizan: How do you guys, how do you guys gauge the credibility of an influencer?

Madhav: Age or credibility?

Mizan: Sorry. Gauge the credibility. Like, whether you can believe what they're saying.

Madhav: Yeah, I think Instagram travel influencer like, it's a business for them right? So, let's take your example. See, I'm a company. I'm paying something like I tell you that you have to go to

Vancouver, and you have to showcase me all places which are very much beautiful, and I'll pay you for that. You will show that only. Right. You are not showing the other information. So yeah, 100%. I mean, like some influencers just show specific places only from where they are getting commission or something like that. So yeah, I think that this credibility is..

Mizan: It's more credible. So, it's more credible that they are being sponsored by that brand?

Madhav: Yeah.

Mizan: Does anyone feel differently?

Sandra: For me, I don't really rely on the influencers because mainly it will be promotions or paid partnerships. So, I don't really look into what they sell. I will do my own research and go for it.

Mizan: So, you would say that if it's sponsored post it impacts negatively on them.

Sandra: Yeah. Okay. That it will not be fully true.

Mizan: Yeah. You're about to contradict yourself?

Madhav: No I want to add something with that answer. See like I would love to explore that place which you are showing as an influencer, right? But I would love to research about that place. You know, like if I'm researching about that place, about the new activities or around that place, you know, after going to that place, it gives me the like, you know, the best feeling. I mean, like because I've researched about it, you know what I'm saying? So that's why.

Parth: Yeah. It's like the same thing. So, let's say if an influencer is promoted by a certain city or anything or a resort. So I would learn something about that resort or that place, but I would research on my own. I wouldn't follow that influencer. I would just get to know about the place that they're talking about. And let's say if they were talking about Montenegro. But let's say if I don't know about that place. So, I got to know that there is a different country with that beautiful landscape, and I would do my own research and go there instead of just what they were traveling. Yeah.

Shruti: Yeah. For me, so the influencer on social media is like the first source of information, but not the last. I would like to research more and take a decision by my own.

Madhav: Makes sense.

Vishal: For me, I want to say that all the points, none of that like apply to me because I'm not a travel person at all. Because back in my country, if I say that I visited, we have about 26 something states, and I haven't visited like more than 4 or 5 of them. So that's what I'm trying to say that I haven't I don't travel that much. And even when coming to Canada, I've only been to Montreal because my friends live there. So, if that depends on the company, if I'm with my friends and they are making the plan, that sounds interesting to me, then I'll tag along. So not at all about the influencer there or to add anything.

Mizan: Do you follow any travel influencers?

Vishal: I don't follow them, but it does come up on my feed. So, I believe that, yeah, the place is good, the food is good.

Mizan: Great.

Vishal: But if my friends are planning to go that place and if I'm being like, you know, dragged along, then that's ok for me.

Shruti: So you're a second decision maker, you are not the first decision maker.

Vishal: Yeah.

Mizan: Okay. So my next question. Oh, sorry. You have been awfully quiet. Do you want to add something?

Aditya: I agree with Shruti and Parth.

Mizan: Okay. Does it matter? Does it make a difference if the influencer is just someone you don't even follow, but appears on your feed, versus someone who you've been following for some time and you agree with.

Parth: So like I mentioned before, it doesn't matter to me if I follow them or not. Even if it's a suggested feed, I would still look into my own research. I would get to know what the place, what they're offering, what the place is offering. But I will do my own research. How will I plan that trip? Where will I stay? What will I eat? I will just get some suggestions on that. Doesn't matter if I've been following them for, like, since I started Instagram. It doesn't matter.

Mizan: So you use them as a tool to uncover something new?

Parth: That I haven't seen or something that to start a plan. Okay, like what? I can see that. Let's say if the influencer is saying the traditional dish for that country or city is that. So that's great for me. But where do you eat that dish? It would be on me.

Madhav: Agreed.

Shruti: Yeah. For me it's like the place should attract me not the influencer. So, if I like a place I would like to do research, it doesn't matter whether I'm following them. I do not follow any travel influencer at all. And I do not get any ads from the travel influencer also in my feed. But once in a while, if I get and I get interest in that place, I would like to research.

Mizan: Okay. So I would like to press on this. What if it is a close family or close friend or family? Someone you obviously trust, who gives a raving review about a place.

Madhav: In detail review or what kind of?

Mizan: Yeah. You can say like a detailed review. Would that, make you more inclined to believe? Of course, but would that make you more inclined to visit?

Shruti: Yeah, yeah, because like, we trust them. They are a close friend and family. So whatever they say. And of course it will be a positive side of that place. Maybe it would be, I want to visit it if they have a good review about that.

Mizan: Okay.

Aditya: Definitely. I trust that person because he told me, like, everything the good ones and bad ones too. Yeah. So that's influenced me more.

Mizan: So if they tell you the good points and bad points. What if it's all good or all bad? Does that make a difference?

Aditya: Yeah.

Mizan: Alright, let's get on to our final activity. So each of you can take one paper. Just write your name. Does everyone have a paper?

Madhav: Ya.

Mizan: That's good. Okay, so what do you see here? Basically, some factors that, based on research, it may or may not have an impact on reviews like travel reviews. So, if you're looking at a review. So, I want you to imagine that you're reading, a review from, from someone who has traveled to this place. Right. What would you, how would you rate it from 1 to 5? One being not important and five being important? How would you rate it as something that would make it believable? That would increase the credibility of the review. If you are unclear on any of the terms, just ask me. I'll explain.

Parth: So on the seventh number it says length of the review.

Mizan: So like a short review of maybe just a few sentences.

Parth: Sentences, how should I read it?

Mizan: Okay, so if you read a short review, versus a long review, Which one would you want?

Parth: I have to rate it from 1 to 5. So how will I rate it?

Mizan: Okay. So if let's say it's a short review. So the length of the review is not important to you to make it credible.

Shruti: What about the reviewer identity? What does it mean?

Mizan: Identity is basically the person reviewing it. Like maybe sometimes you just read, but it's anonymous. Yeah, something like that. Or versus someone who is known is famous.

Madhav: You have to submit this?

Mizan: Yes. Okay. Does anyone have any, comment while you were filling it up? Anything that popped in your head based on the factors that you were rating?

Parth: So I was actually in the back of my head. I was imagining a video. So like, let's say if a video is playing. So what are the things into the context of these questions like how will that video, look in my mind like it's a it's a reel going on. So if I'm looking at that question okay, reviews. So let's say if I open comment section and like does the reviews matter. So I'm imagining I'm going into the comment section and listing out if it's useful or not.

Mizan: Right.

Parth: So I am using my imagination to how that questions would look to me if I'm looking at Instagram reel.

Madhav: So like I was thinking that, tomorrow like I'm going to visit Vancouver, and I just saw a video of an influencer who was posting a video about Vancouver. So I was, you know, back of the mind, you know, asking myself a question that whether I'm checking all the box or not, whether all the boxes are checked or not. So that's what I was thinking about while, you know, filling the form.

Mizan: Okay. And you also mentioned, balanced reviews. What goes in your mind when you rate it.

Madhav: Both are very much important, I mean, very positive, negative. You know, reviews of people are very much important comments, you know, as Parth mentioned, that, you know, like when you open an Instagram reel, which you are making. So that's my, like, you know, I check all the comments, like, because after checking the comments, I get all the balanced reviews, whether it is negative, positive, balanced, you know, I get to know about it. So it's very much important for me as a traveller to, you know, check the box of that balanced review thing. Okay.

Parth: So I would like to comment on that. So some reviews let's say it looks bad but those are the personal recommendations. Let's say somebody says oh this place serves Thai food and I don't like the Thai food. So it's their personal preference. Let's say I like Thai food for example. So I would not consider that as a bad review, but it says that it's just one star.

Mizan: So you should be aware of the bias of the reviewer.

Madhav: Okay. But also like it's also our duty to research about.

Shruti: How honest they are.

Mizan: The authenticity. Like it makes it more authentic basically is what you're saying.

Shruti: Right.

Nishant: For me, the use of evidence and the level of detail, these two things are like most important for me.

Mizan: So when you say evidence, what are you expecting?

Nishant: When someone is promoting a place or something there should be some evidence regarding if its good or not.

Mizan: All right. Anyone else?

Vishal: Once when I was going through the list of the, the stuff, I, I saw that, experience of the one reviewing. We have that one option, right? I believe that the third or fourth. Expertise.

Vishal: Yeah, reviewer expertise. So when I saw that, the first thing that came to my mind was the, do you know, when you comment on any places on Google Maps or Google, do the Google reviews, you have a level, right? Yeah. So you can go to the person that's actually reviewing that thing, that place and see that how many reviews he has done. So if you see that a person has done negative review and you go into this, that person's profile and you see that most of the places that he's visited is a negative review, then you would want to believe that that person is trying to like, you know, give you the negative reviews from most places.

Mizan: So you would do some background search.

Vishal: Kind of like a little research when you're reviewing a restaurant, because they put a lot of money into the marketing, like online presence and stuff. So you don't want to like, mess up the entire thing.

Mizan: Is there any factors that were not included in this list that you feel would affect how credible the review is?

Madhav: Can you explain this language style and tone?

Mizan: That's basically like presentation, yeah. In terms of how they present themselves, like maybe they're more serious.

Madhav: That's what I thought.

Mizan: All right. So we have come to the end of the discussion. It was a very insightful discussion. Is there anything related to the topic of social media influencing your travel decisions that we did not cover, but you feel that we should have?

Parth: I think everything was pretty much covered. One thing that I felt was about ticketing, like we talked about going like visiting the places, but how? What was the mode of transport?

Mizan: Okay. So basically the processes that follow, after you decide that you want to travel.

Madhav: To know about accommodation.

Shruti: Like how the entire process would look like.

Madhav: And also, you should have asked about any apps, any specific apps over here which are there, which we can use, you know, if we want to plan our travel or something. We want to plan our accommodation, travel, as Parth mentioned.

Mizan: This is basically the next phase. Yeah. Where you are doing the planning right?

Shruti: Also ask about the constraints like if you want to do something, but what are you doing or not doing.

Madhav: But overall I mean like it was a great, focus groups. It was enlightening. You did a great job. And also the, transcriber did a great job.

Mizan: Thank you guys.

Questionnaire matrix

Question No.	Question Wording	Response Options	Question Type	Variable Name	Objective/Purpose
1	What is your age group?	Under 18 [Terminate], 18-24, 25-34, 35-44, 45-54 [Terminate], 55+ [Terminate]	Single Choice	Age group (Screener)	Screen respondents based on age eligibility
2	Have you used social media in the past month?	Yes, No [Terminate]	Single Choice	Dependant variable	Ensure respondents have recent social media experience
3	How often do you view travel-related content on social media?	Daily, Weekly, Monthly, Rarely [Terminate], Never [Terminate]	Single Choice	Dependant variable	Filter for relevant respondents who engage with travel content
4	How likely are you going to travel?	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Dependant variable	Measure general travel intention
5	What factors typically influence your decision to travel?	Budget, Time, Interest, Recommendations, Relaxation, Professional Opportunities, Other	Multiple Choice	Dependant variable	Identify primary influences on travel decision-making
6	How likely are you to explore destinations that you first learned about through social media?	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Explore via social media	Assess influence of social media on travel destination choices
7	Travel stories shared on social media encourage individuals to imagine visiting those destinations.	Strongly Agree to Strongly Disagree	Likert Scale	Emotional response to storytelling	Explore emotional connection to travel content
8	People get excited when seeing travel stories on social media.	Strongly Agree to Strongly Disagree	Likert Scale	Emotional response to storytelling	Measure emotional response to travel stories on social media
9	People enjoy participating in travel-related polls on social media.	Strongly Agree to Strongly Disagree	Likert Scale	Engagement with interactive feature	Understand engagement with interactive social media features
10	I read reviews to get a sense of other people's travel experiences.	Strongly Agree to Strongly Disagree	Likert Scale	Influence of user reviews on decision	Gauge influence of reviews on travel decisions
11	Comments on travel posts help me decide whether a destination is worth visiting.	Strongly Agree to Strongly Disagree	Likert Scale	Effect of user comments and reviews	Assess the impact of social proof through comments
12	To what extent does FOMO (fear of missing out) influence your travel planning?	Very much, Somewhat, Neutral, Very little, Not at all	Likert Scale	Frequency of experiencing FOMO on travel content	Understand the role of FOMO in travel decision-making
13	I frequently feel the urge to travel when I see others' travel content.	Strongly Agree to Strongly Disagree	Likert Scale	Influence of FOMO on travel urge	Measure the effect of seeing others' travel content on travel intentions
14	Even when viewing travel posts on social media, I do not care about not having visited those places.	Strongly Agree to Strongly Disagree	Likert Scale	No influence of FOMO	Identify respondents unaffected by FOMO
15	Social media makes me want to visit trending travel destinations.	Strongly Agree to Strongly Disagree	Likert Scale	Motivation to visit trending or popular destinations	Gauge impact of trending destinations on travel intentions
16	It recommended by a travel influencer?	Very unlikely, Unlikely, Neutral, Likely, Very likely	Likert Scale	Influence of influencer endorsements	Assess influence of travel influencers on destination choices
17	I trust travel recommendations from influencers who appear to be genuine.	Strongly Agree to Strongly Disagree	Likert Scale	Perceived authority of influencers	Measure trust in influencer recommendations
18	I feel inspired to travel when I see recommendations from travel influencers who:				
18.1	Share personal experiences	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Relatability of influencer content	Assess the impact of influencers sharing personal experiences on travel intentions
18.2	Provide detailed information about destinations	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Perceived authority of influencers	Evaluate how detailed information from influencers affects destination choices
18.3	Offer unique travel tips and travel advice	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Perceived authority of influencers	Measure interest in unique locations recommended by influencers
18.4	Offer practical tips and travel advice	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Perceived authority of influencers	Assess influence of practical travel tips provided by influencers
18.5	Have similar travel preferences as me	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Relatability of influencer content	
18.6	Regularly update their content	Very Likely, Likely, Neutral, Unlikely, Very Unlikely	Likert Scale	Rrecency of reviews	Asses trust based on influencers appearing genuine
19	I trust travel recommendations from influencers who appear to be genuine.	Strongly Agree to Strongly Disagree	Likert Scale	Perceived authority of influencers	Asses trust based on influencers appearing genuine
19.1	Appear to be genuine	Strongly Agree to Strongly Disagree	Likert Scale	Perceived authority of influencers	Measure trustworthiness when influencers appear authentic
19.2	Appear to be authentic	Strongly Agree to Strongly Disagree	Likert Scale	Perceived authority of influencers	Measure trustworthiness when influencers appear authentic
19.3	Appear to be honest	Strongly Agree to Strongly Disagree	Likert Scale	Perceived authority of influencers	Evaluate trust when influencers appear honest
20	I feel connected to travel influencers whose lifestyle is similar to mine.	Strongly Agree to Strongly Disagree	Likert Scale	Relatability of influencer content	Evaluate relatability as a factor in influencer impact
21	I am more inclined to visit destinations endorsed by travel influencers.	Strongly Agree to Strongly Disagree	Likert Scale	Influence of influencer endorsements	Understand the effect of influencer endorsements on travel plans
22	I trust travel reviews more when they were posted recently.	Strongly Agree to Strongly Disagree	Likert Scale	Rrecency of reviews	Evaluate the effect of recency on review credibility
23	I am more likely to trust a review that has received many likes.	Strongly Agree to Strongly Disagree	Likert Scale	Social proof of reviews	Asses impact of social proof (likes) on review trustworthiness
24	High engagement on a review (e.g., comments) makes it more trustworthy.	Strongly Agree to Strongly Disagree	Likert Scale	Social proof of reviews	Evaluate credibility of reviews based on engagement levels
25	Balanced reviews are often seen as more trustworthy.	Strongly Agree to Strongly Disagree	Likert Scale	Influence of balanced reviews	Determine perceived trustworthiness of balanced reviews
26	Highlighting negatives about a destination makes a review more credible.	Strongly Agree to Strongly Disagree	Likert Scale	Trustworthiness of negative aspects in reviews	Asses credibility impact of negative aspects in reviews
27	How important is it for you that social media platforms suggest travel destinations based on your previous interactions?	Extremely important, Very important, Moderately important, Slightly important, Not important	Likert Scale	Perceived customization of content	Evaluate preference for personalized travel content suggestions
28	The travel content suggested to me on social media aligns with my interests.	Strongly Agree to Strongly Disagree	Likert Scale	Relevance of suggested content	Asses relevance of algorithm-driven content suggestions
29	Social media often shows me travel content that matches my desired destinations.	Strongly Agree to Strongly Disagree	Likert Scale	Relevance of suggested content	Evaluate perceived accuracy of suggested content
30	I am more likely to engage with travel content that social media suggests based on my interests.	Strongly Agree to Strongly Disagree	Likert Scale	Engagement with algorithm-driven recommendations	Determine engagement with interest-based suggestions
31	I rely on personalized suggestions on social media to explore new travel ideas.	Strongly Agree to Strongly Disagree	Likert Scale	Engagement with algorithm-driven recommendations	Measure dependency on personalized content for travel exploration

Survey questions with skip logic

Impact of social media on travel decisions survey

Survey Flow

Block: Introduction (37 Questions)

Page

Break

Start of Block: Introduction

Q1 Introduction Welcome! This survey explores how social media influences travel intentions among Gen Z and Millennials. We're interested in how social platforms inspire travel ideas in you. Your insights are valuable to us! This survey will take approximately 5-10 minutes, and all responses are anonymous. Thank you for sharing your experiences and opinions as we dive into this exciting topic!

Page _____

Break

Q2 What is your age group?

- Under 18 (1)
- 18 to 24 (2)
- 25 to 34 (3)
- 35 to 44 (4)
- 45 to 54 (5)
- 55 and above (6)

Skip To: End of Survey If What is your age group? = Under 18

Skip To: End of Survey If What is your age group? = 45 to 54

Skip To: End of Survey If What is your age group? = 55 and above

Page _____

Break

Q3 Have you used social media in the past month?

- Yes (1)
- No (2)

Skip To: End of Survey If Have you used social media in the past month? = No

Page _____

Break

Q4 How often do you view travel-related content on social media?

- Daily (1)
- Weekly (2)
- Monthly (3)
- Rarely (4)
- Never (5)

Skip To: End of Survey If How often do you view travel-related content on social media? = Never

Page _____

Break

Q5 How likely are you going to travel?

- Very likely (1)
- Likely (2)
- Neutral (3)
- Unlikely (4)
- Very unlikely (5)

Page _____

Break

Q6 What factors typically influence your decision to travel? (Select all that apply)

- Budget affordability (1)
- Time availability (2)
- Interest in a specific experience (3)
- Recommendations from friends and family (4)
- Personal relaxation (5)
- Professional opportunities (6)
- Other (please specify): (7) _____

Page _____

Break

Q7 How likely are you to explore destinations that you first learned about through social media?

- Very likely (1)
- Likely (2)
- Neutral (3)
- Unlikely (4)
- Very unlikely (5)

Page _____

Break

Q8 Travel stories shared by influencers make me imagine visiting those destinations.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q9 People get excited when seeing travel stories on social media.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q10 Peolpe enjoy participating in travel-related polls on social media.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q11 I read reviews to get a sense of other people's travel experiences.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q12 Comments on travel posts help me decide whether a destination is worth visiting.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q13 To what extent does FOMO (fear of missing out) influence your travel planning?

- Very much (1)
 - Somewhat (2)
 - Neutral (3)
 - Very little (4)
 - Not at all (5)
-

Page _____

Break

Q14 I frequently feel the urge to travel when I see others' travel content.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q15 Even when viewing travel posts on social media, I do not care about not having visited those places

- Strongly disagree (1)
 - Disagree (2)
 - Neutral (3)
 - Agree (4)
 - Strongly agree (5)
-

Page _____

Break

Q16 Social media makes me want to visit trending travel destinations.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q17 Travel posts on social media make me feel left out if I haven't been to those places.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q18 Travel posts about well-known destinations motivate me to plan a trip there.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q19 How likely are you to consider visiting a destination recommended by a travel influencer?

- Very Unlikely (1)
 - Unlikely (2)
 - Neutral (3)
 - Likely (4)
 - Very likely (5)
-

Page _____

Break

Q20 I feel inspired to travel when I see recommendations from travel influencers who:

	Very likely (1)	Likely (2)	Neutral (3)	Unlikely (4)	Very Unlikely (5)
Share personal experiences (1)					
Provide detailed information about destinations (2)					
Uncover unique locations (3)					
Offer practical tips and travel advice (4)					
Have similar travel preferences as me (5)					
Regularly update their content (6)					

Page _____

Break

Q22 I feel connected to travel influencers whose lifestyle is similar to mine.

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly disagree (5)

Page _____

Break

Q23 I am more inclined to visit destinations endorsed by travel influencers.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Page _____

Break

Q21 I trust travel recommendations from influencers who:

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly disagree (5)
Appear to be genuine (1)					
Appear to be authentic (2)					
Appear to be honest (3)					

Page _____

Break

Q24 I trust travel reviews more when they were posted recently.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q25 I am more likely to trust a review that has received many likes.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q26 High engagement on a review (e.g., comments) makes it more credible to me.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q27 Balanced reviews are often seen as more trustworthy.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q28 Highlighting negatives about a destination makes a review more credible.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q29 How important is it for you that social media platforms suggest travel destinations based on your previous interactions?

- Extremely important (1)
 - Very important (2)
 - Moderately important (3)
 - Slightly important (4)
 - Not important (5)
-

Page _____

Break

Q30 The travel content suggested to me on social media aligns with my interests.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q31 Social media often shows me travel content that matches my desired destinations.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q32 I am more likely to engage with travel content that social media suggests based on my interests.

- Strongly agree (1)
 - Agree (2)
 - Neutral (3)
 - Disagree (4)
 - Strongly disagree (5)
-

Page _____

Break

Q33 I rely on personalized suggestions on social media to explore new travel ideas

Strongly agree (1)

Agree (2)

Neutral (3)

Disagree (4)

Strongly disagree (5)

Page _____

Break

Q34 Which gender do you identify with?

Male (1)

Female (2)

Other (Please specify) (3) _____

Page _____

Break

Q35 Which of the following statements best describes your current employment status?

- Unemployed (1)
 - Employed (2)
 - Student (3)
-

Page _____

Break

Q36 Which of the following best describes your total annual household income, before taxes?

- \$10k-30k (1)
 - \$30k-50k (2)
 - \$50k-70k (3)
 - \$70k-90k (4)
 - \$90k+ (5)
-

Page _____

Break

Q37 What is your country of origin?

End of Block: Introduction

Statistical Test for Hypothesis

HYPOTHESIS:

PROPOSED ANALYSIS:

SOFTWARE: SAS ENTERPRISE GUIDE, SAS MINER

Chi-square Test:

Analysis: To investigate the relationship between categorical variables—like intent to travel and how social media influences travel behavior—the chi-square test will be employed. If a significant association exists between these variables, it will be ascertained with the aid of this study.

Purpose: Using a chi-square test, we can determine whether travel intent and social media influence on travel behavior are statistically significantly correlated.

One-Way Anova:

Analysis: To find relationships between travel intension and social media engagement across various clusters, a one-way ANOVA will be used. The purpose of this analysis is to determine whether there are travel intension variations in the frequency of social media use and engagement.

Purpose: By comparing averages across different groups, one-way ANOVA helps us ascertain if travel intension has a substantial impact on social media engagement within particular section, which in turn helps us understand all behavior.

Logistic Regression:

Analysis: logistic regression will be used to investigate social media engagement classification. Based on factors, this research will calculate the likelihood of social media engagement on intension to travel.

Purpose: By examining the link between several independent variables and a binary outcome variable, logistic regression helps us to pinpoint the variables that have a major impact on millennials' social media participation. This study will offer insightful information about the factors that influence engagement and how they affect travel intension.

RESULTS:

Hypothesis Testing:

- **H0** There is no correlation between FOMO and the intent to travel.
- **H1** There is a significant positive correlation between FOMO and the intent to travel.

Correlation Analysis						
The CORR Procedure						
1 With Variables:	Intent To Travel (Target)					
1 Variables:	Fear Of Missing Out					
Simple Statistics						
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Intent To Travel (Target)	44	3.81250	0.57787	167.75000	2.75000	5.00000
Fear Of Missing Out	44	3.64205	0.61154	160.25000	2.25000	5.00000
Pearson Correlation Coefficients, N = 44						
Prob > r under H0: Rho=0						
		Fear Of Missing Out				
		Intent To Travel (Target) 0.77221 <.0001				

Generated by SAS ('SASApp', Linux) on December 11, 2024 at 04:41:35 PM

INSIGHT:

The strong positive correlation ($r = 0.77$) suggests that individuals with higher levels of FOMO are more likely to have a greater intent to travel. This insight highlights the psychological impact of FOMO on travel behaviour, emphasizing its importance as a motivator for travel-related decisions. This could be leveraged in marketing strategies by emphasizing exclusivity and urgency in travel promotions.

Hypothesis:

- **H0:** There is no significant relationship between social media factors (FOMO, engagement, content, feedback) and the intent to travel.
- **H1:** Social media factors, particularly FOMO, social media engagement, and destination information, significantly influence the intent to travel.

Pearson Correlation Coefficients, N = 44 Prob > r under H0: Rho=0	
	Intent To Travel (Target)
Social Media Engagement	0.76168 <.0001
Influence From Social Media Cont Influence From Social Media Content	0.63468 <.0001
Targeted Content	0.12800 0.4076
Fear Of Missing Out	0.77221 <.0001
Destination Information	0.64606 <.0001
User Reviews	0.26511 0.0820
Social Media Feedback	0.42668 0.0039
Relatable Influencer Content	0.32995 0.0287

INSIGHT:

- **FOMO (0.77)** and **Social Media Engagement (0.76)** strongly influence travel intent.
- **Destination Information (0.64)** and **Influence from Social Media Content (0.63)** are also significant.
- **Social Media Feedback (0.42)** and **Relatable Influencer Content (0.33)** moderately impact travel intent.
- **User Reviews (0.26)** and **Targeted Content (0.12)** have minimal influence.

Hypothesis:

- **H0:** Social media engagement, destination information, influence from social media content, and relatable influencer content do not significantly affect travel intent.
- **H1:** Social media engagement, destination information, influence from social media content, and relatable influencer content significantly affect travel intent.

Linear Regression Results

The REG Procedure
 Model: Linear_Regression_Model
 Dependent Variable: Intent To Travel (Target)

Number of Observations Read	44
Number of Observations Used	44

Backward Elimination: Step 0

All Variables Entered: R-Square = 0.7305 and C(p) = 5.0000

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	10.48939	2.62235	26.43	<.0001
Error	39	3.86999	0.09923		
Corrected Total	43	14.35938			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	1.18317	0.39021	0.91230	9.19	0.0043
Social Media Engagement	1.16677	0.20654	3.16683	31.91	<.0001
Influence From Social Media Cont	-0.75292	0.29480	0.64729	6.52	0.0147
Destination Information	0.51667	0.15107	1.16071	11.70	0.0015
Relatable Influencer Content	-0.24916	0.09458	0.68869	6.94	0.0120

Bounds on condition number: 8.567, 79.344

All variables left in the model are significant at the 0.1000 level.

Generated by Intelligentz

linear regressios

INSIGHT:

- **Social Media Engagement** (+1.17, p < 0.0001) and **Destination Information** (+0.52, p = 0.0015) significantly boost travel intent.
- **Influence from Social Media Content** (-0.75, p = 0.0147) and **Relatable Influencer Content** (-0.25, p = 0.0120) negatively impact travel intent if content lacks authenticity.
- **Model Strength:** $R^2 = 73.05\%$, $F(4,39) = 26.43$, $p < 0.0001$.

Hypothesis

- **H0:** Fear of missing out does not significantly affect the intent to travel.
- **H1 :** Fear of missing out significantly affects the intent to travel.

t Test							
The TTEST Procedure							
Variable: Fear Of Missing Out							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.2554	0.4419	0.0921	2.2500	4.0000
YES		21	4.0655	0.4786	0.1044	3.3750	5.0000
Diff (1-2)	Pooled		-0.8100	0.4598	0.1388		
Diff (1-2)	Satterthwaite		-0.8100		0.1393		

Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO		3.2554	3.0643	3.4465	0.4419
YES		4.0655	3.8476	4.2833	0.4786
Diff (1-2)	Pooled	-0.8100	-1.0901	-0.5300	0.4598
Diff (1-2)	Satterthwaite	-0.8100	-1.0914	-0.5287	0.3791

Method	Variances	DF	t Value	Pr > t
Pooled	Equal	42	-5.84	<.0001
Satterthwaite	Unequal	40.786	-5.82	<.0001

Equality of Variances				
Method	Num DF	Den DF	F Value	Pr > F
Folded F	20	22	1.17	0.7126

INSIGHT:

- There is a statistically significant difference in "Intent to Travel" between individuals with high and low levels of "Fear of Missing Out (FOMO)." The mean score for "YES" (4.0655) is significantly higher than for "NO" (3.2554), with a mean difference of -0.8100. This indicates that individuals experiencing higher FOMO have a stronger intent to travel.
- Since the analysis reveals a significant relationship, **accept the hypothesis that "Fear of Missing Out" significantly affects "Intent to Travel."**

Hypothesis

H0: Influencer credibility does not significantly affect the intent to travel.

H1: Influencer credibility significantly affects the intent to travel

t Test							
The TTEST Procedure							
Variable: Influencer Credibility Criteria							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.5776	0.3840	0.0801	2.5714	4.1429
YES		21	4.0544	0.5392	0.1177	3.0000	5.0000
Diff (1-2)	Pooled		-0.4768	0.4644	0.1402		
Diff (1-2)	Satterthwaite		-0.4768		0.1423		

Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO		3.5776	3.4116	3.7437	0.3840
YES		4.0544	3.8090	4.2999	0.5392
Diff (1-2)	Pooled	-0.4768	-0.7597	-0.1939	0.4644
Diff (1-2)	Satterthwaite	-0.4768	-0.7655	-0.1881	0.5903

Method	Variances	DF	t Value	Pr > t
Pooled	Equal	42	-3.40	0.0015
Satterthwaite	Unequal	35.826	-3.35	0.0019

Equality of Variances				
Method	Num DF	Den DF	F Value	Pr > F
Folded F	20	22	1.97	0.1244

INSIGHT

- There is a statistically significant difference in "Intent to Travel" based on the "Influencer Credibility Criteria." Respondents who perceive influencers as credible (YES) have a significantly higher mean score (4.0544) compared to those who do not (NO 3.5776). The mean difference of -0.4768 is both significant ($p < 0.05$) and meaningful. This suggests that trust in influencer credibility positively impacts travel intent.
- Since the analysis reveals a significant relationship, **accept the hypothesis that "Influencer Credibility Criteria" significantly affects "Intent to Travel."**
Hypothesis
- H0: Social media engagement does not significantly affect the intent to travel.
- H1: Social media engagement significantly affects the intent to travel.

t Test							
The TTEST Procedure							
Variable: Social Media Engagement							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.2957	0.4688	0.0977	1.7000	3.9667
YES		21	4.1127	0.4699	0.1025	3.0667	5.0000
Diff (1-2)	Pooled		-0.8170	0.4693	0.1416		
Diff (1-2)	Satterthwaite		-0.8170		0.1417		

Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO		3.2957	3.0929	3.4984	0.4688 0.3625 0.6634
YES		4.1127	3.8988	4.3266	0.4699 0.3595 0.6786
Diff (1-2)	Pooled	-0.8170	-1.1029	-0.5312	0.4693 0.3870 0.5965
Diff (1-2)	Satterthwaite	-0.8170	-1.1030	-0.5311	

Method	Variances	DF	t Value	Pr > t
Pooled	Equal	42	-5.77	<.0001
Satterthwaite	Unequal	41.619	-5.77	<.0001

Equality of Variances				
Method	Num DF	Den DF	F Value	Pr > F
Folded F	20	22	1.01	0.9854

INSIGHT

There is a statistically significant difference in "Intent to Travel" between individuals with high and low levels of "Social Media Engagement." Respondents with higher social media engagement (YES) have a significantly higher mean intent to travel (4.1127) compared to those with lower engagement (NO 3.2957). The mean difference of -0.8170 is both significant ($p < 0.0001$) and substantial. This suggests that social media engagement plays a critical role in influencing travel intentions. Since the analysis reveals a significant relationship, accept the hypothesis that "Social Media Engagement" significantly affects "Intent to Travel."

Hypothesis

- **H0:** Social media feedback does not significantly affect the intent to travel.
- **H1 :** Social media feedback significantly affects the intent to travel.

Variable: Social Media Feedback							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.2609	0.5614	0.1171	2.0000	4.5000
YES		21	4.0000	0.8216	0.1793	2.5000	5.0000
Diff (1-2)	Pooled		-0.7391	0.6975	0.2105		
Diff (1-2)	Satterthwaite		-0.7391		0.2141		

Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev		
NO		3.2609	3.0181	3.5037	0.5614	0.4342	0.7946
YES		4.0000	3.6260	4.3740	0.8216	0.6286	1.1864
Diff (1-2)	Pooled	-0.7391	-1.1640	-0.3143	0.6975	0.5751	0.8866
Diff (1-2)	Satterthwaite	-0.7391	-1.1739	-0.3044			

Method	Variances	DF	t Value	Pr > t
Pooled	Equal	42	-3.51	0.0011
Satterthwaite	Unequal	34.92	-3.45	0.0015

Equality of Variances				
Method	Num DF	Den DF	F Value	Pr > F
Folded F	20	22	2.14	0.0856

INSIGHT:

- There is a statistically significant difference in "Intent to Travel" based on "Social Media Feedback." Respondents who received positive feedback (YES) have a significantly higher mean intent to travel (4.0000) compared to those who did not (NO 3.2609). The mean difference of -0.7391 is substantial and meaningful, suggesting that social media feedback strongly influences travel decisions.
- Since the analysis reveals a significant relationship, accept the hypothesis that "Social Media Feedback" significantly affects "Intent to Travel."

Hypothesis

- **H0:** Influence from social media content does not significantly affect the intent to travel.
- **H1:** Influence from social media content significantly affects the intent to travel.

t Test						
The TTEST Procedure						
Variable: Influence From Social Media Cont (Influence From Social Media Content)						
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum
NO		23	3.1714	0.3737	0.0779	2.1176
YES		21	3.7367	0.4001	0.0873	2.9412
Diff (1-2)	Pooled		-0.5653	0.3865	0.1167	
Diff (1-2)	Satterthwaite		-0.5653		0.1170	
Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev	
NO		3.1714	3.0098	3.3329	0.3737	0.2890
YES		3.7367	3.5546	3.9188	0.4001	0.3061
Diff (1-2)	Pooled	-0.5653	-0.8007	-0.3299	0.3865	0.3187
Diff (1-2)	Satterthwaite	-0.5653	-0.8017	-0.3290		
Method	Variances	DF	t Value	Pr > t		
Pooled	Equal	42	-4.85	<.0001		
Satterthwaite	Unequal	40.938	-4.83	<.0001		
Equality of Variances						
Method	Num DF	Den DF	F Value	Pr > F		
Folded F	20	22	1.15	0.7519		

INSIGHT

- There is a statistically significant difference in "Intent to Travel" between individuals influenced by social media content and those who are not. Respondents in the "YES" group (Mean: 3.7367) have a significantly higher intent to travel compared to the "NO" group (Mean: 3.1714). The mean difference of -0.5653 is substantial and meaningful, indicating that influence from social media content strongly impacts travel decisions.
- Since the analysis reveals a significant relationship, accept the hypothesis that "Influence From Social Media Content" significantly affects "Intent to Travel."

Hypothesis

- **H0** : Targeted content does not significantly affect the intent to travel.
- **H1**: Targeted content significantly affects the intent to travel.

t Test							
The TTEST Procedure							
Variable: Targeted Content							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	8.9076	1.5704	0.3275	6.0000	12.8750
YES		21	9.5476	1.5893	0.3468	6.5000	12.3750
Diff (1-2)	Pooled		-0.6400	1.5794	0.4767		
Diff (1-2)	Satterthwaite		-0.6400		0.4770		
Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev		
NO		8.9076	8.2285	9.5867	1.5704	1.2146	2.2227
YES		9.5476	8.8242	10.2710	1.5893	1.2159	2.2950
Diff (1-2)	Pooled	-0.6400	-1.6020	0.3220	1.5794	1.3023	2.0075
Diff (1-2)	Satterthwaite	-0.6400	-1.6029	0.3229			
Method	Variances	DF	t Value	Pr > t			
Pooled	Equal	42	-1.34	0.1866			
Satterthwaite	Unequal	41.541	-1.34	0.1869			
Equality of Variances							
Method	Num DF	Den DF	F Value	Pr > F			
Folded F	20	22	1.02	0.9514			

INSIGHT

- The p-value (0.1866) suggests that there is no statistically significant difference in "Intent to Travel" between those exposed to targeted content and those who are not.
- Since the p-value is greater than 0.05, **fail to reject the null hypothesis**. There is no significant relationship between exposure to targeted content and intent to travel.

Hypothesis

- **H0:** There is no difference in destination information perception between those with and without the intent to travel.
- **H1:** There is a significant difference in destination information perception between those with and without the intent to travel.

t Test							
The TTEST Procedure							
Variable: Destination Information							
Intent To Travel (Target)	Method	N	Mean	Std Dev	Std Err	Minimum	Maximum
NO		23	3.1391	0.4153	0.0866	2.4000	4.0000
YES		21	3.6762	0.3548	0.0774	3.0000	4.2000
Diff (1-2)	Pooled		-0.5371	0.3877	0.1170		
Diff (1-2)	Satterthwaite		-0.5371		0.1162		

Intent To Travel (Target)	Method	Mean	95% CL Mean	Std Dev	95% CL Std Dev
NO		3.1391	2.9595	3.3187	0.4153 0.3212 0.5878
YES		3.6762	3.5147	3.8377	0.3548 0.2715 0.5124
Diff (1-2)	Pooled	-0.5371	-0.7732	-0.3009	0.3877 0.3197 0.4928
Diff (1-2)	Satterthwaite	-0.5371	-0.7715	-0.3026	

Method	Variances	DF	t Value	Pr > t
Pooled	Equal	42	-4.59	<.0001
Satterthwaite	Unequal	41.829	-4.62	<.0001

Equality of Variances				
Method	Num DF	Den DF	F Value	Pr > F
Folded F	22	20	1.37	0.4828

INSIGHT

- There is a statistically significant difference in "Intent to Travel" between individuals with and without access to destination information. Respondents with access to

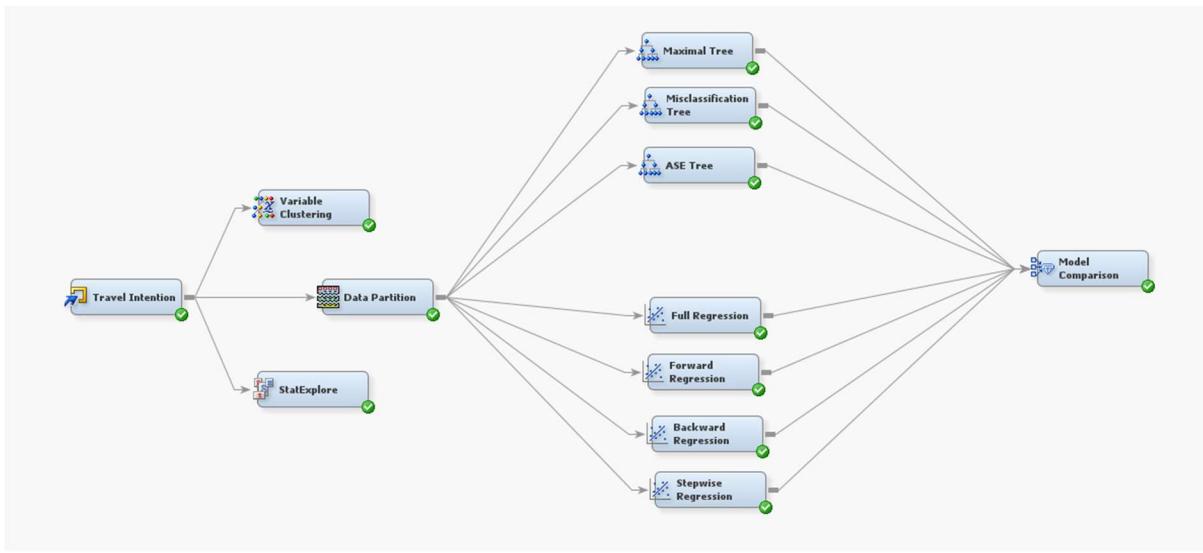
destination information (YES) have a significantly higher intent to travel (Mean: 3.6762) compared to those without (NO Mean: 3.1391). The mean difference of -0.5371 highlights the importance of destination information in influencing travel intent.

- Since the analysis reveals a significant relationship, accept the hypothesis that "Destination Information" significantly affects "Intent to Travel."

Machine Learning and Predictive Analytics

Model 1- Binary

Process Chart



Variables

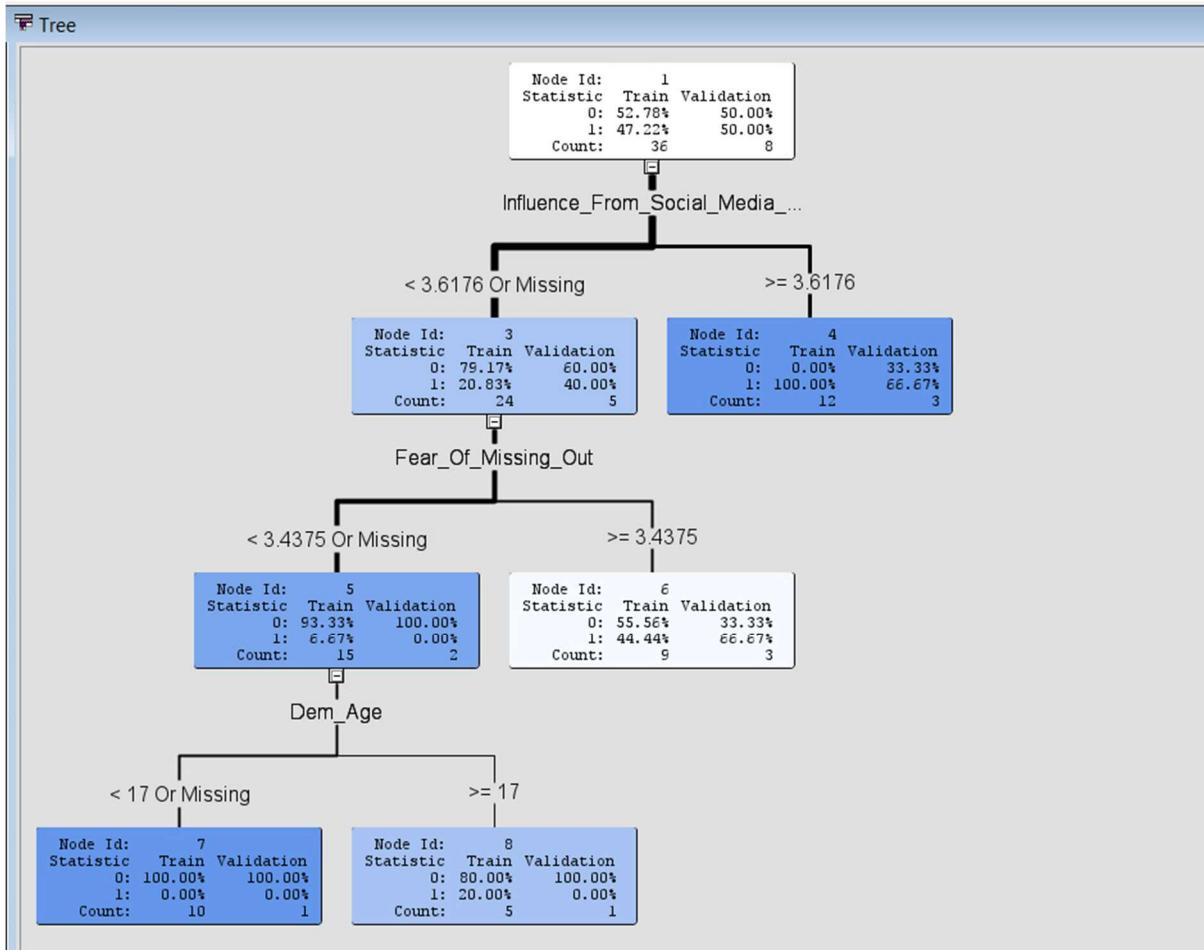
Name	Role	Level	Report	Order	Drop	Lower Limit	Upper Limit
Dem_Age	Input	Interval	No		Yes	.	.
Dem_Employer	Input	Nominal	No		Yes	.	.
Dem_Income	Input	Interval	No		Yes	.	.
Dem_Origin	Input	Nominal	No		Yes	.	.
Dem_Text_Gend	Input	Nominal	No		Yes	.	.
Destination_Info	Input	Interval	No		Yes	.	.
Fear_Of_Missing	Input	Interval	No		No	.	.
Influence_From	Input	Interval	No		No	.	.
Influencer_Cred	Input	Interval	No		No	.	.
Intent_To_Trav	Target	Binary	No		No	.	.
Relatable_Influe	Input	Interval	No		No	.	.
Scrn_Age	Input	Interval	No		Yes	.	.
Social_Media_En	Input	Interval	No		Yes	.	.
Social_Media_Fe	Input	Interval	No		Yes	.	.
Targeted_Conte	Input	Interval	No		Yes	.	.
Travel_Motivatio	Rejected	Interval	No		Yes	.	.
User_Reviews	Input	Interval	No		Yes	.	.

Data Partition- Properties

.. Property	Value
General	
Node ID	Part
Imported Data	<input type="button" value="..."/>
Exported Data	<input type="button" value="..."/>
Notes	<input type="button" value="..."/>
Train	
Variables	<input type="button" value="..."/>
Output Type	Data
Partitioning Method	Default
Random Seed	12345
<input checked="" type="checkbox"/> Data Set Allocations	
Training	85.0
Validation	15.0
Test	0.0
Report	
Interval Targets	Yes
Class Targets	Yes
Status	
Create Time	10/12/24 5:48 PM
Run ID	1a097d65-c543-5d46-95b6-7f529a5
Last Error	
Last Status	Complete
Last Run Time	12/12/24 11:08 AM
Run Duration	0 Hr. 0 Min. 2.73 Sec.
Grid Host	
User-Added Node	No

Data Partitioning: 85% for training, 15% for validation, 0% for testing.

Maximal Tree



This decision tree shows how social media influence, FOMO (Fear of Missing Out), and age affect behavior. High social media influence leads to stronger responses. For lower influence, FOMO and age further divide behavior, where younger groups (<17) are less affected. Overall, social media and FOMO drive key decisions.

Full Regression

.. Property	Value
General	
Node ID	Reg2
Imported Data	...
Exported Data	...
Notes	...
Train	
Variables	...
Equation	
Main Effects	Yes
Two-Factor Interactions	No
Polynomial Terms	No
Polynomial Degree	2
User Terms	No
Term Editor	...
Class Targets	
Regression Type	Logistic Regression
Link Function	Logit
Model Options	
Suppress Intercept	No
Input Coding	Deviation
Model Selection	
Selection Model	None
Selection Criterion	Default
Use Selection Defaults	Yes
Selection Options	...
Optimization Options	
Technique	Default
Default Optimization	Yes
Max Iterations	0
Max Function Calls	0
Maximum Time	1 Hour
Convergence Criteria	
Uses Defaults	Yes
Options	...

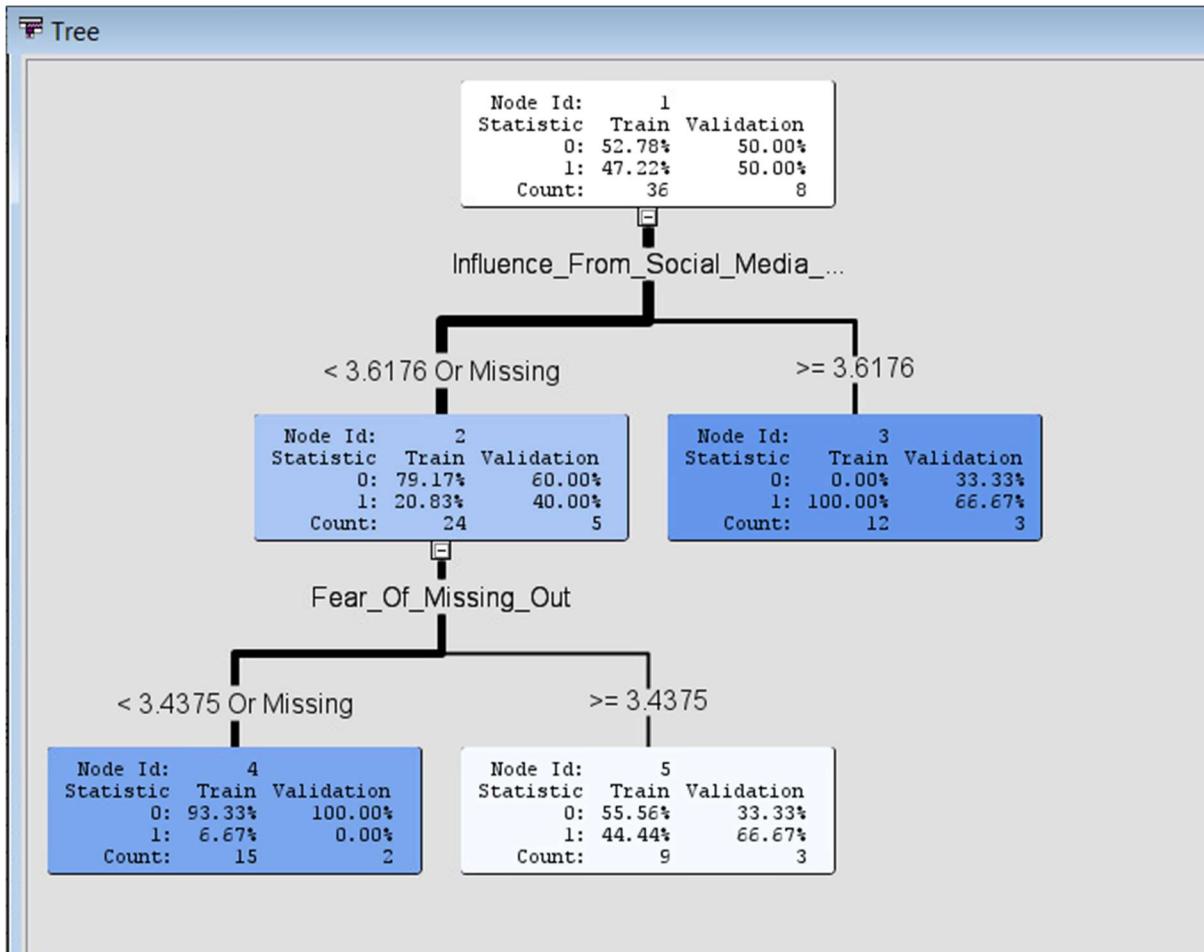
We choose logistic regression for the regression type for our first model.

Model Comparison- Result

Selected Model	Predecessor Node	Model Node	Model Description	Valid: Average Squared Error ▼	Target Variable	Target Label	Selection Criterion: Valid: Average Squared Error
	Reg2	Req2	Full Regression	0.309194	Intent To ...	Intent To ...	0.309194
	Tree3	Tree3	Misclassification Tree	0.29796	Intent To ...	Intent To ...	0.29796
	Tree	Tree	Maximal Tree	0.231852	Intent To ...	Intent To ...	0.231852
	Reg	Reg	Backward Regression	0.230098	Intent To ...	Intent To ...	0.230098
	Reg3	Reg3	Forward Regression	0.230098	Intent To ...	Intent To ...	0.230098
	Reg4	Reg4	Stepwise Regression	0.230098	Intent To ...	Intent To ...	0.230098
Y	Tree2	Tree2	ASE Tree	0.227963	Intent To ...	Intent To ...	0.227963

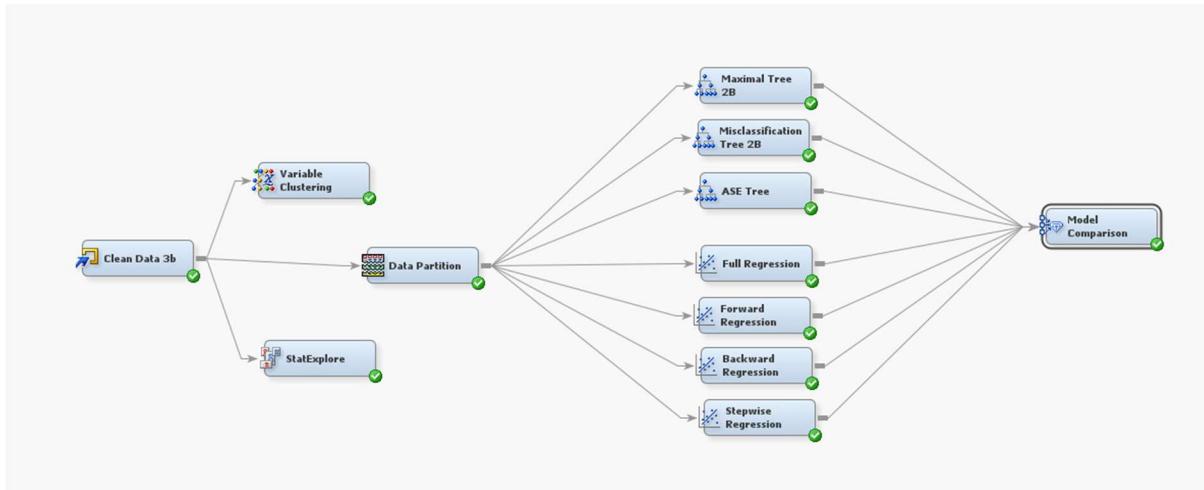
This table compares models predicting "Intent to Travel." The ASE Tree has the lowest average squared error (0.227963), making it the most accurate. The Maximal Tree and regression models perform slightly worse. The Full Regression model has the highest error (0.309194), meaning it's the least accurate.

ASE Tree



This ASE Tree shows that social media influence (≥ 3.6176) is the strongest driver of intent to travel. For lower influence, Fear of Missing Out (FOMO) further divides behavior. High FOMO increases intent, while low FOMO results in minimal travel intent. Social media and FOMO are key influencers.

Model 2- Continuous



In continuous model the variables

Stat Explorer

Interval Variables								
Ordered Inputs	Data Role	Variable	Skewness	Kurtosis	Median	Missing	Non Missing	
1TRAIN		Dem_Income	1.115228	0.214944	2	0	44	
2TRAIN		User_Reviews	-0.0839	-0.25264	3	0	44	
3TRAIN		Social_Media_Feedback	0.248953	-0.65895	3.5	0	44	
4TRAIN		Relatable_Influencer_Content	-1.17427	2.393846	3.333333	0	44	
5TRAIN		Scnr_Age	0.310191	0.184984	29.5	0	44	
6TRAIN		Targeted_Content	0.121236	0.076185	9.375	0	44	
7TRAIN		Social_Media_Engagement	-0.38487	1.244328	3.6	0	44	
8TRAIN		Fear_Of_Missing_Out	0.070921	-0.00785	3.5	0	44	
9TRAIN		Dem_Age	0.432471	0.221605	16.75	0	44	
10TRAIN		Travel_Motivation	0.014795	-0.52405	3.875	0	44	
11TRAIN		Influence_From_Social_Media_...	-0.31755	0.32059	3.352941	0	44	
12TRAIN		Destination_Information	-0.10704	-0.67237	3.4	0	44	
13TRAIN		Influencer_Credibility_Criteria	0.261982	0.068518	3.714286	0	44	

High Skewness: *Dem_Income* (1.115228) and *Relatable_Influencer_Content* (-1.17427) suggest asymmetry.

High Kurtosis: *Relatable_Influencer_Content* (2.393486) indicates sharp peaks.

Balanced Variables: *User_Reviews* and *Destination_Information* are closer to normal distributions (low skewness/kurtosis).

Full Regression

.. Property	Value
General	
Node ID	Req2
Imported Data	...
Exported Data	...
Notes	...
Train	
Variables	...
Equation	
Main Effects	Yes
Two-Factor Interactions	No
Polynomial Terms	No
Polynomial Degree	2
User Terms	No
Term Editor	...
Class Targets	
Regression Type	Linear Regression
Link Function	Logit
Model Options	
Suppress Intercept	No
Input Coding	Deviation
Model Selection	
Selection Model	None
Selection Criterion	Default
Use Selection Defaults	Yes
Selection Options	...
Optimization Options	
Technique	Default
Default Optimization	Yes
Max Iterations	0
Max Function Calls	0
Maximum Time	1 Hour
Convergence Criteria	
Uses Defaults	Yes
Options	...

We switched the regression method to linear for our continuous model.

Forward regression- Output

Results - Node: Forward Regression Diagram: Model 2 Continous

File Edit View Window

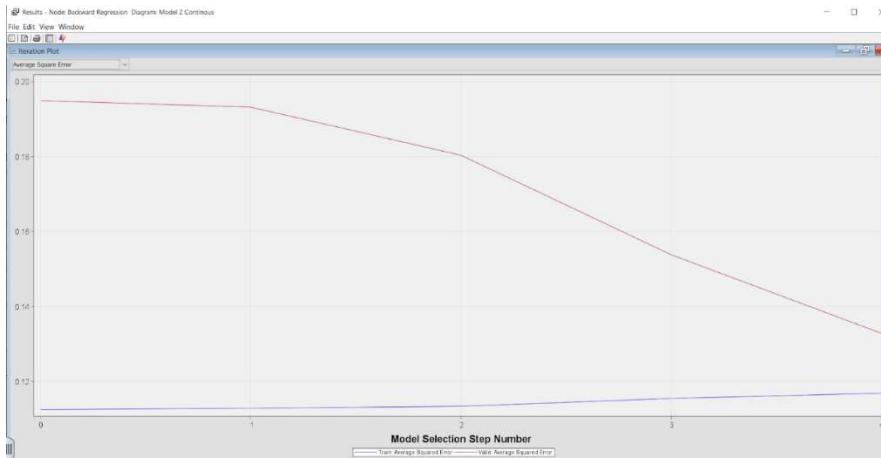
Output

```

91   Error          35      5.026193      0.143606
92   Corrected Total    36      9.189189
93
94
95       Model Fit Statistics
96
97   R-Square        0.4530      Adj R-Sq       0.4374
98   AIC           -69.8614      BIC          -67.7721
99   SBC           -66.6396      C(p)         3.1825
100
101
102       Analysis of Maximum Likelihood Estimates
103
104
105  Parameter            DF     Estimate      Standard
106
107  Intercept             1      -1.5185      0.3726      -4.08      0.0003
108  Social_Media_Engagement  1      0.5396      0.1002      5.38      <.0001
109
110
111 Step 2: Effect Social_Media_Feedback entered.
112
113
114       Analysis of Variance
115
116
117  Source            DF      Sum of
118
118  Squares      Mean Square      F Value      Pr > F
119  Model           2      4.861773      2.430887      19.10      <.0001
120  Error           34      4.327416      0.127277
121  Corrected Total  36      9.189189
122
123
124       Model Fit Statistics
125
126  R-Square        0.5291      Adj R-Sq       0.5014
127  AIC           -73.4001      BIC          -70.3442
128  SBC           -68.5673      C(p)         0.1521
129
130
131       Analysis of Maximum Likelihood Estimates
132
133
134  Parameter            DF     Estimate      Standard
135
135  Intercept             1      -1.9310      0.3925      -4.92      <.0001
136  Social_Media_Engagement  1      0.4732      0.0985      4.80      <.0001
137  Social_Media_Feedback    1      0.1617      0.0776      2.34      0.0251
138
139
140

```

Backward regression- Iteration Plot



Backward regression- Output

```

Output
61      Source          DF   Sum of Squares   Mean Square   F Value   Pr > F
62      Model           6    5.021816     0.836969    6.03     0.0003
63      Error          30    4.167373     0.138912
64      Corrected Total 36    9.189189
65
66
67
68
69      Model Fit Statistics
70
71      R-Square        0.5465   Adj R-Sq       0.4558
72      AIC             -66.7944  BIC          -61.6366
73      SBC             -55.5180  C(p)         7.0000
74
75
76      Analysis of Maximum Likelihood Estimates
77
78      Standard
79      Parameter        DF   Estimate   Error   t Value   Pr > |t|
80
81      Intercept        1    -2.1122   0.5484   -3.85    0.0006
82      Fear_Of_Missing_Out 1    -0.0948   0.3188   -0.30    0.7682
83      Influence_From_Social_Media_Cont 1    0.1247   0.3926   0.32    0.7529
84      Influencer_Credibility_Criteria 1    0.1347   0.2097   0.64    0.5255
85      Relatable_Influencer_Content 1    -0.1169   0.1326   -0.88    0.3851
86      Social_Media_Engagement 1    0.4640   0.3998   1.16    0.2551
87      Social_Media_Feedback 1    0.1831   0.1102   1.66    0.1070
88
89
90      Step 1: Effect Fear_Of_Missing_Out removed.
91
92
93      Analysis of Variance
94
95      Sum of
96      Source        DF   Squares   Mean Square   F Value   Pr > F
97
98      Model          5    5.009530   1.001906    7.43     0.0001
99      Error          31   4.179659   0.134828
100     Corrected Total 36   9.189189
101
102
103      Model Fit Statistics
104
105     R-Square        0.5452   Adj R-Sq       0.4718
106     AIC             -68.6855  BIC          -64.0345
107     SBC             -59.0200  C(p)         5.0884
108
109

```

Model Comparison

Fit Statistics																							
Selected Model	Predicess or Node	Model Node	Model Description	Valid Average Squared Error ▼	Target Variable	Target Label	Selection Criterion	Train: Average Squared Error	Train: Sum of Frequencies	Train: Maximum Absolute Error	Train: Sum of Squared Errors	Train: Average Squared Error	Train: Devise for ASE	Train: Total Degrees of Freedom	Valid: Sum of Frequencies	Valid: Maximum Absolute Error	Valid: Sum of Squared Errors	Valid: Root Average Squared Error	Valid: Devise for VASE	Train: Akaike's Information Criterion	Train: Average Error Function	Train: Degrees of Freedom for Error	Train: Model Degrees of Freedom
Y	Tree3	Tree3	Maximal Tree 2B	0.22Intent To...	0.075678	37	0.8	2.6	0.075678	0.27592	37	37	7	1	1.54	0.469042	7						
	Tree	Tree	Misclassification Tree 2B	0.196217Intent To...	0.071656	37	0.944444	2.65873	0.071656	0.280003	37	37	7	1	1.37352	0.442984	7						
	Tree2	Tree2	ASE Tree	0.196217Intent To...	0.071656	37	0.944444	2.65873	0.071656	0.280003	37	37	7	1	1.37352	0.442984	7						
	Req2	Req2	Backward Regression	0.132844Intent To...	0.116957	37	0.682166	4.327416	0.116957	0.35100	37	37	7	1	0.689589	0.390608	0.441615	7	-66.7844	0.112032	30		
	Req3	Req3	Forward Regression	0.132844Intent To...	0.116957	37	0.682166	4.327416	0.116957	0.34199	37	37	7	1	0.582211	0.930608	0.364015	7	-73.4001	0.116957	34		
	Req4	Req4	Stepwise Regression	0.132844Intent To...	0.116957	37	0.682166	4.327416	0.116957	0.34199	37	37	7	1	0.582211	0.930608	0.364015	7	-73.4001	0.116957	34		

In the model comparison of our continuous target, we can see ASE Tree (0.1921) and

Misclassification Tree (0.1926) have the higher Average Squared Error (ASE), making them the most accurate models.

Stepwise Regression has the lowest ASE (0.13294), showing lower performance.

The selected model is Maximal Tree 2B (ASE = 0.22).

5. Stepwise regression- Output

```

51 Output
52
53 Model          0          0          .
54 Error          36         9.189189      0.255255
55 Corrected Total 36         9.189189
56
57
58 Model Fit Statistics
59
60 R-Square        0.0000    Adj R-Sq     0.0000
61 AIC           -49.5369    BIC        -48.8067
62 SBC           -47.9260    C(p)       31.1510
63
64
65
66
67 Analysis of Maximum Likelihood Estimates
68
69 Parameter          DF   Estimate   Standard Error   t Value   Pr > |t|
70 Intercept          1    0.4595    0.0831      5.53      <.0001
71
72
73
74 Analysis of Variance
75
76 Parameter          DF   Sum of Squares   Mean Square   F Value   Pr > F
77 Intercept          1    4.162996    4.162996    28.99      <.0001
78
79
80
81 Step 1: Effect Social_Media_Engagement entered.
82
83
84 Analysis of Maximum Likelihood Estimates
85
86 Parameter          DF   Estimate   Standard Error   t Value   Pr > |t|
87 Intercept          1    -1.5185    0.3726      -4.08      0.0003
88 Social_Media_Engagement 1    0.5396    0.1002      5.38      <.0001
89
90
91
92
93
94 Model Fit Statistics
95
96 R-Square        0.4530    Adj R-Sq     0.4374
97 AIC           -69.8614    BIC        -67.7721
98 SBC           -66.6396    C(p)       3.1825
99
100
101 Analysis of Maximum Likelihood Estimates
102
103 Parameter          DF   Estimate   Standard Error   t Value   Pr > |t|
104 Intercept          1    -1.5185    0.3726      -4.08      0.0003
105 Social_Media_Engagement 1    0.5396    0.1002      5.38      <.0001
106
107
108
109

```

In the results stepwise regression tells us adding *Social_Media_Engagement* significantly improves R² to 0.4530 ($p < 0.0001$). And *Social_Media_Engagement* has a strong positive effect (Estimate = 0.5396). Which describes Model fit improves with reduced AIC (-69.8614), showing better performance.