DETERMINANTS OF SHARING TRAVEL VIDEOS IN SOCIAL MEDIA

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Abstract:

The vast amount of information available on all social media platforms influences traveler's destination choice. The growth of these platforms has made it easy for travelers and destination management organizations to share content in many forms. Video content has gained faster popularity and is being researched by many. Live streaming is made possible through platforms like Facebook Live, YouTube Live, Instagram Live, etc., which is the latest trend in video sharing. This study is proposed to examine why travelers post videos about their travel on social media. A conceptual framework based on the social influence theory is proposed to determine the behavior of travelers who post or share travel videos online. Understanding the effects of travel videos on all social media platforms could influence any traveler to promptly decide their travel choice and make it easy for organizations to market their destination in this digital world. The three concepts of the social influence theory help in categorizing the travelers based on how they perceive the videos as they decide to share them online. Therefore, this can help travel organizations gain an understanding of how to stimulate travel video sharing in social media.

Index Terms - Travel video-sharing, social influence theory, destination choice, social media influence.

I. Introduction

In recent years, the rise of social media platforms has influenced the tourism sector extremely in many ways. Tourism marketing, connecting travelers and destination management organizations (DMOs), destination choices are highly benefited segments of tourism. Information shared through social media sites is widely influencing destination choices made by travelers. From this inception, many researchers have examined how social media contents has persuaded travelers.

Social media effectively increases consumer-generated content and serves as a potent information hub. According to Bughin (2007), the chief motivations of consumers for posting content on social media were found to consist of hunger for fame, the urge to have fun, and a desire to share experiences with friends. Social media has been contributing more data and is being extensively used by travellers.

Researchers have proved that social media sites are significantly directed to those who look for travel information or destination ideas through search engines. The social media contents can be in any form like text, image, audio, or video. Major social media platforms like YouTube, Facebook, Instagram, Twitter, Snapchat, etc. have made it easy for people with less technical knowledge to produce online content in any form. These user-generated contents (UGCs) are considered a reliable information source in travel planning.

Many travelers rely on such information as the travel services and products can't be experienced beforehand hence prompting travelers to share their own experience in their social media. Video sharing has become a popular form of content as it has a broader reach among travelers. Platforms like YouTube, Facebook and Instagram also support live video sharing features (live streaming). Hence the information about any destination is no longer under the control of the respective organizations but also influenced by the traveler's experiences. Therefore, travel organizations have encouraged consumers to participate in online activities and share travel experiences on their social websites.

Many types of research have been carried out, emphasizing the influence of social media on travel choice. This study focuses on exploring why users share their travel information and experiences (in video format). Identifying the determinants underlying travel video-sharing behavior would help travel and tourism organizations gain an understanding of how to stimulate travel video-sharing in social media. Therefore, the purpose of this study is to identify the determinants that influence the travel video-sharing behaviors of social media users.

II. Literature Review

2.1 Social Influence Theory

Kelman (1958) proposed social influence theory, which argues that referent others influence an individual's attitudes, beliefs, and subsequent actions or behaviors through three processes: compliance, identification, and internalization. He stated that "identification occurs when an individual adopts induced behaviors to establish or maintain a satisfying self-defining relationship to another person and group". Internalization occurs "when an individual accepts influence because the content of the induced behavior is intrinsically rewarding". In contrast, compliance occurs "when an individual accepts induced behaviors because he/she hopes to achieve a favorable reaction from another person or group and gain a reward or approval, and avoid costs such as disapproval by conforming".

Hongbo Liu, Laurie Wu, and Xiang (Robert) Li (2018) research revealed why and under what conditions others' positive experience sharing may trigger Millennial consumers' destination visit intention. The study results show that among consumers with low trait self-esteem, luxury travel experiences shared by similar others stimulate focal consumers' plans to visit the same destination.

2.2 Perceived enjoyment

Perceived enjoyment refers to "the extent to which the activity of using a certain technology is perceived as being enjoyable in its own right, apart from any performance consequence that may be anticipated and aside from the instrumental value of the technology" (Davis et al., 1992, p. 1113).

2.3 The relation between UGC and destination choice

Yumi Lim, Yeasun Chung and Pamela A Weaver (2012) investigated consumer perception of destination brands created by consumer-generated videos and destination-marketing organization videos. This study provides insight into how videos impact destination choices.

Wendy Lange-Faria and Statia Elliot (2012) formulated a hypothesis to understand the role of social media in destination marketing. They provided a review of the literature to date on social media use by destination marketing organizations (DMOs).

Destination image or destination branding can benefit from consumer-generated content in social media. With the help of UGC, travel organizations can understand their consumers more and gain intuition on how to deliver better services. Marketers have acknowledged the benefit of using consumer-generated content because it aids in customer support and brand image enhancement/branding strategies (Foux, 2006). Nowadays, a large number of travel videos can be found on all major social media platforms.

During destination planning, it is common to check social media for information or ideas. Many UGC helps the new travellers by giving them a brief description about the destination. The same can be used by DMO's to promote their destination brands. Hence DMO's must understand the level of UGC available in social media.

2.4 Research Gap

Myunghwa Kang and Michael A. Schuett (2012) tested a similar conceptual framework to determine why travelers share their travel experience on social sites. However, their research is limited to travel reviews. This study is proposed to test their proposed framework on travel video contents. Travelers' perception on information available online seemingly influences their destination choice.

Video content in social media is gaining more attention with new features like live streaming. Live streaming is used by many travelers and influencers to share their travel experiences instantly. Hence understanding why travelers share their travel videos helps DMO's and other tourism organizations to know how to attract more travelers with their video content. It will also help them in attracting more consumers for their tourism products and services.

This study aims to offer an understanding of how they can encourage their consumers to post videos of the services received or experienced in their social media. Many of the DMO's encourage celebrities and influencers to do live streaming as a way to promote their services. The two-way communication available in social media has made it easier for travel organisations to understand their consumers better. It will, in turn, help travellers seek information about destinations in social media.

III. Research Hypotheses

Social influence refers to how individuals exhibit behavior to meet the demands of a social setting. Using the social influence theory, an abstract framework (Fig 1) is designed to examine the proposed theory. The three foundations of social influence theory are identification, internalization and compliance.

Identification occurs when people are influenced by someone sociable and appreciated, like a celebrity. Individuals feel like fitting into a bunch of social media users as they share similar travel videos. Internalization is when people settle for a belief or behavior and agree with them in public and in private. Compliance is when people seemingly consider others' values but still keep their dissentient opinions private.
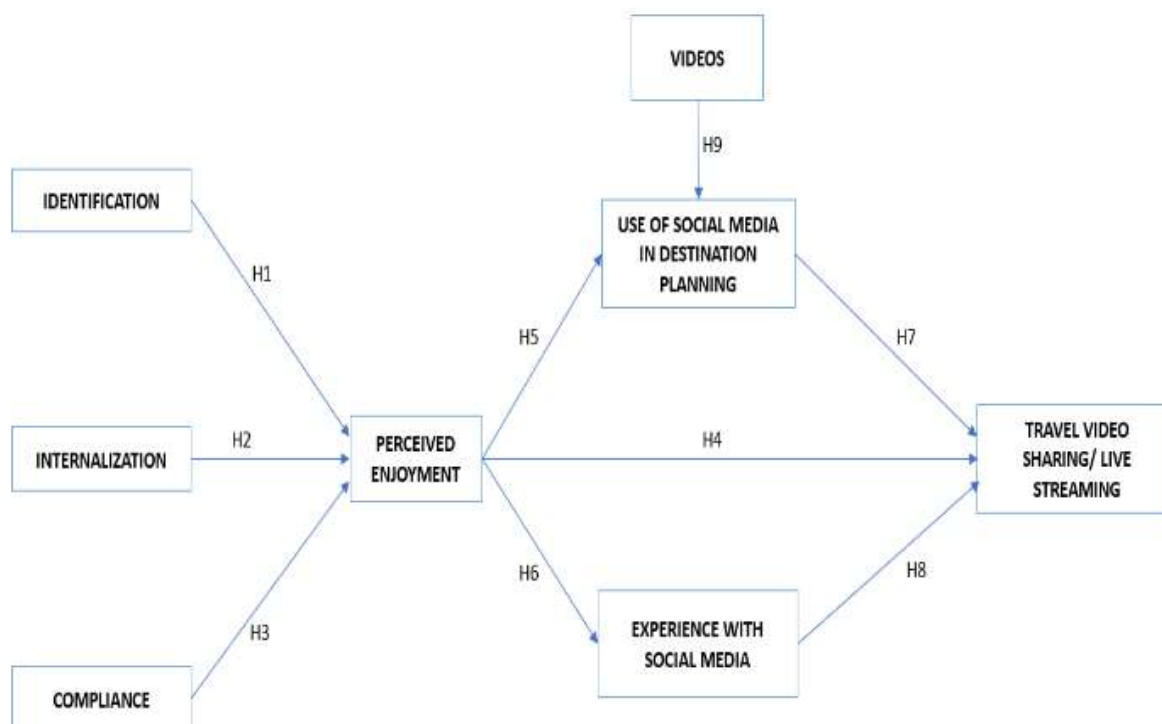
Figure 1: Proposed Framework

Accordingly, hypothesis H1, H2 and H3 are proposed to show that the three basic concepts of social influence theory – identification, internalization and compliance will have a positive influence on perceived enjoyment of sharing travel videos on social media. This study further argues that perceived enjoyment will directly influence travelers to share or post videos on their social media (Hypothesis 4). Several studies have shown that intrinsic motivation (perceived enjoyment) leads to an enhanced perception of extrinsic motivation (e.g., usefulness or perceived value) that in turn, leads to behavior (Batra & Ray, 1986; Hwang, 2005). Hence Hypothesis 5 is proposed to indicate there is a relationship between perceived enjoyment and using social media contents to choose the travel destination.

Many researchers have concluded that perceived enjoyment can result in increased time spent on social media, which leads to Hypothesis 6. This study further argues that the use of social media in destination planning and experience in social media had a positive influence on sharing travel videos or live streaming during travel (Hypothesis 7 & 8).

3.1 Significance of video contents

In addition to the proposed model, this study argues that video content available on social media platforms has a positive influence on destination choice. Major social media platforms like Facebook, Instagram and YouTube have made it expressively easy for any user to upload videos. Furthermore, the new live streaming option available in these three leading social media sites has captured and created many ways to increase the existing two-way communication. The instant response received generates enjoyment and also helps in identifying the behavior of consumers. Hypothesis 9 argues that video content has a positive influence on destination planning using social media. While searching for destination choices, eventually, social media sites suggest related videos. Understanding this could help DMO's in creating effective video content for destination marketing and destination branding.

IV. Future Enhancement

This study can further be put into examination by collecting data. A comprehensive questionnaire can be designed to test all nine hypotheses. The sampling technique and sample size may be varied, but the respondents must have taken trips recently. These respondents must be social media users. The validity of the measures can be assessed by confirmatory factor analysis (CFA); subsequently, a structural equation model (SEM) may be used to test the proposed conceptual model based on the maximum likelihood approach. Based on the recommendation of Kline (2005), this study can be assessed with several goodness-of-fit indices: chi-square (χ^2), normed fit index (NFI), root mean square error of approximation (RMSEA), non-normed fit index (NNFI), and the comparative fit index (CFI). These analyses could help in processing the proposed framework.

V. Conclusion

This study explores a conceptual framework that helps in understanding the significance of video contents and its effect on destination planning. It also explores the behavior exhibited by individuals who share or post their travel videos in their social media. These determinants will help DMO's to make more effective promotions and also provides insight on they can encourage their consumers to post videos online.

Moreover, this study can be expanded to understand the significance of both user-generated contents and management-generated travel videos in depth. Understanding which one has constructive influence makes it more viable for the destination promoters. Understanding the effects of social media in destination planning could create more innovative opportunities and ideas for both travelers and travel organizations.

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