THE EFFECTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN TOURISM:

A STUDY AMONG UNIVERSITY STUDENTS.

BY

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Abstract

The internet is a piece of the everyday existence of most of the world, and inside the condition, another type of correspondence has picked up significance as of late. It is a standout amongst the best and noteworthy business advancement instrument in the 21st century on account of its capacity to associate people with others.

Social media appreciate a wonderful accomplishment as far as appropriation and use levels. The people cause outlook changes on how individuals interface and speak with each other, on how the people express and offer thoughts, and even on how the people draw in with items, brands, and also the associations, in addition, social media ended up noticeably noteworthy systems of purchaser learning. Meanwhile, for the travel and tourism, the effects of social media have just been depicted as gigantic, fundamentally because of the experiential idea of tourism items, and particularly of occasion trips: purchases are viewed as risky and therefore the decision making process are data concentrated.

This research plans to investigate the utilizing and effects of social media on the consumer behaviour with particular attention on the holiday travel of individual. Besides, the main objective of this research was to obtain the knowledge into the effect of social media on consumer behaviour in tourism. To satisfy the research data has been gathered from the primary and secondary sources.

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LIST OF ABBREVIATIONS

ANOVA   :   Analysis of Variance

SPSS   :   Statistical Package for Social Science

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This chapter gives an overview of this research. It's very common to use social media as a platform in order to communicate among people around the world. When individuals involving in social media, individuals have a tendency to share the personal life story that will influence the behaviour of the individual which including what the purchase and where places to go. Through social media, individuals are able to connect with one another according to their comforts.

To express and share thoughts, ideas as well as opinions with others and it's all was assisting by the social media to the people around the world. It is also allowing public to bond with strangers, performed for the last thousands of years (Fotis 2015).The economic performance of those development countries have various directly or indirectly influenced by those changes occurring in the communication technology in the past few years (Sahin & Sengun 2015). Consumers are winding up more portable and their roles are moving dynamic in on connection with the media. Participation of consumers is resulting in user generated content which is taking advantages of new advertising measurements. The appearance of social media has made another scene which lays out another framework of individual associations. Businesses see colossal open doors and are anxious to take advantage of the pattern, though consumers are returned to the centre in the business world just because of the web-based social networking (Lee 2013).

Social media are getting a charge out of an exceptional achievement: Facebook, a person to person communication site, stated that its dynamic users achieved over half of the

world which is around 1.3 billion that sign in consistently; Twitter is a miniaturized scale blogging site which average 500 million tweets will be posted by almost over 225 million of users for every single day; Every month will have more than 1 billion interesting users visit YouTube, there is more than 6 billion hours of video will be viewed, and in the meantime there are over 181 million blogs around the world is estimated (Fotis 2015).

Social media is a fundamental touch point in present's consumer decision process. Consumer behaviour would associate and be able to with the basic leadership process, which associates with promoting through social media. The decision making process has been significantly influenced by the availability and straightforwardness of information. Every social media stages assumes a part in giving out, receiving, and exchanging knowledge with no limit restrictions. The information sources can be isolated into two sorts which are Internal and external. Internal search demonstrates previous information and involvement of an individual will carry about future behaviour that the consumers will most likely to take (Lee 2013).

The tourism industry has a huge impact by the development of the information technology. In tourism industry, social media assumes as a basic part in decision-making behaviours and data search in order to discover the consumer's demands. The imperative part of travellers' decision in social media is making as information should be picked up for the initial step of travel arranging process (journal, evaluation of social media potential on information, knowledge sharing as well as the collaboration). Besides, the travellers in decision-making was also supported by those sharing information over the social media website. Therefore, the tourism industry will analyse the comment and feedback on the online communities such as Trip Advisor and tourism industry in order to have further understanding of consumer's interests as well as demands so that the tourism industry can increased their quality when the consumer's preferences is clear (Nezakati, et al ,2014).

TripAdvisor, a travel survey site, appears as a reasonable creator of tourism in social media. There is more than 260 million extraordinary users was served in every month who look for advice about their touring plans for more than 4 million organizations among 150 million travel surveys and feelings around the world (Fotis 2015). It appears to be somewhat expected that the effect of social media on travel arranging has been described as "huge", with such use rate.

1.2 PROBLEM STATEMENT

These days, an expansive number of postgraduate students utilize social media groups in education training and in other life angles. Group-working has now turned out to be immovably settled in advanced education as well as is utilized over various controls for an assortment of purposes. Among the advantages of utilizing the group-work within advanced education are the open doors for ability exchange and additionally different types of associate learning, through the sharing of information, thoughts as well as encounters (Hamid 2015). Social association between online networking groups has made a fascinating virtual world to discover new information and streamlining life. Moreover, the web-based social networking devices, for example, web journals, Facebook, YouTube as well as those online courses, are giving understudies a better learning chance in order to upgrade their educational performance (Waheed 2015).

A critical number of researchers have investigated on the behavioural issues influencing the embracement of social media for educational purpose (Adejoke 2015). Existing investigations on the impact of social media do not create predictable outcomes, mirroring the on-going verbal confrontation about the value and advantages of social media integration in learning background. Some found a negative connection and others found a positive outcome of social media use on scholarly execution (Alshuaibi 2015).

CHAPTER 1: INTRODUCTION

As late, social media assumes an imperative part in different aspects of our regular daily existence including the travel arranging. In social media atmosphere, individuals look for suggestions on items and services from companions, classmates and different associates as sound and solid source of information and subsequently, the individuals depend more on social media for required information before settling on any consumption decision (Fardous 2017). However, the information from different consumers who as for now have encountered the specific item, and are still willing to provide information or feedback is considered as the most favoured source and the most powerful with regards to travel-related decision making regardless the presence of various online sources (Fotis 2015).

The social connections through the social media can be an essential and powerful aspect of such errands in tourism space has been demonstrated by some researches (Fardous 2017). Social media has the ability to be something beyond a casual chat room and a network of companions. It is a solid advertising and advancement platform and promoting tourism is only on potential qualities. Though, the industry has to find out about its potential customers, the requirements and also the behaviour and how would the individuals settle on buying decision (Sahin & Sengun 2015).

1.3 RESEARCH OBJECTIVE

In conducting this research, the main objective of this study is to examine the effects of social media on consumer behaviour in tourism among university students.

The specific objectives are:

1. To identify the impact of social media act on consumer behaviour.
2. To determine the effect of consumer behaviour in tourism industry.
3. To determine the influence of social media in tourism.

1.4 RESEARCH QUESTIONS

Some of the research questions are developed to achieve the general and specified objective which stated in above, which are:

1. What are the impact of social media act on consumer behaviour among university students?

2. What are the effect of consumer behaviour of university students in tourism industry?

3. What are the influence of social media can act towards tourism?

1.5 SIGNIFICANCE OF THE STUDY

In this study, it provides an opportunity for future researchers to expand this study about the effect of the social media on consumer behaviour in tourism among university students. The theoretical evidence from the previous and existing researcher have given the future researcher about how social media affect the consumer behaviour when doing decision in tourism.

As for tourism sector, the people   can get benefits from this study because most of the tourism organizations such as hotels, travel organizations and airlines corporations are on track using internet as one of their main marketing and communications approaches (Sahin & Sengun 2015). The tourism sector can find a way to improve their services in social media to the publics as well as analyse the behaviour of the consumer.

This study also helps the public to know better what other social media tools that can be used to find the travel information. The consumer can make references based on the result of this study when using social media. The consumer can get new information and advices from the interaction between the people in one of the social media platform.

Lastly, this study can become one of the sources for the scholars as the information might be useful in the projects. Besides that, the result in the study can guide the researchers to have a better knowledge when the public doing similar research. In addition, those scholars will be more realize and improve the limitation knowledge about social media

1.6 CONCLUSION

Overall, this study shows that the essential knowledge about the social media on consumer behaviour in tourism in order to have a superior explain for the problem statement for this study. Furthermore, to solve the problem statement in this research, the research objectives, research questions, and hypotheses are therefore created. By accomplishing the objective of this research, the significance of this research is then can be gained.

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CHAPTER 2

LITERATURE REVIEW

2.1 SOCIAL MEDIA

The exchangeable use of the expressions "social media" and "Web2.0" have come across by numerous researchers. However, these two terms are firmly related yet not precisely synonymous and the researchers contrast as far as utilization (Fotis 2015).As social media has been changing and converging into the advancing improvement of New Media, thus many progressing verbal confrontation and discussions in regards to social media's all-inclusive definition (Lee 2013).

A few definitions have been proposed to characterize the term social media. Social media is a 21st century idea that utilized to different technologies or arranged gadgets that feature the social parts of the Internet as a way for correspondence, participation and creative expression (Hamid 2015). In light of the idea of sharing and discussing information among online consumer of the social group, some also say that social media is the advancing of computerized media. Consumers of social media are interfacing with each other regardless of religion, culture or national limits within fields and crosswise over enterprises. It is supporting shaping the close individual relationships and business contacts in order to scatter the messages quickly around the world (Sahin & Sengun 2015).

CHAPTER 2: LITERATURE REVIEW

The young people is the mass consumers of the up and coming era. The time being occupy online for individuals also increasing. For instance, in the course of the most recent decade in UK has dramatically increased and now averages 20.5 hours for every week is the quantity of hours spent online by adults. Social media has powered piece of this development. Currently, individuals utilizing social media worldwide are greater than 2 billion. Besides, Facebook alone currently already has roughly 1 billion dynamic users for each day (Stephen 2016).

The Internet as a framework, and all the more particularly the web as an easy to understand multimedia information space. Hence, transformed not only the technique of communication among the people and societies as well as how the individual get to the information and connect in a huge scope of their day by day exercises (Fotis 2015). Regarding to the communications, Web 2.0 changed the web to a "one to one" channel of association, permitting the users not only to converse but also to cooperate and participate, and at the same time from a "one to many" to a "many to many" communication channel. Web 2.0 is a phase whereby content and applications are constantly changed and traded by all consumers in participatory and cooperative way as well as no longer purely made and distributed by person (Lee 2013).

2.1.1 Type of Social Media

2.1.1.1 Blogs

A blog is characterized as a web site, ordinary controlled by people to clarifications occasions, pictures, upload comments and other material, for example, video. Blogging is a simple procedure of sharing and providing the ideas as well as getting comments from other users (Hamid 2015).Blogs empower individual to support and delivering communication of thoughts, ideas and commentary as well as the expression of feelings (Fotis 2015).

Like other social media, those individual comments, associate with different social networking side, and make clarifications and estimations about other members' posts will be posted by the blog benefactors (Hamid 2015). The sections are shown in backward sequential request, resembling an online individual journal, or diary that passes on individual encounters, stories, considerations, or ideas expressed in an informal or individual style (Fotis 2015). Blogs are powerful in developing and proceeding common connections in comparison with traditional technologies (Hamid 2015).

Travel blogs uncover "kaleidoscopic aspects of a visitor's experience at the destination" enlightening the subjective and experiential in nature recognitions identified with all sides of the tourism item and the travel experience, for instance accommodation, attractions, access, feasting and total impressions. In an early endeavour, to investigate the effect of travel blogs, Lin and Huang (2006) studied remarks left by visitors in an individual blog that contained pictures from vacation in an Aegean Sea Greek island. The comments left by the viewers was classified by using the AIDA model, and found that the 45% of the viewers was caused attention to the blog comments, enthusiasm to 10%, desire to 39% and inspired action to 6% of them (Fotis 2015).

2.1.1.2 Facebook

Facebook is well-defined as a "social utility that enables individuals to connect more efficiently with their family, companions and colleagues" as well as to share information (Baro et al., 2013). In 2005, with only 3.5 million of clients, Facebook.com began its action. After this period, Facebook was reported to have more than 120 million recorded clients, it was developed step by step and by October 2008. The clients on the Facebook was allows to make and share the numerous online personal character with networking friends through the wall posts and posting pictures. Moreover, the members of the Facebook can build and join groups regarding to their comforts and can share their knowledge, encounters, information and issues through the built-in applications (Wang et al., 2012).

The buyers' influence from a Facebook page was then used an experimental design to quantify by Dholakia and Durham (2010), its months after the researchers resurveyed the mailing list and found that the individuals who moved towards becoming Facebook funs expanded the store visits every month, the cafe being visited with 20% more than non-fans and also created more positive WOM than non-fans, the individuals were probably highly recommend the cafe to their companions and it was reported significantly more emotional attachment compare to that non-fan customers (Wang et al., 2012).

2.1.1.3 Twitter

Twitter was first settled in 2006 and quickly gained worldwide popularity. Each member of Twitter can has a bunch of followers or subscribers. Thus, Twitter can be perceived as a directed social network. Each member allows to share and upload the regular status updates which known as tweets that contain a short messages with most extreme size of 140 characters (Wang et al., 2012).

2.2 CONSUMER BEHAVIOUR

Consumers were viewed as rational decision makers, performing monetary computations on the most proficient method to spend their wage, limiting expenses and expanding utility. As to the information handling theory of purchaser decision, it is declared that there are immense measure of advertisements competing with each other in order to grasp people consideration (Lee 2013). A non-rational clarification: Pitkin's "The Consumer: His Nature and His Changing Habits" distributed in 1932, upheld that noneconomic factors for instance, knowledge, vitality, age, training and feelings influence buyer behaviour, "calling for the study of consumer psychology" (Fotis 2015).

The choice making process has a few model to highlighting on. One of the model is about the theory of purchaser behaviour which is from Nicosia model. Besides, the field one contains the company's attributes, that is the correspondence of the organization creates in type of messages, and furthermore the consumer's attributes towards the company or brand that outcome from the correspondence messages. There are two potential effects of social media which are buyer's attributes toward the company are not solely in light of the company's correspondence messages, but rather likewise a consequence of other purchasers' attributes and opinions that have been posted via social media, because of their own consumption involvement. Second, the flow of correspondence between the

company and the purchaser is defined in the model as a unidirectional. Thus, the social media empower the two company and purchasers to create bidirectional channels of correspondence (Fotis, 2015).

Research on the impact of intrapersonal methods on consumer behaviour considers how wonders, for instance states of mind, social comprehension, influence and the self-idea influence the decision making. One of the researcher talk about how consumers' level of state of mind sureness impacts persuasion, approach uncertainty can arouse consumers to search out and develop new information and uncovering that while attitude mentality leads to a more tough impact. Other researcher firmly related article, clarify how meta-cognitive judgments of disfluency lead consumers to encounter excitement and intrigue whilst how meta-cognitive judgments of fluency lead consumers to encounter the positive affect, and how these judgments differentially influence item assessments based on consumers' processing objectives (Joireman & Durante 2016).

This area emphasizes the individual and situational factors that differentially influence purchaser objective interesting, including suggestions for when different motivational components are adjusted versus misaligned, substitute for each other, or are repressed through self-regulatory procedures (Joireman & Durante 2016).

The influence of social personalities on consumption patterns was examined by another researcher. The creators show a structure for accepting how various consumer characters associate with one another to end up plainly reinforced or weakened after some time and the effect this exchange has on consumer decision-making. Some researchers review when consumer decisions can impart responsibility versus advance toward an objective and the influence this information has on activity substitution such as whether the consumers behave consistently or inconsistently with previous actions. An integrative model depicting how feelings which are both indispensable and coincidental to a choice which can influence purchasers' reactions to enticing messages and influence the subsequent decision making was examined by a researcher (Joireman & Durante 2016).

Supplementing a concentration on the intrapersonal procedures of consumers. The researchers have lately dedicating expanding focus regarding to what occurs between consumers within a relational or social setting. A researcher was talked about the effect of mating, social and alliance thought processes on consumer behaviour, alongside the related subjects of resource sharing, gift giving, and joint utilization choices for instance, within families. Thus, by considering how burning through cash on others (versus the self), encounters (versus material possessions), and time (versus cash) impacts consumer bliss, at last reasoning that consumers who spend (time or money related) assets in a way that encourages social association will be more joyful by one of the researchers (Joireman & Durante 2016).

Some researchers talk about the multicultural dissimilarities in consumer behaviour, concentrating their review on new research that inspects on how different the components add to when and how cultural dissimilarities arise in a way such as analytic holistic thinking (Joireman & Durante 2016).

Moreover, how other online activities and social media are changing how consumers symbolize themselves to others as well as identify themselves with an attention on the suggestions digital atmospheres have for the broadened self was talked by another researcher whilst other researcher reviews research is on how digital and web-based social networking advertising impacts consumer behaviour. This review examined the most recent research on how consumers impact and react to the data such as digital advertising and word-of-mouth which experienced in the digital atmospheres (Joireman & Durante 2016).

In the second field, the family, companions, work partners, or any other "verbal" channel" might affected the purchaser looks for information from. Social media encourage less demanding, moment access to family, companions and work relates as a message is being conveyed in a one to numerous offbeat way. Social media and more specifically customer

survey sites offer noteworthy depth in terms of assessment parameters, hence the assessment process was being encouraging (Fotis 2015).

2.2.1 Advertising

Digital advertising is a noteworthy point in the marketing literature and, as for purchaser behaviour, considers how consumers react to different fields of advanced advertisements. Customized website promotions are more kindly to be received when purchasers have a higher impression of being responsible for the individual or private data that used for personalization, which specifically compares to the literature on mental reactance and recommends a hypothetical route forward for research into consumer digital confidentiality, which is inadequate was found by a researcher (Stephen 2016).

2.2.2 Impacts of Digital Environments

It is fascinating to perceive how the different enlightening and social qualities of digital atmospheres, for instance, being presented to other buyers' opinions or elections or even just to companions' lives through social media, can impact ensuing behaviours. Some researchers found that when presented to closer companions on Facebook, buyers showed lower self-control in selections related, such as healthy behaviours (Stephen 2016).

2.2.3 Online WOM and Reviews

Initially, a motivating arrangement of articles considered semantic properties of online WOM as well as surveys. Basically, it demonstrating how impression of surveys and also how powerful the surveys are can rely upon subtle language-based proper-ties. For instance, figurative language in online surveys emphatically influenced purchasers' states of mind and decision for hedonic goods was demonstrated by a researcher. Another researcher considered explanatory language in online surveys, finding that whether buyers clarified actions or responses influenced perceived review usefulness. Lastly, one of the researchers has analysed that the social transmission behaviour when buyers broadcast to many through mass-audience posts on Facebook or Twitter versus narrow-cast which is just few through messages to a few companions finding that individuals share data and knowledge that will be useful to beneficiaries when narrowcasting but share data and knowledge that makes themselves not look awful when broadcasting (Stephen 2016).

2.3 TOURISM

Social media plays an essential role to influence individuals in decision-making and travel planning. Furthermore, it additionally causes the travellers to look for information amid traveling time. Social media also plays an undeniable imperative part in online tourism area. Travelers composed outing, offer and pursuit information as well as explain travel stories and encounters through different types of social media devices. The development of social media has empowered the tourists to share their encounters and feelings, which swung to a critical data source to potential explorers amid trip arranging (Fardous 2017).

In the course of recent years, the old-style tourism information sources have been substituted by the Internet travel websites and social media feeds which used to provide the traveller about travel information in order to allow them to share the experiences in an interactive manner (Kim, Lee, Shin, & Yang 2017). Nowadays, the social media plays as a noteworthy role in numerous aspects of tourism, mainly in tourism promotion, decision making behaviours, information search and connections with consumers. Social media is seen as a channel of online correspondence that permits the creation and trade of client produced content (Dunjic 2015).

Besides, the information quality in tourism which conducted from the consumers' view by evaluating from their purchases of the services and products. From other researchers' framework, the contextual quality highlights the necessities determined with regards to the undertaking it is to be utilized and believe that this measurement best describes the countless information requirements that travel consumers require when the researcher look, discover, read and finally evaluate the tourism information in social media (Kim, Lee, Shin & Yang 2017).

Since the firms can straightforward communicate with visitors and influence the decision making procedures of their travel consumers, it shows that the social media is turning into an unmistakable tourism showcasing and communication device for advertisers in different firms. In this manner, an assortment of national and local tourism associations oversee different sorts of social media, for instance, YouTube, Flickr, Twitter, Instagram, Facebook and Weibo to enhance their tourism destination pictures. As proposed in the tourism writing, the destination picture plays a major role among visitors in their future holiday at behaviours and goal decision procedures. In short, tourists who have satisfactory destination pictures will probably expect to visit or mention to others (Kim, Lee, Shin, & Yang 2017).

2.3.1 Smart Tourism Technologies

It was discovered that by the late 2000 s travellers have been completely adjusted to the utilization of online devices and it has achieved a level of immersion for utilization of Internet for travel-related exchanges. The abundance online tourism channels has been added the new applications such as social media and cell phones. One of the researchers addressed how the Internet and the part of information technology has uniquely changed travel and tourism. The researcher discover that old-style online consumers stay unaltered with their model of utilization online devices, meanwhile there is a few gatherings are receiving new information sources and use designs. Lately, another researcher explore the connections among helpfulness, quality fulfilment and proceed with utilization goal of destination websites as well as also the connections of these components with the aim to visit destinations. This investigation demonstrates that the explorers' destination choice is really affected by the website information (Huang, Goo, Nam & Yoo 2017).

The researchers find that the explorers' view of the estimation of social media is an essential determinant of use. Specifically, the satisfaction is observed to be the most essential components on influencing actual usage and perceived value of social media, suggesting that social media sites ought to deliver more fascinating and pleasurable matters to gain the attraction from the travellers (Huang, Goo, Nam & Yoo 2017).

2.3.2 Consumer Behaviour In Tourism

Regarding to mental accounting theory, a researcher, additionally verified that the travel information seek is noticeably connected with the visitor's perceived significance of social media. Another researcher has found that even social connections information implanted in the social media such as on top of users' online reviews which will influence users' recommendation quality and travel behaviour as well (Kim, Lee, Shin, & Yang 2017).

For example, the consumers' purchasing behaviour will be significantly influenced by the consumers' evaluation scores for hotel performance gave by the sites such as tripadvisor.com and booking.com. It is no big surprise that there have been extensive research interests on smart tourism, with such a wide and profound impact of information technologies on travel (Kim, Lee, Shin, & Yang 2017).

2.3.3 Travel Planning

Travel decision-making process can consist of the following stages: hunting down for information, booking, thought arrangement, and evaluate alternatives for ultimate choice. The travel choice process can be iterative with the four stages rehashing or notwithstanding running in parallel for every choice for instance, agenda, destination, things to do, et cetera. A reasonable structure of travellers' engagement in tourism inquiry was proposed and to find the past learning and experience as the key reason for online travel information search as well as intending to comprehend their online and offline behaviour. A researcher has located that travellers' apparent helpfulness of the Internet for every one of the categories of travel choices for example, what to do, where to stay, and where to visit has expanded from 2007 to 2012. With the approach of new media for instance, smartphones and the social networks, the concentration of data look for travel choices has been step by step moving from just essential items such as flights and accommodation to information that can enhance the travel involvement. Posit that the expanded prevalence of the Internet for trip choices is due to the Internet provides wealthier experience and higher quality information than at any other time (Huang, Goo, Nam, & Yoo 2017).

In the case of social media, travellers' impression of the data unwavering quality and satisfaction runs up with the apparent incentive in travel data look. To be sure, it is discover that discovering "stores or other places to shop" and "potential destinations to visit" on the Internet gather expanding yet direct consideration by travellers. The research discover that more than 66% of the travellers overviewed in 2007–2012 utilized the Internet for looking "information about a specific location", "places to stay or hotel prices", and "air ticket and timetable/flight time." Hence, it is noticeable that a superior involvement in make a trip exchanges would lead to a greater experience of the entire trip (Huang, Goo, Nam & Yoo 2017).

Consumers now view the online networking as a significantly more dependable source of information with respect to the administrations and items than corporate-sponsored marketing correspondence networks, which have generally filled in as the methods of promoting ventures and products. In like manner, crosswise over different business, social media has lately been utilized as a vital consumer message tool that can influences different parts of consumer behaviour including demeanour, purchase, post-purchase communication and item/benefit assessment, data securing. For instance, an experimental investigation has found that corporates social media administration doings influence open impression of firms. Facebook user have a tendency to wind up plainly a consumer at a 15% higher rate than when the researcher obtain the data through different channels once Facebook users increase some data in regards to items and administrations from their companions (Kim, Lee, Shin, & Yang 2017).

It would get helpful to focus on the conspicuous fragment of long standing consumers among the online community as an organization takes in the wants and behaviour of its consumers. The different sections also can be focused on and divided in like manner. The organization can share its learning and encounters of the destination or nation it is encouraging with the public. Customers at the flip side can impart different consumers in the public and consumers' insight to the organization as well (Sahin & Sengun 2015).

2.4 CONCLUSION

In conclusion, chapter 2 illustrate the formation of community in tourism and affect the behaviour of others was assisted by the social media is due to the mutual purpose. The individuals able to get to know one another within the community by interacting frequently without integrated the facilitation. Besides, the methodology will be discussed in chapter 3.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter discuss on the methodologies which used to accomplish the research objectives. To choose and determine the suitable research design on conducting the study is essential for the study. In this study, the objective of this part is to define the process and technique that involved. The main objective of this study is to identify the impact of social media on consumer behaviour in tourism.

The chapter will also include the discussion on the research design and the data collection, techniques used in sampling, scaling and the procedure in the data analysis as well as the instrument used for the research measurement.

3.2 RESEARCH FRAMEWORK

A research framework is the foundation of hypothetical deductive research as it is used to develop the basic of the hypothesis.

This research framework is designed in order to support with the objective of this study which derive from literature review and preliminary finding from other researches. The research have a plan to study the effects of social media on consumer behaviour in tourism. The framework is as presented in Figure 3.1 below.

| Social Media | → | Consumer Behaviour | → | Tourism |
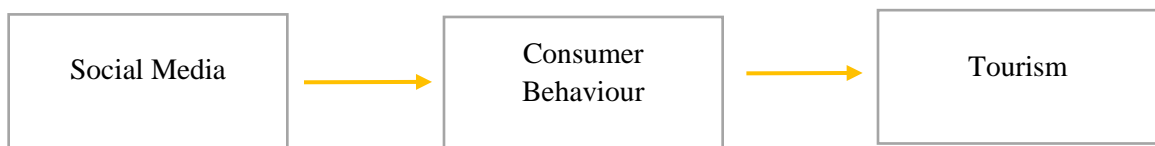
Figure 3.1: Conceptual Framework of Study

In conducting this research, the primary data and secondary data were the two methods which used to collect valuable information and data.

3.2.1 Primary data

Primary data targets to provide evidence in supporting the secondary data and to answer the objectives that stated in the research. The primary data of this research were gathered through the online questionnaire by individuals in Malaysia universities (Lee 2013).

3.2.2 Secondary data

Secondary data is a theoretical framework which serves as the foundation for this research. The secondary data were defined as sources which collect from the primary data.

After the data were gathered from numerous resources and methods, then the data will used to analyse and determine the results by using Statistical Package for Social Science (SPSS), which were made in the final of the research. Moreover, the components that used as variables were derived from the previous research literature.

3.3 RESEARCH HYPOTHESIS

1.) Social media has significant impact on the tourism.

2.) Social media has positively impact on the consumer behaviour.

3.) Consumer behaviour on social media has positively impact the tourism.

The underlying justification for the hypothesized relationships is provided in the subsequent sections.

3.3.1 Relevancy of tourism information in social media is positively associated with the tourism

For relevancy is about the degree to which the information obtained is relevant for a certain undertaking. It provides the particular information about the destination which a user later intends to visit later, if the tourism information is relevant. For example, if the information provided to a tourist is relevant for the trip of the tourist then the tourist will form an image about the destination by processing the information given. Hence, the decision making and the trip planning of a tourist will be affected by the related information from those online review sites. A well designed tourism social media page would significantly improve the travellers' trustworthiness of the information that provided in the website so that it will encourage the traveller to process the decision in the tourism (Kim, Lee, Shin, & Yang 2017).

3.3.2 Value-added tourism information in social media is positively associated with the consumer behaviour

Value-added is refer to the degree to which the data obtained from the consumer is a benefit when using the information. If the tourism information in social media is valuable to tourists, then the consumers will adopt the information and process it about how to fully utilize it wisely. For instance, if a social media side on a specific destination provides valuable information about local restaurant, local shop and local food, then the consumer will definitely use it to arrange the trip. With the more visualized information provided from the website, the consumer can obtain more future experience from the value-added information (Kim, Lee, Shin, & Yang 2017).

3.3.3 Relationship of consumer behaviour on social media in tourism industry

In order to boost sales for tourism business to update the consumer about the business's service by drawing the potential tourist mass's attention, at the same time to trigger by forming request and trends about the tourism services as well as offer it to the consumers to be purchased. However, the consumer behaviour normally will resolve by aiding from the consumers' previous experiences on the social networking platform which is Facebook, Google, Flickr and Twitter. Those comments made in the internet atmosphere will consider to assist the consumer to reduce the risk of deciding the destination in the decision-making period to be easier and truer (Altinay, Gucer & Bag 2017).

3.4 RESEARCH DESIGN

According to Yin 1994, the logic which joins the information to be gathered quantitative method was applied in this research which used to collecting the data through the online questionnaire distribution is known as a research design. After the adequate data had collected successfully, SPSS; the statistic software will then to be used in order to analyse the collected data and the stated hypotheses at above.

3.5 TARGET POPULATION

Population means the whole group of individuals, things of interest or the vents which the researcher would wises to investigate in the research. The target population for this research defined to include the University Students in Malaysia. The questionnaires in online form and will be sending via messenger to the universities students in Malaysia for this research. The total amount of universities students in Malaysia is around 127,207 (PenangMonthly 2017).Researcher choose Malaysia is because most of the generation whom are most often using social media is among the age in Universities. The online questionnaire will be sending to all the respondents via messenger applications as the respondent find it is more easy and convenient for them to respond at anyplace and anytime. Respondents who are participated in the research were based on voluntary basic and the questions were designed in English. In the process of gathering the data, convenience sampling method will be used. The participants were also assured that all their responses were confidential.

Krejcie & Morgan (1970) $s = \dfrac{x^2 NP(1-P)}{d^2(N-1)+(x^2 P(1-P))}$

s =   Required Sample size

N =   Population size

P = Population proportion (expressed as decimal) (assumed to be 0.5)

d =   Degree of accuracy (5%), expressed as proportion (.50); it is margin of error

x^2 =   Z value; 1.96^2

N= 127207

$$s = \frac{3.841(127207)(0.5)(1 - 0.5)}{(0.05)^2\,(127207\text{ -}1) + 3.841(0.5)((1\ \text{-}0.5))}$$

$$= \frac{122150.5218}{318.97525}$$

$$= 382.9467076$$

$$= 383$$

3.6 SAMPLING AND DATA PROCEDURE

Sampling is a process that will be utilized in statistical analysis in which a prearranged number of observations are taken from a larger population. The target respondent in this study were all level of university students who is still studying in Malaysia University meanwhile the questionnaire was administered, and most essential who were willing to accomplish the questionnaire. The objective of questionnaire is to accomplish basic meaning through the exchange of inquiries and answers whereby this is accomplished by making questions in the easiest shape conceivable (Gibson 2014).

3.7 MEASURING INSTRUMENT

The way to measure for the variable is known as the scale of measurement. All measurement in science was shown using four different categories of scaled which was claimed by Stevens is known as nominal, interval, ordinal and ratio. In this research, only nominal scale, ordinal scale and interval scale is apply. A complete questionnaire containing four parts in this survey, which are part A, part B, part C and part D with total 47 questions in both section which as shown as below:

3.7.1 Part A: Demography of respondents, demography of Social Media and demography of Tourism.

3.7.2 Part B: The Impact of Social Media on Tourism.

3.7.3 Part C: Social Media effect on Consumer Behaviours.

3.7.4 Part D: The effectiveness Consumer Behaviour in Tourism.

In addition, part A involves 2 demography item of respondents such as age and educational level. Respondents was requested to answer this question in the box provided for this part. The following part of the demography of social media and tourism which consist of 8 and 12 items respectively. This two part also been marked as required to be answered for the questionnaire of this study. For demography of social media divide into two dimension which is section A and section B. Section A of part A is consists 4 items which is about what social media does the respondents have and the frequency of using it. Meanwhile the section B of part A consists of 4 as well and is about what to do with social media.

Dimension of Demography	Item	Number of Item
What social media does the respondents have and the frequency of using it	4	A1, A2, A3, A4
What to do with social media	4	B1, B2, B3, B4
Travel information	12	C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12
TOTAL	20	

Table 3.1: Amount of the item for demography of social media and tourism.

For part B consists of 13 questions about the impact of social media on tourism, whereas part C consists of 8 questions regarding to the social media effect on consumer behaviour whilst part D is concerned about the effectiveness consumer behaviour intention of loyalty in tourism, hence, the Likert scale was used as below in order to measure and also which as shown as:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
1	2	3	4	5

Table 3.2 Source: Developed for this research.

3.7.1 Nominal scale

The most unobstructed assignment of numeral was scale characterizes as nominal scale. The numerals are taken only as type numbers or tags, and letters or words would serve as well. The number which used to applying in order to classify the data and barely measurement. The nominal scale is simply a material of distinguishingly by name (Stevens 1946).

3.7.2 Ordinal scale

The ordinal scale rises from the process of rank-ordering. The rank- ordering data merely sets the data on an ordinal scale. The ordinal measurements expresses order instead of the degree or the relative size or of difference between the objects measured. There is three questions of ordinal scale in this research which are age range, days of trip planning and years of smart tourism technology used (Stevens 1946).

3.7.3 Interval scale

The interval scale is all measurable for those quantitative attributes. This is due to any distinction between the levels of an attribute can be increased by any genuine number to surpass or approach another distinction. For instance, the Likert scale is the most common used for the research survey. The five-point scale which is used for the measurement that have consist of the technique from strongly agree to strongly disagree. In this study, the interval scale method is applied in section B (Stevens 1946)

Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
1	2	3	4	5

Table 3.3 Source: Developed for this research.

3.8 DATA ANALYSIS METHOD

The data gathered for this research were analysed by using the SPSS, statistical and social science version 23 software.

3.9 SURVEY VALIDITY AND RELIABILITY

Validity is concerned regardless of whether an instrument measures what it implies to measure. The subject of validity is debatable, complicated and noticeably vital in the behavioural research. Basically, validity is sectioned into a range of classes which are face validity, content validity, predictive validity, concurrent validity and construct validity (Gibson 2014).

Reliability is all about with the finding of the study. In short, it is a compulsory yet not acceptable circumstance of the value of study outcomes might as well the interpretation. Besides, there are few ways of estimating the reliability of the responses to the questions in the questionnaire which including the internal consistency method, split halves method as well as the test and re-test method (Gibson 2014).

Once the questionnaire is completed, which means every respondents are understand the question well, then the Pilot test will be conducted. The pre-testing or 'trying out' of a specific study instrument also known as Pilot test. The following reasons to carry out the pilot test are to develop and test the adequacy of study mechanisms, gather the preliminary data and evaluate the variability in results so can assist to determine the sample size, create whether the sample frame and method are effective as well as access whether the study protocol is realistic and practicable, lastly is to categorize the logistical problems which might occur using proposed methods. Thus, after run the pilot test, the researcher able to determine the mistake or weak spot of the questionnaire (Teijlingen and Hundley 2001).

In this study, the pilot test is to examine the validity as well as the reliability for the 20 sets of questionnaire that distribute to the targeted respondents which are universities students in Malaysia via messenger. For this research, ANOVA test, regression analysis, correlation analysis are used to analyses and validate to find out the acceptance of hypothesis. The Statistical Package for Social Science (SPSS) Version 23 software was applied in this study in order to process the available data.

Cronbach-Alpha	No of Item
0.814	25

Table 3.4 Source: Developed for this research.

The cronbach alpha test result for this research is 0.814. According to the Cronbach alpha test basically used to quantify the interior consistency reliability. Cronbach alpha test has a scope of estimation which the range is from 0-1. Besides, cronbach alpha esteems for the most part fall between 0-1 with 1.0 being the highest internal consistency. The higher the coefficient estimation of cronbach value, the more solid the information estimation. The author expressed that the estimation of the cronbach alpha which is under 0.6 will consider as poor, 0.6 to under 0.7 consider as moderate, 0.7 to under 0.8 is consider good, 0.8 to under 0.9 is consider very good. In short, the esteem is more than 0.9 is consider as excellent (Hair, Babin, Samouel & Money 2003)

3.10 CONCLUSION

Overall, in chapter 3 the research methodology was discussed about the research framework, research hypothesis as well as research design. In addition, the sampling and data procedure, measuring instrument and data analysis method were also talk over. Generally, the way of the researcher to gather the data and sampling as well as analyse it. Therefore, the next chapter will discuss about the test that used to run the questionnaire.

CHAPTER 4

RESULT

4.1 INTRODUCTION

The interpretation of results as well as data analysis from results may be most significant explained by bringing up to a research project. The total respondents of 384 respondents via online Google form was collected and processing for the data analyzing. For developing the reliability test, frequency distribution, multiple regression, Pearson correlations and others, then a set of 47 questionnaires were distributed to respondents.

The reliability test is recognized by testing both stability and consistency. The consistency demonstrates how well the objects evaluating a concept match together as a set. Reliability test is conducted by using Cronbach's Alpha as an indicator generated which shows how fine the items in the questionnaire are correlated to one another. The whole internal consistency of the scale or index of the repeatability as a w hole would be created and also would generate the identification of problems items which should be excluded from the scale.

A reliability analysis was conducted on all the factors to measure the inner consistency of the objects. The 0.70 is considered as minimum to be acceptable from Cronbach's Alpha. Besides, the reliability is a clue of the stability and uniformity with which the mechanism dealings with the concept and supports to assess the finest of measure. Furthermore, the reliability coefficient indicates of how well the items in a set are positively correlated to one another is known as the Cronbach's Alpha. So, the greater the internal consistency reliability, the closer Cronbach's Alpha is to 1(Sahin & Sengun, 2015).

CHAPTER 4: RESULT

4.2 DESCRIPTIVE STATISTICS

There were 384 responses of the 47 questionnaire was received by being send through the online Goggle form, which yield a response rate about 100.26%. All the responses came from online questionnaires which was delivered through smart phone and computer.

In Table 4.1, the data collected from the descriptive statistics for this research was shown. The Table 4.1 presented the demographic information result of respondents regarding to age category and level of education.

4.2.1 Age

The highest group of respondents with 212 respondents which is nearly 55.2% for this survey are from 18 until 22 years old, followed by from the aged 23 until 27 years old which is the amount of 136 respondents about 35.4% of the total respondents. Respondents from 28 until 32 years old are about 24 respondents or 6.3% of total respondents. The lowest number of respondents come from the aged range 33 and above which comprises only 12 respondents or 3.1% of the total respondents.

4.2.2 Education level

The respondents' education level was classified into five groups. The group with the highest amount of the respondents is the respondents' education level that hold for Bachelor's Degree with a whole of 204 and reaching up to 53.1% of the overall respondents. Foundation level respondents contain 73 respondents with 19% of the whole respondents whereas the Diploma holders' respondents contain 48 respondents which contribute to 12.5% of the total respondents. The respondents hold for the Master are 41 respondents with 10.7% out of 100% from the total respondents. PHD holder consist of 18 respondents which make up only 4.7% from the total respondents.

CHAPTER 4: RESULT

Table 4.1: Demography Variables

Demography Variables	Frequency	Percentage (%)
Age		
18-22	212	55.2
23-27	136	35.4
28-32	24	6.3
Above 33	12	3.1
Total	**384**	**100.0**
Education Level		
Foundation	73	19
Diploma	48	12.5
Degree	204	53.1
Master	41	10.7
Ph. D	18	4.7
Total	**231**	**100.0**

Table 4.1 Source: Developed for this research.

Table 4.2: Frequency Allocation for Respondent

Are you an active social media and social networking sites user?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	6.8	6.8	6.8
	Yes	358	93.2	93.2	100.0
	Total	384	100.0	100.0	

Table 4.2 Source: Developed for this research.

The table 4.2 is the information regarding to the active user to the social media and social networking sites. The result above shows that, there are 358 out of 384 respondents are the active user of the social median as well as the social networking sites which is 93.2% whereas for the inactive user only have 26 respondents which is 6.8% out of total respondents.

Table 4.3: Frequency Allocation for Respondent

$D5 Frequencies

		Responses		Percent of Cases
		N	Percent	
Which social media account do you have [a]	Facebook	353	29.6%	91.9%
	Instagram	303	25.4%	78.9%
	Twitter	139	11.7%	36.2%
	Youtube	292	24.5%	76.0%
	Flicker	23	1.9%	6.0%
	Other	78	6.5%	20.3%
	None	4	0.3%	1.0%
Total		1192	100.0%	310.4%

a. Dichotomy group tabulated at value 1.

Table 4.3 Source: Developed for this research.

The table 4.3 above shows that the information regarding to the amount of respondents as well as the percentage for the statement "Which social media account do you have". This is a statement that can be chosen more than 1 decision. So, the greatest percentage of this statement is Facebook that contain 29.6% (353 respondents) and lowest percentage is None which is 0.3% (4 respondents). Instagram is the second highest among the choices which contain 25.4% (303 respondents) whereas YouTube is the third highest that consist 24.5% (292 respondents). Next, Twitter and Flicker consist 11.7% (139 respondents) and 1.9% (23 respondents) respectively. It follows by Other which obtain 6.5% (78 respondents).

CHAPTER 4: RESULT

Table 4.4: Frequency Allocation for Respondent

How frequently do you log in to the social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	231	60.2	60.2	60.2
	Never	2	.5	.5	60.7
	Often	108	28.1	28.1	88.8
	Rarely	4	1.0	1.0	89.8
	Seldom	7	1.8	1.8	91.7
	Sometimes	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

Table 4.4 Source: Developed for this research.

The table 4.4 above shows that the information regarding to how frequently respondents to log in to the social media. This is a statement that can be chosen more than 1 decision. So, the greatest percentage of this statement is Always that contain 60.2% (231 respondents) and lowest percentage is Never which is 0.5% (2 respondents). Often is the second highest among the choices which contain 28.1% (108 respondents) whereas Sometimes is the third highest that consist 1.0% (4 respondents). Next, Seldom and Rarely consist 1.8% (7 respondents) and 1.9% (23 respondents) respectively.

Table 4.5: Frequency Allocation for Respondent

$D16 Frequencies

		Responses		Percent of Cases
		N	Percent	
social_media_facilitate_in_Universiti[a]	As_a_main_platform_of_elearning	177	11.8%	46.1%
	Knowledgesharing_with_friends	231	15.4%	60.2%
	Communication	309	20.6%	80.5%
	Convenience	277	18.5%	72.1%
	Collect_information	240	16.0%	62.5%
	Entertainment	235	15.7%	61.2%
	Others	32	2.1%	8.3%
Total		1501	100.0%	390.9%

a. Dichotomy group tabulated at value 1.

Table 4.5 Source: Developed for this research.

The table 4.5 above shows that the information regarding to what is the social media play as in Universities. This is a statement that can be chosen more than 1 decision. So, the greatest percentage of this statement is Communication that contain 20.6% (309 respondents) and lowest percentage is Others which is 2.1% (32 respondents). Convenience is the second highest among the choices which contain 18.5% (277 respondents) whereas collect information is the third highest that consist 16.0% (240 respondents). Next, Entertainment and Knowledge sharing with friends consist 15.7% (235 respondents) and 15.4% (231 respondents) respectively. It follows by As a platform of e-learning which obtain 11.8% (177 respondents).

Table 4.6: Frequency Allocation for Respondent

What is the experience that you have through social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Allows interactivity with other online users.	58	15.1	15.1	15.1
	Effortless communication.	114	29.7	29.7	44.8
	Get a sense of belonging.	36	9.4	9.4	54.2
	Others.	27	7.0	7.0	61.2
	Socializing.	149	38.8	38.8	100.0
	Total	384	100.0	100.0	

Table 4.6 Source: Developed for this research.

The table 4.6 shows the information the experienced gained by the respondents through social media. The results show that the Socializing obtained 38.8% (149 respondents) as the highest variable whereas Others as the lowest which only have 7.0% (27 respondents). Subsequently, the Effortless communication and Allows interactivity with other online users gained 29.7% (114 respondents) and 15.1% (58 respondents) respectively. For the Get a sense of belonging have only 9.4% (36 respondents) out of 384 respondents.

Table 4.7: Frequency Allocation for Respondent

$D30 Frequencies

		Responses		Percent of Cases
		N	Percent	
Reasons_to_use_social_media[a]	Easy	316	35.8%	82.3%
	Reliable	209	23.7%	54.4%
	Get_distinct_solution	130	14.7%	33.9%
	Higher_level_of_trust_in_responses	86	9.8%	22.4%
	Get_replies_from_people_with_similar_interests	99	11.2%	25.8%
	Others_Option	42	4.8%	10.9%
Total		882	100.0%	229.7%

a. Dichotomy group tabulated at value 1.

Table 4.7 Source: Developed for this research.

The table 4.7 shows the information the reason to use the social media from the respondents. The results show that the Easy obtained 35.8% (316 respondents) as the highest variable whereas Others as the lowest which only have 4.8% (42 respondents). Subsequently, the Reliable and Get distinct solution gained 23.7% (209 respondents) and 14.7% (130 respondents) respectively. For the Get replies from people with similar interests have only 9.4% (36 respondents) out of 384 respondents. Next, the Higher level of trust in responses consist of 14.7% (130).

Table 4.8: Frequency Allocation for Respondent

Do you like to travel abroad on vacations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	5.5	5.5	5.5
	Yes	363	94.5	94.5	100.0
	Total	384	100.0	100.0	

Table 4.8 Source: Developed for this research.

The table 4.8 indicated that the information for the amount of respondents and percentage for the statement as "Do you like to travel abroad on vacations". In addition, there is 94.5 % (363 respondents) out of total respondents like to travel abroad for the vacation, whereas the 5.5% (21 respondents) do not like to travel abroad for vacation.

Table 4.9: Frequency Allocation for Respondent

Do you have travel experience using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	101	26.3	26.3	26.3
	Yes	283	73.7	73.7	100.0
	Total	384	100.0	100.0	

Table 4.9 Source: Developed for this research.

The table 4.9 indicated that the information for the amount of respondents and percentage for the statement as "Do you have travel experience using social media". In addition, there is 73.7 % (283 respondents) out of total respondents have experienced to travel using social media, whereas the 26.3% (101 respondents) do not have experienced to travel using the social media.

Table 4.10: Frequency Allocation for Respondent

How often do you travel for holidays out of country?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than twice per year.	28	7.3	7.3	7.3
	Never.	56	14.6	14.6	21.9
	Once per two years.	79	20.6	20.6	42.4
	Once per year.	163	42.4	42.4	84.9
	Twice per year.	58	15.1	15.1	100.0
	Total	384	100.0	100.0	

Table 4.10 Source: Developed for this research.

The table 4.10 shows the information regarding how often the respondents travel out of country for holidays. The results show that the Once per year obtained 42.4% (163 respondents) as the highest variable whereas More than twice per year as the lowest which only have 7.3% (28 respondents). Subsequently, the Once per two years and Twice per year gained 20.6% (79 respondents) and 15.1% (58 respondents) respectively. For the Never have only 14.6% (56 respondents) out of 384 respondents.

Table 4.11: Frequency Allocation for Respondent

The days of trip planning.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-30 days.	42	10.9	10.9	10.9
	2-3 days.	51	13.3	13.3	24.2
	4-7 days.	146	38.0	38.0	62.2
	8-14 days.	88	22.9	22.9	85.2
	More than 30 days.	16	4.2	4.2	89.3
	Never.	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

Table 4.11 Source: Developed for this research.

The table 4.10 shows the information regarding how many days the respondents make for the trip. The results show that the 4-7 days obtained 38.0% (146 respondents) as the highest variable whereas More than 30 days as the lowest which only have 4.2% (16 respondents). Subsequently, the 8-14 days and 2-3 days gained 22.9% (88 respondents) and 13.3% (51 respondents) respectively. It follows by 15-30 days consist of 10.9% (42 respondents). For the Never have only 10.7% (41 respondents) out of 384 respondents.

Table 4.12: Frequency Allocation for Respondent

The years of smart tourism technology use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year - 2 years.	68	17.7	17.7	17.7
	2 years - 3 years.	59	15.4	15.4	33.1
	Less than 1 year.	123	32.0	32.0	65.1
	More than 3 years.	134	34.9	34.9	100.0
	Total	384	100.0	100.0	

Table 4.12 Source: Developed for this research.

The table 4.12 shows the information regarding to the years of smart tourism technology used by the respondents. The results show that the More than 3 years obtained 34.9% (134 respondents) as the highest variable whereas 2 years – 3 years as the lowest which only have 15.4% (59 respondents). Subsequently, the Less than 1 year and 1 year – 2 years gained 32.0% (123 respondents) and 17.7% (68 respondents) respectively.

Table 4.13: Frequency Allocation for Respondent

$D42 Frequencies

		Responses		Percent of Cases
		N	Percent	
Sources_of_information_did_yo u_use[a]	Friends_suggestion	242	24.2%	63.0%
	Advertisements_and_promotion s	174	17.4%	45.3%
	Information_from_Internet	264	26.3%	68.8%
	Notice_it_through_social_media	180	18.0%	46.9%
	On_your_own	112	11.2%	29.2%
	Other_Options	30	3.0%	7.8%
Total		1002	100.0%	260.9%

a. Dichotomy group tabulated at value 1.

Table 4.13 Source: Developed for this research.

The table 4.13 shows the information regarding how the respondents obtaining the sources of information. The results show that the Information from Internet obtained 26.3% (264 respondents) as the highest variable whereas Other Options as the lowest which only have 3.0% (30 respondents). Subsequently, the Friends suggestion and Notice it through social media gained 24.2% (242 respondents) and 18.0% (180 respondents) respectively. It follows by Advertisements and promotion consist of 17.4% (174 respondents). For the On your own have only 11.2% (112 respondents) out of 384 respondents.

Table 4.14: Frequency Allocation for Respondent

Do you often use social media to search information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	8.3	8.3	8.3
	Yes	352	91.7	91.7	100.0
	Total	384	100.0	100.0	

Table 4.14 Source: Developed for this research.

The table 4.13 indicated that the information for the amount of respondents and percentage for the statement as "Do you often use social media to search information". In addition, there is 91.7 % (352 respondents) out of total respondents often use social media to search information, whereas the 8.3% (32 respondents) do not often use social media to search information.

Table 4.15: Frequency Allocation for Respondent

Do you think the information searched through social media is more
authentic compared to information gained through traditional media(Eg:
newspaper)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	86	22.4	22.4	22.4
	Yes	298	77.6	77.6	100.0
	Total	384	100.0	100.0	

Table 4.15 Source: Developed for this research.

The table 4.15 indicated that the information for the amount of respondents and percentage for the statement as "Do you think the information searched through social media is more authentic compared to information gained through traditional media". In addition, there is 77.6 % (298 respondents) out of total respondents agree that respondents think the information searched through social media is more authentic compared to information gained through traditional media, whereas the 22.4% (86 respondents) do not think that the information searched through social media is more authentic compared to information gained through traditional media.

Table 4.16: Frequency Allocation for Respondent

Do you use social website like tripadvisor.com, WAYN.com, Agoda.com
or any other for travelling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	79	20.6	20.6	20.6
	Yes	305	79.4	79.4	100.0
	Total	384	100.0	100.0	

Table 4.16 Source: Developed for this research.

The table 4.16 indicated that the information for the amount of respondents and percentage for the statement as "Do you use social website like tripadvisor.com WAYN.com, Agoda.com or any other for travelling". In addition, there is 79.4 % (305 respondents) out of total respondents agree to use social website for travelling whereas 20.6% (79 respondents) do not use social website for travelling.

Table 4.17: Frequency Allocation for Respondent

Do you use social media to search about places you intend to visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	43	11.2	11.2	11.2
	Yes	341	88.8	88.8	100.0
	Total	384	100.0	100.0	

Table 4.17 Source: Developed for this research.

The table 4.17 indicated that the information for the amount of respondents and percentage for the statement as "Do you use social media to search about places you intend to visit". In addition, there is 88.8 % (341 respondents) out of total respondents agree to use social media to search about places the respondents intent to visit whereas 11.2% (43 respondents) do not use social media to search about places the respondents intend to visit.

Table 4.18: Frequency Allocation for Respondent

Does information gathered through social media support you to make your decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	57	14.8	14.8	14.8
	Yes	327	85.2	85.2	100.0
	Total	384	100.0	100.0	

Table 4.18 Source: Developed for this research.

The table 4.18 indicated that the information for the amount of respondents and percentage for the statement as "Does information gathered through social media support you to make your decision". In addition, there is 85.2 % (327 respondents) out of total respondents agree that information gathered through social media support respondents to make decision visit whereas 14.8% (57 respondents) disagree the information gathered through social media support respondents to make decision.

Table 4.19: Frequency Allocation for Respondent

Do you generally satisfied with the information gathered using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	13.3	13.3	13.3
	Yes	333	86.7	86.7	100.0
	Total	384	100.0	100.0	

Table 4.19 Source: Developed for this research.

sThe table 4.19 indicated that the information for the amount of respondents and percentage for the statement as "Do you generally satisfied with the information gathered using social media". In addition, there is 86.7 % (333 respondents) out of total respondents generally satisfied with the information gathered using social media whereas 13.3% (51 respondents) unsatisfied with the information gathered using social media.

4.3 NORMALITY TEST

The normality test was generally conducted based on the skewness and kurtosis method. The assumption of normality is a prerequisite so it's needed for various inferential statistical methods which according to Coaked and Steed, 2007.

Based on the mean of average value is the one usually used to measure the effects of social media on consumer behaviour in tourism (Appendix). The skewness illustrates the inclination of the deviation which is from the mean and be bigger in one way. Moreover, for all variables of the Skewness value will be negative. The meaning of the negative value is the distribution is flatter than normal.

The skewness value provides a clue of the symmetry of the distribution. However, the Kurtosis is a measure to provide information all about the peakedness of the distribution. The researcher, Hair et al, 1998 stated, if the both values for skewness and kurtosis are zero then the distribution will consider as perfectly normal. The values are negative for most of the variable's Kurtosis values. Hence, this explain that the distribution is flatter than a normal distribution as seen from the negative value.

According to Chua, 2012, the value of skewness and kurtosis should fall within ± 1.96. In other words, all results are within the range and the data is consider as normally distributed.

4.4 FACTOR ANALYSIS

The factor analysis is used to cut down a large number of variables into a smaller set of fundamental factors and also it is a data reduction practise that summarize the vital information contained the variables.

Factor analysis was conducted for this study is to prove two aspects which is:

i. To identify the validity of the items used in the framework; and
ii. To testify the strongest underlying factors that explain the correlations among a set of variables

Chin et al 1998 pointed that all items had loadings greater than 0.6 which is shown in Table 4.20 is acceptable. Besides, according to Hair et al. 2010 also stated that the standardized loading approximations should be 0.5 or greater and preferably 0.7 or greater. For this research, the discriminant validity at item level was found as per in Table 4.20. According to (Senthil, 2016) the construct is differing from one another empirically was referred to the discriminant validity in some certain extend. Hence, it was concluded that the conditions of both convergent and discriminant validity of the measures of this study were satisfactory met.

4.5 RELIABILITY

The reliability is reproducibility of an assessment's result or the degree of consistency under dissimilar situations or circumstances and assuming that random mistake will constantly affects scores which expressed by Chatterji, 2003. The Cronbach's alpha test was used to calculate the variables individually in order to observe the reliability of the research appliances empirically which was used for this research. An internal consistency which is greater than 0.70 is reasonable and reliable stated by Nunnally and Berstein, 1994. On the others hand, the alpha coefficients for scales with six or less items can be much smaller which is 0.6 or greater and it's still consider to be acceptable which was pointed out by Cortina, 1993.

The reliability coefficients for all three variable's scale computed as social media, consumer behaviour and BIL recorded are 0.948. Hence, the scales were deemed to be acceptable as for the items scale were greater than 0.8 for Cronbach's alpha coefficients.

Table 4.20: Reliability analysis

Measurement	Number of Items	Alpha
Social media, Consumer Behaviour and BIL	25	0.948

Source: Developed for this research.

4.6 CORRELATION ANALYSES

The Pearson coefficient was a methods that selected to investigate the correlation between variables. This method allow to investigate and evaluate the data from several subjects concurrently. The specific result is shown in the Table 4.22. The connections between all the independent and dependent variables are theoretically to test whether those variables are supported to one another or not. The correlation analysis actually is a statistical instrument used to study the intimacy of the association between two or more variables. Furthermore, the purpose of the correlations analysis is to find out and also to understand the power of linear or non-linear interactions between two constant variables. The correlation are measured based on the below table according to the range respectively:

Table 4.21: Correlation Measures

Correlation Range	Correlation Type
r < 0.09	No correlation
r = 0.10 to 0.29	Low correlation
r = 0.30 to 0.49	Medium correlation
r = 0.50 to 1.00	Highest correlation

Source: Developed for this research.

According to the above table that showing the correlation measurement for the research was interpreted based on the table 4.22 results. The highest correlation is between social media and consumer behavior (r=0.758) whereas the lowest significant level correlation is between the social media and behavioral intention of loyalty(BIL) which is (r=0.676)as well as the correlation between consumer havioral and behavioral intention of loyalty (BIL) are significantly lower with r=0.700. However, there is a noteworthy and positive correlation between entire the dependent as well as the independent variables.

Table 4.22: Correlation

Correlations

		Social Media	Consumer Behaviour	BIL
Social Media	Pearson Correlation	1	.758**	.676**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Consumer Behaviour	Pearson Correlation	.758**	1	.700**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
BIL	Pearson Correlation	.676**	.700**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

<u>Source:</u> Developed for this research.

4.7 TESTING THE HYPOTHESIS

For the four developed hypothesis in this section for this study will include the multiple regression analysis. All 4 hypotheses H1, H2, H3 and H4 (multiple regression) analysis was conducted to test.

To analyze data, the SPSS software was used and where the method being used is known as 'Simple Regression Analysis'. So, in order to determine whether there were a relationship between the dependent variable and independent variables or not. Thus, all of the hypothesis were used.

By using this Regression Analysis, the connection between a particular dependent variable and numerous independent variables (predictor or explanatory) can be analyzed at once.

4.7.1 Hypothesis 1: There is a positive relationship between social media and consumer behavior.

The Anova Model Summary was provided results as shown in Table 4.23. A correlation analysis was deployed in order to evaluate the relationship between social media and consumer behavior.

Furthermore, the effects of social media and consumer behavior was conducted to test by a regression analysis. The results are displays in Table 4.23.The social media explained 57.5% (R Square=0.575) of the variance associated with consumer behaviour was being discovered. Besides, the result shown that the social media and consumer behaviour having very strong significant with indicated by t and p value from the ANOVA table with t= 22.727 and p=0.00 which p< 0.01.

The hypothesis H1 is accepted based on the research results. The overall of social media is found to have significant relationship with consumer behaviour.

Hypothesis H1: There is a positive relationship between social media and consumer behavior.

Table 4.23: *Hypothesis H1*: **There is a positive relationship between social media and consumer behaviour.**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.676ᵃ	.456	.455	.65344	.456	320.736	1	382	.000

a. Predictors: (Constant), Social Media

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.949	1	136.949	320.736	.000ᵇ
	Residual	163.108	382	.427		
	Total	300.057	383			

a. Dependent Variable: BIL

b. Predictors: (Constant), Social Media

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.677	.157		4.305	.000
	Social Media	.767	.043	.676	17.909	.000

a. Dependent Variable: BIL

Source: Developed for this research.

CHAPTER 4: RESULT

4.7.2 Hypothesis 2: There is a positive relationship between social media and behavioral intention of loyalty (BIL).

In Table 4.24, The regression analysis result shows that social media has a significant with behavioral intention of loyalty (BIL). So, it was being discovered that social media explained 45.6% (R square= 0.456) of the variance associated with behavioral intention of loyalty (BIL). In addition, the analysis show there's a strong consequence, as indicated by t and p value which is from the ANOVA table with t= 17.909, and p<0 .01 was shown from the analysis. Thus, the hypothesis 2 is accepted.

Hypothesis H2: There is a positive relationship between social media and consumer behavior.

Table 4.24: Hypothesis H2: There is a positive relationship between social media and consumer behavior.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.758ª	.575	.574	.49979	.575	516.499	1	382	.000

a. Predictors: (Constant), Social Media

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.017	1	129.017	516.499	.000ᵇ
	Residual	95.420	382	.250		
	Total	224.437	383			

a. Dependent Variable: Consumer Behaviour
b. Predictors: (Constant), Social Media

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.912	.120		7.589	.000
	Social Media	.744	.033	.758	22.727	.000

a. Dependent Variable: Consumer Behaviour

Source: Developed for this research.

4.7.3 Hypothesis 3: There is a positive relationship between consumer behavioral and behavioral intention of loyalty (BIL).

The Table 4.25 shows that consumer behavioral has a significant with behavioral intention loyalty (BIL). The consumer behavioral explained 48.9% (R Square=0.489) of the variance associated with behavioral intention of loyalty (BIL). Moreover, the analysis also presented strong significance, as indicated by t and p value from the ANOVA table with t= 19.135 and $p<0.01$.

Therefore, the hypothesis H3 is accepted based on the research. So, the overall consumer behaviour is discover to have significant and positive connection with behavioural intention loyalty (BIL).

Hypothesis H3: There is a positive relationship between consumer behavioral and behavioral intention of loyalty (BIL).

Table 4.25: Hypothesis H3: There is a positive relationship between consumer behavioral and behavioral intention of loyalty (BIL)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.700[a]	.489	.488	.63330	.489	366.144	1	382	.000

a. Predictors: (Constant), Consumer Behaviour

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.849	1	146.849	366.144	.000[b]
	Residual	153.208	382	.401		
	Total	300.057	383			

a. Dependent Variable: BIL

b. Predictors: (Constant), Consumer Behaviour

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.530	.155		3.421	.001
	Consumer Behaviour	.809	.042	.700	19.135	.000

a. Dependent Variable: BIL

Source: Developed for this research.

CHAPTER 4: RESULT

4.7.4 Hypothesis 4: Whether consumer behavioral mediate social media and behavioral intention of loyalty (BIL).

The Table 4.26 shows that behavioral intention loyalty (BIL) has significant relationship with social media and consumer behaviour. Consequently, it was found that behavioral intention loyalty (BIL) explained 53.9% (R Square=0.539) of the variance with social media and consumer behaviour. Therefore, the analysis revealed the not statically significance effect on social media and consumer behaviour, as indicated by t and p value from the ANOVA table with and overall the p=.000 (consumer behaviour p=0.000 and social media p=0.000) which is less than 0.01.

Hypothesis H4: Whether consumer behavioral mediate social media and behavioral intention of loyalty (BIL).

Table 4.26: Hypothesis H4: Whether consumer behavioral mediate social media and behavioral intention of loyalty (BIL)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.734[a]	.539	.537	.60256	.539	222.710	2	381	.000

a. Predictors: (Constant), Social Media, Consumer Behaviour

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.723	2	80.862	222.710	.000[b]
	Residual	138.334	381	.363		
	Total	300.057	383			

a. Dependent Variable: BIL

b. Predictors: (Constant), Social Media, Consumer Behaviour

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.212	.155		1.362	.174
	Consumer Behaviour	.510	.062	.441	8.260	.000
	Social Media	.388	.061	.341	6.401	.000

a. Dependent Variable: BIL

Source: Developed for this research.

Table 4.27 Summary of Findings

Summary of the Findings:

Hypothesis 1	There is positive relationship between social media and consumer behavior.	**Supported**
Hypothesis 2	There is a positive relationship between social media and behavioral intention of loyalty (BIL).	**Supported**
Hypothesis 3	There is a positive relationship between consumer behavioral and behavioral intention of loyalty (BIL).	**Supported**
Hypothesis 4	Whether consumer behavioral mediate social media and behavioral intention of loyalty (BIL).	**Supported**

Source: Developed for this research.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The argument of the outcomes, summary, the practical consequences, theoretical implications of the hypotheses verified and recommendations was covered here. Moreover, this chapter will focus on the limitations of the research and recommendations for upcoming study. The key objective of this research was to examine the effects of social media on consumer behaviour in tourism; a study among university students in Malaysia.

5.2 DISCUSSION

The findings of the study are consistent with past research showing that students' behavior intention loyalty has higher impact in tourism sector by using social media. This may publicly recommend the importance of positive behaviour intention loyalty among students, as well as the social media mediate between consumer behaviour and behaviour intention loyalty (BIL) by students.

The social media and consumer behaviour were significantly and positively related as predicted in Hypothesis 1. This finding indicate that the previous understanding regarding social media and consumer behaviour. The social media has modernized the world of advertisement and has moved a distant from old-style advertising. It is positive that social media is possessing more informative compare to traditional way. The past performance of product or services will be analyzed by consumers with checking by likes and dislikes for it via social media (Chandwani, 2004). This finding is associated with Li et al, 2016, comment that social media can be as a tool that provide assistance towards to the tourists with the resourceful travel plan on hand. So, the tourism sector can be helped by gathering and do research on the post-tourism feedback from the social media tool for a more effective policy making.

CHAPTER 5: CONCLUSION

Hypothesis 2 proposed that there is a positive relationship between social media and behavioral intention of loyalty (BIL), and it is significant based on the data collected. This findings is accordance to (Guzel et al, 2015) point that nowadays the tourism business is fully utilize social media effectively. Therefore, there are many social media platform for tourists to conducting online booking and share their thoughts as well as comments promptly in order for the tourism sector to provide tourists' solutions as soon as the researcher enter the process to maintain the brand image of the business of. The social media can be said is a good situation to be created for the tourists as returns are quicker in case of a negative experience occurred. Thus, it is possible to say that the consumers' behavioural intention of loyalty varies with the sharing experiences towards friends and family through social media as a platform to communicate and so on.

As was hypothesized in Hypothesis 3, the relationship between consumer behavioral and behavioral intention of loyalty (BIL) also shown significantly and positively related. As per mentioned by Lee, 2013, individuals' starting opinion are main determinants of the evidence the researcher will look for. As public tent to look the evidence that is consistent to their initial believed and will automatically to prevent those that will encounters with it. This is known as attitude which usually will be learned from the result of a positive or negative comment and experience towards a certain product or service. Besides, the customer normally will to be more engage with those companies that affect their lives indirectly.

The Hypothesis 4 was being supported positively, which is whether consumer behavioral mediate social media and behavioral intention of loyalty (BIL). The findings of the current research was supported by the mediation hypothesis, as there's significant mediating effect in the relationship between social media and behavioural intention of loyalty. In this research, the mediator consumer behavioural is directly mediate the relationship between social   media   and   behavioral   intention   of   loyalty.

CHAPTER 5: CONCLUSION

To the best of my knowledge, the current research is the first to reveal how social media affects the consumer behaviour by the students. These findings hint that the impacts of consumer behaviour on social media outcomes, such as behavioural intention of loyalty need to be paid great attention by students or any parties that is related. I personally hope this research will able to assist as a facilitator for further progressive as well as complete study on social media and tourism sector in upcoming future.

CHAPTER 5: CONCLUSION

5.3 RECOMMENDATIONS

The objective of this research was to recognize the effects of social media on consumer behaviour in tourism. Hence, most respondents are students in this study are possess the qualification with level of study from foundations and above. Further studies should explore whether social media is causing same consumer behaviour phenomena in tourism.

Related studies should also observe the social media marketing in order to establish and perceived more trust and value from consumer as long term to increase the level of consumers' behavioural intention of loyalty. This can be done like provides solutions and plans for consumers when have needs. Thus, it not only can engage the consumer to the discussion but also can make their requirement or demands into more innovative products or services accordingly. In short, the company will then grab the chance to be high likelihood for a consumer to purchase their services or products.

Lastly, it also suggested to studying the perceptions of students with different level of background together towards social media and the beahavioural intention loyalty. So, it can lead to have a stronger and deeper loyalty from consumer and better relationship among the both parties.

5.4 LIMITATION

Despite from the fact, the hypothesis were accepted by the findings which is from the survey that being done. Also, the research is still able to show a positive degree of new perceptions in involving to the present situation. However, the limitations may still exist (Guzel et al, 2015).

One of the limitations in this study is concerning the respondents' nationality, which differ across national culture. The robustness of the findings and in order to conclude the extent to which the findings simplify to other consumer behaviour, perception or countries are needed to investigate for the future study. The validity of the model across regions of Malaysia may be carried out to compare for the future study. A more and higher representative sample should be taking into consider. Hence, the actual measurement for the consumer behaviour of students despite using from social media in tourism to be determined.

The study on the effects of the social media on consumer behaviour in tourism that was chosen by me to be conducted is due to the trend that has been raised lately by which the social media has been progressively growing as an essential information source. The tourists was accessed the social media more frequently for traveling through their mobile devices. The tourist depend more on the reviews and suggestion as well as comments that provided from the experienced tourist for their decision making in future travel panning (Fardous, 2017). In short, will the social media directly or indirectly to influence the tourism sector by the consumer behaviour will be determined. In contrast, students will tend to be more rely and believe on the information from social media even if the information of certain discussion is not true. Subsequently, the students will start to lack sound judgement. Hence, the student's perceptions or behaviours under social media and tourism in Malaysia should be focused on the future study as it can be said to be serious afterward.

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APPENDIX

APPENDIX A:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.844	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am influenced from positive comments about holiday destination in social media	82.2000	92.589	.327	.	.809

APPENDIX

I share my positive experience about holiday destination in social media.	83.1500	95.503	.037	.	.826
I am influence from positive comments about travel agency in social media.	82.2500	85.882	.729	.	.793
I share my positive experience about travel agency in social media.	83.1000	96.937	-.026	.	.830
I am influence from positive comments about hotel enterprise in social media.	82.1000	90.516	.467	.	.804

APPENDIX

I share my positive experience about hotel enterprise in social media.	83.1500	98.766	-.099	.	.833
I am influenced with positive comments about food and beverage enterprise in social media.	82.1500	88.661	.423	.	.805
I share the positive comments about food and beverage enterprises in social media.	83.2000	97.116	-.025	.	.828
I use social media for searching and purchasing travel products.	82.3000	89.063	.430	.	.804

APPENDIX

I use social media for searching to devise an actual tourism plan after choosing a destination.	82.5000	94.474	.189	.	.814
I use social media to search for and obtain extra information while I am travelling.	82.3500	84.661	.725	.	.791

I used more time and effort on social media to conduct a travel information search.	82.5500	88.682	.464	.	.803
I have fun through the information search using social media.	82.5000	87.421	.581	.	.798

APPENDIX

I have prejudgment before an actual consumption.	82.4500	88.576	.613	.	.799
I seek out information that is consistent with initial opinion.	82.5000	88.158	.639	.	.798
Information searching is easier through social media comparing to mass media.	82.3000	86.958	.640	.	.796
Social media helps us to have self-reliance and more independence.	82.8500	90.134	.309	.	.811

APPENDIX

Social media make us to be aware about our rights to equitable shares of resources.	83.0000	90.632	.351	.	.808
Influence of social media on age groups to try new products/ services/ brands.	82.2000	90.800	.515	.	.803
Social media provides effective and powerful platforms for consumers to communicate.	82.1500	90.029	.481	.	.803
I am more likely to share my opinions/ comments/ reviews/ or related articles to peers or friends via social media.	83.3000	83.800	.625	.	.793

APPENDIX

I would say positive things about this tourism site to other people.	82.5500	96.261	.082	.	.817
I would recommend this tourism site to someone who seeks my advice.	82.6500	91.503	.329	.	.809
I would encourage friends and relatives to do business with this tourism site.	82.8000	90.905	.421	.	.806
I would do more business with this tourism site in the next few years.	82.9500	93.629	.266	.	.811

APPENDIX B:

Result of Demographics

Statistics

		Respondents	Age	Educational Level
N	Valid	384	384	384
	Missing	0	0	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>33	12	3.1	3.1	3.1
	18-22	212	55.2	55.2	58.3
	23-27	136	35.4	35.4	93.8
	28-32	24	6.3	6.3	100.0
	Total	384	100.0	100.0	

Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	204	53.1	53.1	53.1
	Diploma	48	12.5	12.5	65.6
	Foundation	73	19.0	19.0	84.6
	Master	41	10.7	10.7	95.3
	Ph. D	18	4.7	4.7	100.0
	Total	384	100.0	100.0	

Are you an active social media and social networking sites user?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	26	6.8	6.8	6.8
	Yes	358	93.2	93.2	100.0
	Total	384	100.0	100.0	

$D5 Frequencies

		Responses		Percent of Cases
		N	Percent	
Which social media account do you have [a]	Facebook	353	29.6%	91.9%
	Instagram	303	25.4%	78.9%
	Twitter	139	11.7%	36.2%
	Youtube	292	24.5%	76.0%
	Flicker	23	1.9%	6.0%
	Other	78	6.5%	20.3%
	None	4	0.3%	1.0%
Total		1192	100.0%	310.4%

a. Dichotomy group tabulated at value 1.

How frequently do you log in to the social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	231	60.2	60.2	60.2
	Never	2	.5	.5	60.7
	Often	108	28.1	28.1	88.8
	Rarely	4	1.0	1.0	89.8
	Seldom	7	1.8	1.8	91.7
	Sometimes	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

$D16 Frequencies

		Responses		Percent of Cases
		N	Percent	
social_media_facilitate_in_Universiti[a]	As_a_main_platform_of_elearning	177	11.8%	46.1%
	Knowledgesharing_with_friends	231	15.4%	60.2%
	Communication	309	20.6%	80.5%
	Convenience	277	18.5%	72.1%
	Collect_information	240	16.0%	62.5%
	Entertainment	235	15.7%	61.2%
	Others	32	2.1%	8.3%
Total		1501	100.0%	390.9%

a. Dichotomy group tabulated at value 1.

What is the experience that you have through social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Allows interactivity with other online users.	58	15.1	15.1	15.1
	Effortless communication.	114	29.7	29.7	44.8
	Get a sense of belonging.	36	9.4	9.4	54.2
	Others.	27	7.0	7.0	61.2
	Socializing.	149	38.8	38.8	100.0
	Total	384	100.0	100.0	

$D30 Frequencies

		Responses		Percent of Cases
		N	Percent	
Reasons_to_use_social_media[a]	Easy	316	35.8%	82.3%
	Reliable	209	23.7%	54.4%
	Get_distinct_solution	130	14.7%	33.9%
	Higher_level_of_trust_in_responses	86	9.8%	22.4%
	Get_replies_from_people_with_similar_interests	99	11.2%	25.8%
	Others_Option	42	4.8%	10.9%
Total		882	100.0%	229.7%

a. Dichotomy group tabulated at value 1.

Do you like to travel abroad on vacations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	5.5	5.5	5.5
	Yes	363	94.5	94.5	100.0
	Total	384	100.0	100.0	

Do you have travel experience using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	101	26.3	26.3	26.3
	Yes	283	73.7	73.7	100.0
	Total	384	100.0	100.0	

How often do you travel for holidays out of country?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than twice per year.	28	7.3	7.3	7.3
	Never.	56	14.6	14.6	21.9
	Once per two years.	79	20.6	20.6	42.4
	Once per year.	163	42.4	42.4	84.9
	Twice per year.	58	15.1	15.1	100.0
	Total	384	100.0	100.0	

The days of trip planning.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-30 days.	42	10.9	10.9	10.9
	2-3 days.	51	13.3	13.3	24.2
	4-7 days.	146	38.0	38.0	62.2
	8-14 days.	88	22.9	22.9	85.2
	More than 30 days.	16	4.2	4.2	89.3
	Never.	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

The years of smart tourism technology use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year - 2 years.	68	17.7	17.7	17.7
	2 years - 3 years.	59	15.4	15.4	33.1
	Less than 1 year.	123	32.0	32.0	65.1
	More than 3 years.	134	34.9	34.9	100.0
	Total	384	100.0	100.0	

$D42 Frequencies

		Responses		Percent of Cases
		N	Percent	
Sources_of_information_did_you_use[a]	Friends_suggestion	242	24.2%	63.0%
	Advertisements_and_promotions	174	17.4%	45.3%
	Information_from_Internet	264	26.3%	68.8%
	Notice_it_through_social_media	180	18.0%	46.9%
	On_your_own	112	11.2%	29.2%
	Other_Options	30	3.0%	7.8%
Total		1002	100.0%	260.9%

a. Dichotomy group tabulated at value 1.

Do you often use social media to search information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	8.3	8.3	8.3
	Yes	352	91.7	91.7	100.0
	Total	384	100.0	100.0	

Do you think the information searched through social media is more authentic compared to information gained through traditional media(Eg: newspaper)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	86	22.4	22.4	22.4
	Yes	298	77.6	77.6	100.0
	Total	384	100.0	100.0	

Do you use social website like tripadvisor.com, WAYN.com, Agoda.com or any other for travelling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	79	20.6	20.6	20.6
	Yes	305	79.4	79.4	100.0
	Total	384	100.0	100.0	

Do you use social media to search about places you intend to visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	43	11.2	11.2	11.2
	Yes	341	88.8	88.8	100.0
	Total	384	100.0	100.0	

Does information gathered through social media support you to make your decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	57	14.8	14.8	14.8
	Yes	327	85.2	85.2	100.0
	Total	384	100.0	100.0	

Do you generally satisfied with the information gathered using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	13.3	13.3	13.3
	Yes	333	86.7	86.7	100.0
	Total	384	100.0	100.0	

APPENDIX

AAAB2017 submission 📁 Inbox x

EasyChair <noreply@easychair.org>
to me ▾

Dear Sheue-Wen Bay,

Chong Meng Chee <merrick.chee@gmail.com> submitted the following
paper to AAAB2017:

A Preliminary Study on The Effects of Social Media Among University Students' Behaviour In Tourism
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You are listed as one of the authors of
this paper. To enter the AAAB2017 Web
pages you should visit

https://easychair.org/conferences/?conf=aaab2017

If you have no EasyChair account you should
first create an account. To this end, you
should use the above mentioned Web page
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If you have an EasyChair account, then you
will not be able to access the AAAB2017
Web page from that account, since
the email address kimberley@1utar.my used by Chong Meng Chee
to add you as an author is
not associated with the account. In this
case you should do the following:

 (1) Log in using your account information.
 (2) In the EasyChair menu, follow the
     menu tabs "EasyChair->My Account".
 (3) Add kimberley@1utar.my as an alternative email
     address to your account (this is
     not immediate since the addition will
     involve authentication using
     email-sending).

Best regards,
EasyChair.

AAAB2017 submission 29 📁 Inbox x

AAAB2017 <aaab2017@easychair.org>
to me ▾

Dear authors,

We received your paper:

 Authors : Doris Hooi-Ten Wong, Sheue-Wen Bay, Chong-Meng Chee and Nazrul Hisyam Ab Razak
 Title : A Preliminary Study on The Effects of Social Media Among University Students' Behaviour In Tourism
 Number : 29

The paper was submitted by Chong Meng Chee <merrick.chee@gmail.com>.

Thank you for submitting to AAAB2017.

Best regards,
EasyChair for AAAB2017.

8TH INTERNATIONAL CONFERENCE OF THE ASIAN ACADEMY OF APPLIED BUSINESS (AAAB) 2017

A Preliminary Study on The Effects of Social Media Among University Students' Behaviour In Tourism

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Abstract— The technology had changed vastly in this world. It was almost surrounded everyone in this modern life which make everybody can't survive without it. With the advancement of technology, the communication among people has grown beyond the boundaries. Thus, the advanced of technology is making a huge effects on social media use in a desired way. Generally, social media is a tool of electronic communication which allow people to interact and share information in the social networking. This study discussed three problem statements and proposed three objectives that aimed to be achieved by end of the study. In short, this study focus on determining the effects of social media on consumer behaviour in tourism among university student.

Keywords—social media, behaviour, tourism, university student

I. INTRODUCTION

Social media is now becoming a rising trends in the world. By using the social media, the individual able to interact and share their thought with whom they can't easily to meet or the one they never knew before. Besides, social media also can be used in many other way than just communication which are giving opinions and reviews on certain articles or experience shared, brand monitoring which is more towards business area in order to increase certain brand awareness and the loyalty of the consumer, tourism marketing as well as media sharing which to build relationship on sharing purpose [1]. Furthermore, for those popular social media that basically is used by the current IT generation are Instagram, Facebook, WhatsApp, Twitter, WeChat, Weibo, Snapchat and etc.

With the existing of social media, a lot of individual's behaviour is slowly changing when it comes to making decision in vacation. For instance, they are starting to rely on the reviews and opinions through the social media sites to plan and decide on their vacation proposal in order to reduce the uncertainty. The advancement of the internet and social media are transforming into many ways so that the information about leisure travel and its experiences are delivered to the people effectively [2].

In this study, it mainly focus on determining the effects of social media on consumer behaviour in tourism among university students. The function of social media can be used for student in tourism part. Leveraging off social media to make promotion on tourism products has proven to be an outstanding plan [3].

The main objective of this study is to the measure the effects of social media will bring and influence the student's consuming behaviour in tourism. Most of the time, the social media did beneficial to the consumers in the tourism aspects especially in information searching and decision making behaviour [4]. Majority of the travelers are using the ability of social media to organize his plan to a journey. Therefore, it is not only shortened their time spending on organizing the trip but also brings a lot of convenient to them in certain situation.

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Besides, the student able to check the weather of the certain place, the exchange rate, the transportation and also the food recommendation by local through the social networking in a sense to let them further understand the situation over there. However, the negative side of it also cannot be neglected as it also getting noticeable by the public. It makes the people are relying heavily on it day by day without any aware.

Furthermore, the study also will help to figure out if the social media playing a major role in tourism for students' consuming behaviour. It involves the study of how well the tourist sides can manipulate the social media on the students' consuming behaviour. From this aspect, we can see more clearly on how influential of the social media can do in such an incredible way. The tourism industry is taking the advantage on the social media all the time as the industry has already relied heavily on destination reputation, spread of information, consumer opinion and positive word-of-mouth advertising in long term [4].

In addition, the purposes of this study also focuses on to determine what are the responses of the students will be taken after seeing the review and feedback from tourist sites. From the current of view, the truthiness of the social media is getting confusion nowadays due to various versions of a particular place. It leads the consumer into a dilemma.

II. PROBLEM STATEMENTS

There are some issues that have been identified:

A. Raising of the student expenses

The students nowadays failed to resist any temptation from the outside world. There have some situations where it is happened when they were seeing their friends get to a fantastic vacation and shared through the social networking will make some of them wanting to follow the trend. However, go for a vacation is not always that easy when comes to the financial problem. As a student, there is only limit pocket money which they will be get from their parents. The amount of the allowance that a kid will be received as its timing and the frequency not only depend on the family's income but also on the family's philosophy, values, age as well as the maturity of their kids [5]. Hence, this will make them have to request more than usual. This will burden their parents as well as the whole family as if the family economically not sound. In short, they just wanted to show off what they possess through the social networking these days without considering other people situation such as parents.

B. Low awareness on relying to the social networking

Everything of a person learn from starting is always unfamiliar first then only get used to it so same goes to the social media stuff. By the time they start approaching it, they will feel that it is a bit frustrated when they do not know the way to manipulate it. Soon and later, it will make them addicted to it without their acknowledge. Nowadays, when user wants to search for any information, they will definitely go for internet without any hesitation. Same as goes for a vacation, before they want to go for any place, they will utilise the search engine to gather every information that they needed before they set off. They will start to check on people comment and review or blog about the certain place, hotels and restaurant that they wanted to go for. Under the circumstances, no matter where traveler go, they will always use the social networking to do the preparation without any further survey. The consumers always engage with the tourist social media sites to do for their research trip, make up their informed decision about their travels and share their personal experiences of a particular accommodation, restaurant, airline and transportation[6].

C. The Truthiness Of The Review And Feedback Statement From The Tourist Sites

Travelers always checked for the review and feedback on the newly approached places, foods, products and accommodations through the tourist sites. They tend to purchase from a site which it has the product ratings and reviews on it. Hence, they can get more updated and latest information on the places they wanted to visit or product to purchase. However, the level of the fact for the review and feed-back statement is often make people to feel more doubtful and confuse.

III. LITERATURE REVIEW

In the research of the impact of social media on tourism and hospitality, it is to measure the social media sites using for the communication today are more frequent than the physical face to face communication. The social media sites are refer to those famous like Facebook, Instagram, Twitter, Linked In and YouTube. Basically, the news and information always spread among students rapidly through online. Through the internet, individual no longer needed to wait for the physically interact and get respond from them in order to understand the actual situation of the destination that they wanted to travel the most. This make them to take a decision easier than ever. Besides, it is also giving support to the decision making process by offering the best travel package to the particular destination for the travelers. Furthermore, this study also found that 53% of those who are the potential travelers will not book for the particular hotel that do not provide any reviews and rates. In addition, there are 70% of the global tourism consumer claimed that the review of a destination on the social sites are the second most trusted form of information to a destination of the traveler that they wanted to travel. Therefore, it increases their confidence during the decision making for their trip. The photos posted by friends through the social media sites will influence and encourage the people who ever view it to plan for their next trip or even change their original destination of the trip. Besides, the other traveler is relying on the other travelers' shared experiences and storytelling to decide on their travel plan in order to reduce the uncertainty along the journey [6].

Research by Cohen et. al mentioned that the consumer behaviour actually is a term that describe of the people who involved in making certain decision, experiences, ideas or activities that can satisfy the person needs and wants in some certain situation. In this study, we can conclude that there are few key concepts in tourism of the consumer behaviours which are decision making, values, motivation, self-concept and personality, expectation, attitudes, perceptions, satisfaction and

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trusty and loyalty. Along the study, it found out that the ethics consumption of the Generation Y has the potential on impacting upon the consumer behaviour in tourism aspect nowadays. The Generation Y are refer as consumption-oriented, heavily relying on social group regardless is physical or virtual spaces, tending to seek for the instant gratification and also having the high discretionary income which allow them to travel more frequent [7].

A research by Lee et. al on 2015, identified and emphasized on the social media trend in tourism. It has been showed that the information technology progress not only increase the individuals' online social networking but also the information sharing behaviours. From the study, the social media allows the communication to be fully utilized no matter is online or offline condition. Social media are being viewed from the marketer as an essential tool to communicate to their consumer in a desired way in order to enhance their customers' engagement for the marketer's marketing and strategic decisions nowadays [8].

Another research by Ioanna and Panagiota, was highly focused on the young consumer in Greek who are the major users in the advanced technology. They participated in the social media actively and the effects of being absorbed by them through the social media sites as well as how their travel decision was affected. Through the social media, it is not only used for information searching but also giving chances to reveal or express either a need or desire from the consumer to the tourist sites. Hence the tourist sites now was fully invest on social networking to transfer the information to the travelers. On the other hand, the tourist industry still can reduce the cost on the advertising and research. The aim of that research was to study the constantly evolving in Information and Communication Technologies (ICT) and Social Media (SM) which is highly focus on the youth tourism field. According to the survey of WTO and ISIC-ATLAS, the general level of recognition of student and youth travelers in the countries is relative low. As refer to the WTO report, the government recently began to appreciate the fact of the importance and multiple impacts of youth travel to global tourist market. In short, they are now taking initiative in developing the youth travel policies, products as well as the marketing campaigns. However, the government not yet recognized the youth tourism as a niche market of travel industry. On the other side, the use of social media was influenced the daily life of the users has been gained attention of many researchers nowadays. Besides, they also had studied about the influence of personality on travel related consumer generated media creation [9].

Majority of the industries went up and down in the last decade. However, the tourism industry is getting arise recently due to the overwhelming appearance of social media platform which is creating the new portal to get the customer attention through the facilitated communication and empowered guest engagement. A research by Ioana Alexandra Benea in 2014 was investigated on how the Viennese hotels think about the social media that can influence their business goal. The results showed that marketers in Vienna do not look at the financial figures when using the social media strategy. They only take into consideration is about the customer satisfaction, engagement as well as the brand awareness. Besides, the tourism industry was having very high expectation of the use of internet from the beginning. So, for the tourism industry to become more reliable through internet, it was suggested to be honest, open and integrity. It is due to the high range of information that can access by a customer nowadays which make them are not easily be fooled. Thus, the marketers need always to be up to date with the latest products and innovations in order to bring profit to their business. In short, they are required to become a technology savvy. The social media indeed is a cost effective way to widening the customer range, monitoring the brand and increase the satisfaction of customer. It is very crucial to weigh the success of the social media because it delivers the information about the audience that who being targeting along the way and their behaviours on purchasing. The social media is about to finding the right one who will spread the message across all the different subgroups within a network. However, the bad word of mouth through those reviews, ratings and the feedback comments can get everyone see and read it through online so it can also be seen as constructive criticism to the tourist sector. In the other way round, if the situation can be resolved well then it will become an opportunity to promote and advertise for it[10].

Research that was done by a researcher Kait, was on the Social Media in the Tourism Industry. It showed that how the tourism industry using the social media to create a powerful destination image and communicate constantly with their consumers. As the social media is a searching tool for the consumer to decide where for their final destination of vacation and it also helps for the destination booking by having a look on the destination image. In addition, the mentioned research also focusing on how the social media and the self-congruity theory will influence the prospective tourists when they are choosing for their vacation destination. A study found that the higher the agreement between self-concept with the destination image then the greater satisfaction the tourist can get. In addition, it also being confirmed that self-image congruity will directly influence the consumer's pre trip interest in a certain destination and also purchase likelihood. A study by Kastenholz also claimed that the greater the destination-self-image will lead to higher probability for a tourist to recommend it to another tourist. A consumer decision was divided into four stages which are consider, evaluate, buy and advocate. Social media make the evaluate stage and advocate stage become increasing relevant for the tourists when they go through those stages in making the travel purchase. With all the destinations research that are conducted through online, the travel sector or tourism sector accounts for a third of all global e-commerce activity [11].

IV. PROPOSED OBJECTIVES

This paper is highly focus on determining the effects of social media on Malaysia university student's consuming behaviour in tourism. It is assist to figure out that if social media plays a major role in tourism. Analysing on the beneficial of social media that currently taking place and applied it among the young generation in the tourism sector. It also involving on how the young generation rely on it to search and decision making for certain vacation they plan. The present study would help student to further understanding on the

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effects of social media that affect their consuming behaviour in tourism sector. It would also help to increase the awareness on using the social media for the truthiness of information they obtained. Last but not least, to measure a proper and suitable way for student to use the social media on tourism smartly. This study aimed to achieve the following objectives:

A. To analyze the effects of social media on consuming behaviour in tourism among student.

Social media has becoming an integral part of life gradually. It has been recognized as future of communication which act like a platform that can increase and enhance the information sharing among people. Social media has a lot of platforms such as Facebook, Twitter, LinkedIn, Instagram, Weibo, WhatsApp, Wechat and others. Furthermore, all these social media can function in a desired way such as Instagram can allow to share the photos and videos about certain place that they have been visited or any moment that is treasured which they wanted to share. However, everything has their two sides which will bring to people either the positive or negative. Sometimes, it will become very crucial to acknowledge the consequences that can be bring by the social media on the consuming behaviour in tourism nowadays. The positive that brings for the people is when using the social media in tourism it managed to assist traveler to gain more reliable and resourceful information for their leisure vacation. This will bring them convenience and also allow them to shorten the time spending on organizing the plan. For the negative effect in using social media for tourism might be the consuming behaviour of the traveler will be affected in a way that the traveler is not aware of it. Hence, they will just follow whatever the other travelers' past shared experience and assume that it is true. Therefore, their original plan for the vacation will be cancelled by the way. Literally, the frequent rely on using the social media of traveler will make them to nurture a behaviour which that they will never realize and even let it to become a habit successfully. Therefore, this will led them to lose self-judgement and stand firm on their own feet for what they want initially [12].

B. To study the role of social media in tourism.

Although the social media will bring either the positive or negative effects toward the student in certain way. But there is one thing that are undeniable which is the role of social media that had already contributed to the people. With the contribution of social media, there is variety of task and affair can be settled without any troublesome created. Through the different forms of social media, the tourism sector can reached a wide audience and two ways communication. In addition, the social media has been treated as a marketing tool for the tourism sector which enable them to break down the geographic boundaries in order to reach the wider audience. Moreover, social media is getting to a huge amount of the active online users all the time by its different and multi platforms in order to provoke the consumer's interaction which is experienced sharing, content creation and also life sharing [13]. Furthermore, the marketer utilize the media sharing to target and analyze the popularity of items and places that the majority users prefer or often visited. Hence, these sites has been recognized as the ideal vehicle for rapid distribution of the tourism's digital media content [13]. Other than that, reviewing and rating sites also very popular and welcoming by the traveler in the tourism site. These sites allow users to review and also give rate according to their thought and feel towards the companies, hotels, products, service as well as restaurants. By having the sites, the tourism sector will fully utilize either the feedback or commitment from people to reinforcing what they are performing well and also improving the area that was pointed out [13]. Lastly, it is about the social network sites. The first thought came to their minds when they think of social network sites definitely either is Facebook, Twitter and Instagram. For tourism, the social networking sites absolutely is the best places ever for them to look for the advertising opportunity because they can analyze the user's information through their profile account [13].

C. To determine what response will be taken after seeing the review and feedback from tourist sites.

As known that now is the Generation Z which is born 1996 and later in the university currently. Most of the students are likely just young and wild and few of them had the work or life experience out there before. They tend to stay in the comfort zone and fully utilize the social networking in their life since they were born to this world compared to the generation Y and previous generations. The average of them spend more time on their phone and computer than they sleep in every day. Despite of that, they are truly believe the news spread on the social networking. They tend to follow the trend on the social sites and engage to the social media without considering of what consequences will brings toward them in their life. Even now the tourist sites are also start to change their strategy plan by setting their target towards the Generation Z in order to promoting their products. They do believe that the Generation Z are highly focus on freedom and privacy of their life. Perhaps it is because they watched so much on their older siblings involved and created those unnecessary trouble from posting controversial content on social media, hence the younger teens do not want to be tracked and followed their steps[14].

V. PROPOSED METHODOLOGY

This study will be completed by using both primary and secondary source of data. For the primary data is the data that collected through the survey's questionnaires whereas for the secondary data is from the literature review which done in the section III. In short, a survey will be conducted in order to determine the result of the effects of social media on consumer behaviour in tourism among the stu-dents. Thus, it can be concluded whether the social media can bring them either positive or negative effect on consuming behaviour in tourism among the university students regarding to the result obtained. Furthermore, the target respondents of the survey are from the universities students. The students will be randomly selected. These targeted students are represented as a standardized mix either is male or female, different race, different course and different faculties from different universities. The standard language used for this survey will be the British English.

The questionnaire that will be set is divided into four parts. For the first part, the students are required to respond for their particular information which is about their gender, race, age,

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course and faculty. The type of question for this part is going to be selection answering based. Students must select and answer for every question. However, all the question must answer with the right and truthful details then only can proceed to the next page. Respondents will also be asked about their level of association with the purpose of the Internet and the social media use in life. Next, the second part will provide more details question on the type of social media use in searching for a vacation and the purpose for which they use on social media sites. These questions will be in check box based. This is because the students are able to select more than one answer for each question by ticking the check box provided for each question of this part. They are required to answer for the duration of using social media sites to organize a plan to the journey.

Last but not least, the third part of the questionnaire will be focusing on the question which is more related to the respondents' perspective on the benefits and cons of social media effect the consuming behaviour in tourism. The third part will be using the Likert Scale to answer each of the question. The Likert scale was invented by the educator and psychologist Rensis Likert in his thesis at Columbia University [15]. This part of survey will be provided 1 to 5 scale for each question in order to give rate on the students' opinion. For the scale 1 which is means strongly disagree, scale 2 is disagree, scale 3 is moderate, scale 4 is agree and scale 5 is strongly agree. Lastly, the last part will ask the respondents about do they believe in what the information that provided by the social media in tourist sites. This part of question also will use the same method as third part which is the scale answering based.

VI. CONCLUSION

This study is aimed to focus on the effects of social media among university students' behavior on tourism and to determine what the response of the students will be taken after seeing the review and feedback from tourist sites. The study believed that social media will bring effects on the university students' behaviour in tourism.

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THE EFFECTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN TOURISM : A STUDY AMONG UNIVERSITY STUDENTS

Thank you for participating in the survey.

* Required

1. *Mark only one oval.*

   ( ) Option 1

1.0 Demographic

2. **Age** *
   Mark only one oval.

   ( ) 18-22
   ( ) 23-27
   ( ) 28-32
   ( ) >33

3. **Educational Level** *
   Mark only one oval.

   ( ) Foundation
   ( ) Diploma
   ( ) Degree
   ( ) Master
   ( ) Ph. D

1.1 Demographic of Social Media

A. What social media do they have and the frequency of using it.

4. **I. Are you an active social media and social networking sites user?** *
   Mark only one oval.

   ( ) Yes
   ( ) No

5. **II. Which social media account do you have?(You can select more than one)** *

Check all that apply.

- [ ] Facebook
- [ ] Instagram
- [ ] Twitter
- [ ] YouTube
- [ ] Flicker
- [ ] Other
- [ ] None

6. **III. How frequently do you log in to the social media?** *

Mark only one oval.

- ( ) Always
- ( ) Often
- ( ) Sometimes
- ( ) Seldom
- ( ) Rarely
- ( ) Never

7. **IV. How do you access social media and networking sites application?** *

Check all that apply.

- [ ] Access via IT gadget.
- [ ] Access via home PC.
- [ ] Access via office PC.

B. What to do with social media.

8. **I. The function of social media:** *

Check all that apply.

- [ ] Contacting with others.
- [ ] To gain informative advertising.
- [ ] Refer opinion from experts.
- [ ] Collect opinion about product or services.
- [ ] Purchase goods.
- [ ] Connecting among University friends.

9. **II. What do you think the social media facilitate in your University life?** *

Check all that apply.

- [ ] As a main platform of e-learning.
- [ ] Knowledge-sharing with friends.
- [ ] Communication.
- [ ] Convenience.
- [ ] Collect information.
- [ ] Entertainment.
- [ ] Others.

10. **III. What is the experience that you have through social media?** *

Mark only one oval.

- ( ) Effortless communication.
- ( ) Get a sense of belonging.
- ( ) Socializing.
- ( ) Allows interactivity with other online users.
- ( ) Others.

11. **IV. What are the reasons to use social media to search for information?** *

Check all that apply.

- [ ] Easy.
- [ ] Reliable.
- [ ] Get distinct solutions.
- [ ] Higher level of trust in responses.
- [ ] Get replies from people with similar interests.
- [ ] Others.

2.0 Demographic of Tourism

A. Travel information.

12. **I. Do you like to travel abroad on vacations?** *

Mark only one oval.

- ( ) Yes
- ( ) No

13. **II. Do you have travel experience using social media?** *

Mark only one oval.

- ( ) Yes
- ( ) No

14. **III. How often do you travel for holidays out of country?** *

Mark only one oval.

- ( ) More than twice per year.
- ( ) Twice per year.
- ( ) Once per year.
- ( ) Once per two years.
- ( ) Never.

15. **IV. The days of trip planning.** *

Mark only one oval.

- ( ) Never.
- ( ) 2-3 days.
- ( ) 4-7 days.
- ( ) 8-14 days.
- ( ) 15-30 days.
- ( ) More than 30 days.

16. **V. The years of smart tourism technology use.** *

Mark only one oval.

- ( ) Less than 1 year.
- ( ) 1 year - 2 years.
- ( ) 2 years - 3 years.
- ( ) More than 3 years.

17. **VI. Which of the following sources of information did you use last time you went on a trip abroad for holiday?** *

Check all that apply.

- [ ] Friends' suggestion.
- [ ] Advertisements and promotions.
- [ ] Information from Internet.
- [ ] Notice it through social media.
- [ ] On your own.
- [ ] Others.

18. **VII. Do you often use social media to search information?** *

Mark only one oval.

- ( ) Yes
- ( ) No

19. **VIII. Do you think the information searched through social media is more authentic compared to information gained through traditional media(Eg: newspaper)?** *

Mark only one oval.

◯ Yes

◯ No

20. **IX. Do you use social website like tripadvisor.com, WAYN.com, Agoda.com or any other for travelling?** *

Mark only one oval.

◯ Yes

◯ No

21. **X. Do you use social media to search about places you intend to visit?** *

Mark only one oval.

◯ Yes

◯ No

22. **XI. Does information gathered through social media support you to make your decision?** *

Mark only one oval.

◯ Yes

◯ No

23. **XII. Do you generally satisfied with the information gathered using social media?** *

Mark only one oval.

◯ Yes

◯ No

2.1 Social Media as a Mechanism for Tourism

Respondents are asked to indicate the extent to which they agree or disagree with each statement using 5-linkert scale [(1) = Strongly disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) =Strongly agree)] response framework. Please tick (D) one in the appropriate box to indicate the extent to which you agree or disagree with the following statement. Your answer will be kept strictly confidential.

	1	2	3	4	5
I am influenced from positive comments about holiday destination in social media.	◯	◯	◯	◯	◯
I share my positive experience about holiday destination in social media.	◯	◯	◯	◯	◯
I am influence from positive comments about travel agency in social media.	◯	◯	◯	◯	◯
I share my positive experience about travel agency in social media.	◯	◯	◯	◯	◯
I am influence from positive comments about hotel enterprise in social media.	◯	◯	◯	◯	◯
I share my positive experience about hotel enterprise in social media.	◯	◯	◯	◯	◯
I am influenced with positive comments about food and beverage enterprise in social media.	◯	◯	◯	◯	◯
I share the positive comments about food and beverage enterprises in social media.	◯	◯	◯	◯	◯
I use social media for searching and purchasing travel products.	◯	◯	◯	◯	◯
I use social media for searching to devise an actual tourism plan after choosing a destination.	◯	◯	◯	◯	◯
I use social media to search for and obtain extra information while I am travelling.	◯	◯	◯	◯	◯
I used more time and effort on social media to conduct a travel information search.	◯	◯	◯	◯	◯
I have fun through the information search using social media.	◯	◯	◯	◯	◯

2.2<u>Understanding Consumer Behaviour</u>

	1	2	3	4	5
I have prejudgment before an actual consumption.	◯	◯	◯	◯	◯
I seek out information that is consistent with initial opinion.	◯	◯	◯	◯	◯
Information searching is easier through social media comparing to mass media.	◯	◯	◯	◯	◯
Social media helps us to have self-reliance and more independence.	◯	◯	◯	◯	◯
Social media make us to be aware about our rights to equitable shares of resources.	◯	◯	◯	◯	◯
Influence of social media on age groups to try new products/ services/ brands.	◯	◯	◯	◯	◯
Social media provides effective and powerful platforms for consumers to communicate.	◯	◯	◯	◯	◯
I am more likely to share my opinions/ comments/ reviews/ or related articles to peers or friends via social media.	◯	◯	◯	◯	◯

2.3<u>Behavioural Intention of Loyalty (BIL)</u>

.

	1	2	3	4	5
I would say positive things about this tourism site to other people.	◯	◯	◯	◯	◯
I would recommend this tourism site to someone who seeks my advice.	◯	◯	◯	◯	◯
I would encourage friends and relatives to do business with this tourism site.	◯	◯	◯	◯	◯
I would do more business with this tourism site in the next few years.	◯	◯	◯	◯	◯

APPENDIX

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 1 Year 4	**Study week no.: Week 1**
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Meet the supervisor and discuss on the topic that proposed for the Final Year Project to refresh what still left for the Final Year Project 2.

2. WORK TO BE DONE

To determine and resolve for the amount of the questionnaire to be achieved of the project.

3. PROBLEMS ENCOUNTERED

It is encouraging to reach the amount required for the target. It is a bit of challenging for me as I only able to get not even half after 6 months.

4. SELF EVALUATION OF THE PROGRESS

The process is going a bit slow as I wanted to collect more of the questionnaire done. Although, this is a research based project but is still make some challenging for me especially on following chapter that I am going to do .

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 1 Year 4	Study week no.: Week 3
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Starting the Chapter 4 Introduction part of the report which is about the data analysis and interpretation of the topic.

2. WORK TO BE DONE

Continue to read and search more for the articles, journals and websites which related to the topic. Besides, waiting for the questionnaire collected.

3. PROBLEMS ENCOUNTERED

Thinking and worrying about the data collected might not as what I expected as it will be as the people I sent to might be friends of my friends.

4. SELF EVALUATION OF THE PROGRESS

Starting to convince myself to have more trust and patience on the thing that I am doing and believe in myself that I can finish and make it to what it should be even the situation get worse.

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

<div align="center">

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

</div>

Trimester, Year: Trimester 1 Year 4	Study week no.: Week 5
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Introduction part for chapter 4 has been done more than half. The questionnaire is also almost getting half of the amount.

2. WORK TO BE DONE

Finish the understanding and done of the chapter 4.

3. PROBLEMS ENCOUNTERED

I been always confused in what to write for the chapter 4 as it only required for the data and analysis from questionnaire. Thus, it must clearly understood what the data and result statements is in order to write the right explanation accordingly. Have to figure out what is the critical value that going to be used for examining the p and t value.

4. SELF EVALUATION OF THE PROGRESS

Feeling good when I have the motivation towards my goal. Keep on putting faith on myself from doing the chapter 4. Have to keep on asking for supervisor and friends whom have better understanding on the t and f test.

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

<h1 style="text-align:center">FINAL YEAR PROJECT WEEKLY REPORT</h1>

<p style="text-align:center">(Project I / Project II)</p>

Trimester, Year: Trimester 1 Year 4	Study week no.: Week 7
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Going to discover what chapter 5 is going to do for the project that I am doing.

2. WORK TO BE DONE

Write the introduction part for chapter 5 as the result not yet generate from the questionnaire.

3. PROBLEMS ENCOUNTERED

Spend a lot of time on sending the questionnaire to friends and analyze the questionnaire that was getting back from people I sent.

4. SELF EVALUATION OF THE PROGRESS

Feel the amount of questionnaire to be reached actually is not as hard as I think, just keep on sending to friends and remind them always to send to their friends also.

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

<div align="center">

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

</div>

Trimester, Year: Trimester 1 Year 4	**Study week no.: Week 9**
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Finish collecting the questionnaire from google form format.

2. WORK TO BE DONE

Using SPSS to run the questionnaire for getting result analyze from supervisor as my SPSS was expired.

3. PROBLEMS ENCOUNTERED

Trying for retrieve the result from the google form for the first time. Thus, a lot of time spending on how to interpret and download it for further progression.

4. SELF EVALUATION OF THE PROGRESS

The information and data collect is an interesting part. Hence, I'm looking for the more solid information on how to interpret and analyze the data collect from the questionnaire.

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

<p align="center">FINAL YEAR PROJECT WEEKLY REPORT</p>

<p align="center">(Project I / Project II)</p>

Trimester, Year: Trimester 1 Year 4	Study week no.: Week 11
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE

Finish almost everything for the report which include the chapter 4 and chapter 5.

2. WORK TO BE DONE

Finish the part of the chapter 5 for the recommendation and limitation.

3. PROBLEMS ENCOUNTERED

The part to be done getting delayed as other subject is having submission and midterm.

4. SELF EVALUATION OF THE PROGRESS

Feel the report actually is not that hard as long as keep follow up with the supervisor and get the advice as more as I can. Besides, the time management shall handle better.

_____   _____

Supervisor's signature   Student's signature

APPENDIX

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 1 Year 4	Study week no.: Week 13
Student Name & ID: Bay Sheue Wen, 14ACB00267	
Supervisor: Mr Kesavan a/l Krishnan	
Project Title: The Effects of Social Media on Consumer Behaviour in Tourism: A Study Among University Student.	

1. WORK DONE
Finish everything for the report from chapter four to chapter five.

2. WORK TO BE DONE
Do for the references and appendix adjustment.

3. PROBLEMS ENCOUNTERED
For the conference paper as supporting document to show to my moderator.

4. SELF EVALUATION OF THE PROGRESS
Hence, have to keep asking for supervisor when meet the problem that really don't understand even if he is very busy.

_____   _____

Supervisor's signature   Student's signature

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APPENDIX

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

Full Name(s) of Candidate(s)	
ID Number(s)	
Programme / Course	
Title of Final Year Project	

Similarity	**Supervisor's Comments** **(Compulsory if parameters of originality exceeds the limits approved by UTAR)**
Overall similarity index:_____ % **Similarity by source** Internet Sources: _____% Publications: _____ % Student Papers: _____ %	
Number of individual sources listed of more than 3% similarity: _____	
Parameters of originality required and limits approved by UTAR are as Follows: (i) **Overall similarity index is 20% and below, and** (ii) **Matching of individual sources listed must be less than 3% each, and** (iii) **Matching texts in continuous block must not exceed 8 words** *Note: Parameters (i) – (ii) shall exclude quotes, bibliography and text matches which are less than 8 words.*	

Note Supervisor/Candidate(s) is/are required to provide softcopy of full set of the originality report to Faculty/Institute

Based on the above results, I hereby declare that I am satisfied with the originality of the Final Year Project Report submitted by my student(s) as named above.

_____   _____

 Signature of Supervisor   Signature of Co-Supervisor

 Name: _____   Name: _____

 Date: _____   Date: _____

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UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF INFORMATION & COMMUNICATION TECHNOLOGY (PERAK CAMPUS)

CHECKLIST FOR FYP2 THESIS SUBMISSION

Student Id	14ACB00267
Student Name	BAY SHEUE WEN
Supervisor Name	KESAVAN a/l KRISHNAN

TICK (√)	DOCUMENT ITEMS Your report must include all the items below. Put a tick on the left column after you have checked your report with respect to the corresponding item.
	Front Cover
	Signed Report Status Declaration Form
	Title Page
	Signed form of the Declaration of Originality
	Acknowledgement
	Abstract
	Table of Contents
	List of Figures (if applicable)
	List of Tables (if applicable)
	List of Symbols (if applicable)
	List of Abbreviations (if applicable)
	Chapters / Content
	Bibliography (or References)
	All references in bibliography are cited in the thesis, especially in the chapter of literature review
	Appendices (if applicable)
	Poster
	Signed Turnitin Report (Plagiarism Check Result - Form Number: FM-IAD-005)

*Include this form (checklist) in the thesis (Bind together as the last page)

I, the author, have checked and confirmed all the items listed in the table are included in my report. _____ (Signature of Student) Date:	Supervisor verification. Report with incorrect format can get 5 mark (1 grade) reduction. _____ (Signature of Supervisor) Date:

APPENDIX