FACTORS INFLUENCING GEN Z TOURISM DESTINATION CHOICE BEHAVIOR USING SOCIAL MEDIA

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DECEMBER 2023

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BY

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A final year project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
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DECEMBER 2023

DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work, and that due acknowledgement has been given in the references to ALL sources of information be they printed,electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

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ACKNOWLEDGEMENT

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PREFACE

When exploring factors that influence Gen Z's behavior in destination choice via social media, it is important to recognize the dynamic and changing nature of this population's preferences. Social media has become a powerful influence, shaping people's perception and influencing travel-related decisions. Besides, the emergence of digital platforms has changed the way people access information, connect with the world and make decisions, especially for Gen Z, who grew up in the age of smartphones and constant connectivity. This generation is characterized by affection for technology, making social media platforms a major source of information, inspiration, and influence.

In short, this research provides a background for a comprehensive examination of the various factors that influence Gen Z destination choice behavior from a social perspective. It recognizes the interplay between technological advancements, social media dynamics and Gen Z's unique preferences, laying the foundation for a deeper understanding of this generation's role in shaping contemporary travel trends.

Factors Influencing Gen Z Tourism Destination Choice Behavior Using Social Media

ABSTRACT

Travel is a trendy activity in Gen Z population nowadays. Besides, Gen Z destination choice behavior is influenced by a variety of factors that reflect the unique characteristics and preferences of this population that are shaped by the digital age and evolving sociocultural dynamics.

The main objective of this research is to examine the factors that influence Gen Z tourism destination choice behavior using social media. According to the collected data, it is concluded that among the seven independent variables, which are perceived trust (PT), hedonic motivation (HM), habit (HA), performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions(FC). There are five variables, which are PT, HM, HA, PE, and EE identified as the factors that will influence the Gen Z destination choice behavior. After examining the relationship between independent variables and dependent variable, the conclusion of summary of hypothesis testing resultwill come out to make judgement on all the variables. Therefore, it will be explained in detail in Chapter Two. Besides that, this research survey was distributed to the respondents through Google Form, and collected 399 responses from Gen Z. Furthermore, the research methodology will be well explained in Chapter Three. Moreover, Statistical Package for Social Science (SPSS) version 25 is used to analyze all the data collected. In the ending part of this research, some major findings will be conferred. The implications, limitations, and recommendations for future research will also be includedin it.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Nowadays, travelers are getting younger. Due to the enormous rise in globalization that has taken place in them throughout the lifetime of Gen Z, they have a distinctive perspective on travel. Besides, travelling when you are young is a great opportunity to diversify your youthful experiences and find out the meaning of life. During travel, you get to learn about different cultures, and these cultures can have a direct impression on your life (Norbert, 2022).

1.1 Research Background

According to dictionary explanation, travel is the movement of people from one place to another, normally across a distance of some length. The main purpose of travel is to get away from the stresses of life, so as to get self- healing, relaxation, and enjoyment. Besides, the travel industry is a service platform that provides services that related to travel from one location to the location that people wanted to travel to. It can be either a long or short distance, overseas or local travel, and covering a wide variety of travel purposes (Anjana, 2023).

Gen Z, a potent economic and cultural force, is distinctive as the first entirely immersed in the internet world since birth. With the increasing consumption power, travel has a primary leisure activity for Gen Z, surpassing the travel frequency of Gen X and Baby

Boomers and aligning with Millennials trends (Refer to Figure 1.1). Unlike past generations, Gen Z doesn't delay travel until achieving high income or saving; instead, they actively find ways to fit it into their budgets (Pitrelli, 2023). Despite initial setbacks from the Covid-19 pandemic, the youngest generation of adult is compensating with favor and frequent travel, driven by growing financial independence and a preference for spending on travel (Roeschke, 2023).

Figure 1.1: Travel frequency by generation

Travel frequency by generation

Nonleisure traveler   Casual leisure traveler (1-2 trips per year)
Frequent leisure traveler (3+ trips per year)

	Nonleisure	Casual	Frequent
Gen Z adults	17%	30%	52%
Millennials	17%	31%	52%
Gen Xers	25%	33%	41%
Baby boomers	28%	37%	35%
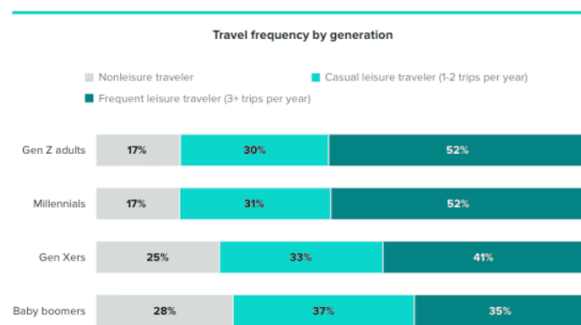
Survey conducted from December 2022 to February 2023.
Source: Morning Consult

Source: Pitrelli, M. (2023, April 17). Gen Z doesn't have a lot of money, but they're traveling anyway. *CNBC*.

In addition, social media, with its global influence and abundant information, plays a central role in influencing tourists' travel decisions. Moreover, travel decisions are made by consumers for a variety of reasons, including pre-tour location selection, hotel reservations, duration of stay, and specific tourism activities. Despite this, researchers like Goossens (2000) emphasize that tourism information can motivate people to travel, creating a demand for more guidance. Besides, Gursoy and McCleary (2004) highlighted information-seeking as a top priority for many tourists, and Parvaneh et al. (2014) pointed out that effective information collection can reduce the risks and uncertainties associated with travel decisions.

1.2 Problem Statement

Gen Z has become the largest and most demanding consumer group for target marketers (Liu et al., 2022). Therefore, the purpose of this research is to investigate the factors that influence destination choice behavior among Gen Z.

In the age of technology, the internet seems to be the factor that has caused the biggest impact on Gen Z destination choice behavior in the travel industry. This enduring influence has transformed various industries, including travel (Wu, 2004). Besides, the reliance of Gen Z on social media platforms for destination information while travelling presents challenges and considerations that can influence their travel experiences, decision-making processes, and overall satisfaction. One of the challenges may be the reliability and trustworthiness of information. Gen Z travelers often gather information about travel destinations, relying on user-generated content, reviews, and recommendation through social media platforms (Vianna, 2023). However, the accuracy and reliability of such information can vary significantly. In addition, sorting through vast content to distinguish genuine recommendations from promotional material is challenging, potentially leading to misinformation and misleading expectations (Deka, 2023).

Moreover, when applying the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model to understand Gen Z's behavior in utilizing technology for tourism purposes while travelling. Therefore, the adoption and intention to use technology for tourism purposes by Gen Z while travelling may be influenced by various factors (Sasunthorn et al., 2021). Nonetheless, understanding the specific drivers and barriers to technology adoption within this context is important. Additionally, identifying the key factors that impact Gen Z's intention to use technology for tourism and addressing potential barriers can help promote it effective implementation (Sfodera et al., 2022).

In addition, Gen Z also took advantage of technology in travel. They are smart and adaptable, and as digital natives, they embrace technology at every stage of their journey (Possamai, 2022). Therefore, Gen Z would likely be a large portion of the

phone application's most frequent users if there is a phone application that makes travelling easier (Gibbons, 2022). To understand Gen Z's perceived trust in technology while traveling is essential for addressing their needs and concerns regarding the use of technology during their travel experiences. Therefore, Gen Z travelers expect technology solutions to have user-friendly interfaces and intuitive design (Froehlich, 2022). They value seamless and effortless interaction with technology while travelling. However, complicated, or confusing interfaces may lead to frustration and a lack of trust in the technology being used. Thus, prioritizing user-centered design principles, conducting usability testing, and continuously improving the user experience able to enhance Gen Z's perceived trust in technology (Riasat et al., 2023).

1.3 Research Objectives

This research aimed to identify the factors influencing Gen Z destination choice behavior.

The research objectives are as per below:

  I. To examine the relationship between PT and Gen Z destination choice behavior.
 II. To examine the relationship between HM and Gen Z destination choice behavior.
III. To examine the relationship between HA and Gen Z destination choice behavior.
 IV. To examine the relationship between PE and Gen Z destination choice behavior.
  V. To examine the relationship between EE and Gen Z destination choice behavior.
 VI. To examine the relationship between SI and Gen Z destination choice behavior.
VII. To examine the relationship between FC and Gen Z destination choice behavior.

1.4 Research Questions

This research is to identify whether Gen Z destination choice behavior is affected by factors, namely perceived trust (X, hedonic motivation (HM), habit (HA), performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC).

The research questions are shown as below:

I. What is the relationship between PT and Gen Z destination choice behavior?
II. What is the relationship between HM and Gen Z destination choice behavior?
III. What is the relationship between HA and Gen Z destination choice behavior?
IV. What is the relationship between PE and Gen Z destination choice behavior?
V. What is the relationship between EE and Gen Z destination choice behavior?
VI. What is the relationship between SI and Gen Z destination choice behavior?
VII. What is the relationship between FC and Gen Z destination choice behavior?

1.5 Research Significance

Firstly, the focus of this study is to investigate what are the factors that influencing Gen Z destination choice behavior. There are seven factors which influences Gen Z destination choice behavior are PT, HM, HA, PE, EE, SI, and FC.

Gen Z is becoming increasingly inclined to explore the unexplored as immersive. If the destination hasn't been covered already, they want to know where they can go (Adams, 2023). In this digital era, gen Z has a unique perspective on travelling behavior due to the massive boost toward globalization that has occurred during the Gen Z's lifetime. Besides, they are the current generation that is using most of the services and products.

Therefore, Gen Z perspectives would undoubtedly change the travel industry, especially as younger generations age, who become more autonomous and financially independent. Furthermore, Gen Z values travel quality more than past generations, they took the journey is just as important as the destination. They value a high-end travel experience that meet all their needs within a flexible timeline (Gibbons, 2022).

In short, this research is focusing on Gen Z in Malaysia. In addition, this research is also able to help the travel industry to identify the factors that affecting Gen Z destination choice behavior, so that they are able to know what can be done to improve the situation. Thus, the reader would have an overview mindset about the impact of Gen Z destination choice behavior.

1.6 Study Scope

This study focuses on Gen Z in Malaysia. Therefore, everyone who was born in the range between 1997 to 2012 would be eligible in this research that include individual age from 11 to 26.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

There are many factors that could influencing Gen Z destination choice behavior. However, the factors that this study going to evaluate are perceived trust (PT), hedonic motivation (HM), habit (HA), performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC).

2.1 Underlying Theories

Applying theory to research is a common practice for researchers. Theory provides a deep conceptual understanding of phenomena. Besides, theory provides researchers with different perspectives to look at challenging topics. It also helps to guide the selection of relevant data, analyze results, and provide explanations for potential effects or causes of observable events.

2.1.1 The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model

This study used the Unified Theory of Acceptance and Use of Technology, which is also known as UTAUT2 model. It is the expansion of the original model Unified Theory of Acceptance and Use of Technology (UTAUT) (Chang, 2012). UTAUT was used to examine the expected performance, effort expectancy, social influence, facilitating conditions (Bahadori et al., 2017).

Venkatesh et al., (2003) proposed the Unified Theory of Acceptance and Use of Technology (UTAUT2) to assess the effectiveness of a new technology in the consumer market, but not for use of technologies associated with an organization. Therefore, other factors that are relevant to the consumer market that influence the behavioral intention to utilize new technology are included (Chang, 2012). Besides, Venkatesh et al., (2003) derived factors from the original UTAUT for the consumer's context, these factors were added to the model and enhanced it by including the three components that increased the capacity to predict behavioral intention and utilization of behavior, which are habits, price value, and hedonic motivation (Bahadori et al., 2017).

2.2 Review of Variables

2.2.1 Dependent Variable: Gen Z Destination Choice Behavior

Francis and Hoefel (2018) mentioned that Gen Z are those who were born from 1995 to 2010. Sladek and Grabinger (2014) pointed out that Gen Z are those who were born from 1996 to 2009. According to Pitrelli (2023) mentioned that Gen Z are those who were born in the range between 1997 to 2012. Besides, certain authors define Gen Z as those born after 1995 (Seemiller & Grace, 2017; Iorgulescu, 2016), and others contend that only individuals born after the year 2000 should be considered part of Gen Z (Berkup, 2014). Therefore, the age range of Gen Z would refer to Pitrelli (2023) in this study as its relevance to the research topic, rigorous peer-review, and alignment with field standards.

Lindsey Roeschke, a travel analyst at Morning Consult, notes that travel has become mainstream for Gen Z. They are extensively exposed to travel inspiration through social media, having grown up in a society more attentive to travel than previous generations (Pitrelli, 2023). Gen Z is influenced by social media, affecting their interactions and relationships with others. Gen Z is also considered as the open-minded generation (Agustina & Astari, 2022). In addition, they rely heavily on social media for travel inspiration, and use their mobile devices to do research and booking. The travel industry recognizes not only the importance of all generations in the tourism ecosystem, but also the importance of younger travelers (Vancia et al., 2023). Therefore, it can be said that Gen Z is currently playing a vital role in shaping the future of the travel industry (Robinson & Schänzel, 2019).

2.2.2 Independent Variable: Perceived Trust (PT)

In the research of technology, PT mainly involves users' attitude and tendencies when adopting new information platforms, and the risks users are willing to take when deciding to adopt new technologies. Since technology is developed and used by people around the world, users' PT in a system can also be viewed as interpersonal trust (Kim & Kim, 2019). In addition, PT is the strongest predictor of tourists' behavioral intentions to use content sharing platforms and significantly influences their willingness to receive travel information on social media (Chen et al., 2020). Also, tourists often use social media to gather travel information. Furthermore, different social media platforms offer varying advantages in satisfaction and visibility, influencing user trust levels. Therefore, higher trust facilitates easier communication of preferences, connecting with others through conversations, and active participation in activities (Geng et al., 2021). According to Antoci et al. (2019), the antecedent or subsequent effects of user trust on firms or other social media entities across social media platforms. In addition to various studies investigating the phenomenon of interest, social media research on trust generally and indirectly focuses on users' information and participation or engagement on social media platforms (Ayaburi & Treku, 2020). Moreover, the trust of users in social media platforms has been shown to be influenced by perceived competence, benevolence, and honesty. Besides, information sharing, and social support are part of user engagement motives on social media platforms (Wang & Herrando, 2019).

2.2.3 Independent Variable: Hedonic Motivation (HM)

Venkatesh et al., (2012) pointed out that HM refers to "the fun or pleasure derived from using technology" (Kupfer et al., 2016); and also defined as the

entertainment or enjoyment that customers get by using technological systems or digital platforms. Besides that, HM is considered to be a key factor in consumers' willingness to use new applications (Tamilmani et al., 2019). Using social media as a form of entertainment is an important factor in HM's efforts to improve the experience of social media platforms (Zhou et al., 2023). In another study, customer engagement was defined as the experience gained by evaluating the hedonic information value of various products and services provided by electronic word-of-mouth (e-WOM) media (Thakur, 2016). Since e-WOMs considered to be a more complex and hedonistic system (Ayeh et al., 2013; Tariyal et al., 2022), it is crucial to find out why customers engage with e-WOM media and their choice behavior from the perspective of a marketer (Pappas et al., 2017). According to Zhang et al. (2012), consumers are more likely to intend to utilize a technology if they believe it to have a higher level of entertainment value. HM has been shown to have a favorable impact on technology adoption and usage behavior in information system literature (Thong et al., 2006; Gupta & Dogra, 2017). In Wang and Li (2019), it was found that enjoyment has a strong effect on the perceived usefulness of travel review sites. Customers find online reviews helpful when they contain content that is easy to understand. Therefore, from the above discussion, it can be concluded that those tourists who find happiness and enjoyment in exploring information about tourist destinations would find electronic word-of-mouth (e-WOM) media useful (Tariyal et al., 2022).

2.2.4 Independent Variable: Habit (HA)

HA is understood as the behavior formed by the consumers in the process of using (Zhou et al., 2023). Besides, HA can also be understood as spontaneous good behavior based on a repetitive routine, and usually strive to consolidate

unconsciously with the least mental effort (Lee, 2014; Hua et al., 2017). Therefore, repeating this behavior for a long time in a constant environment can eventually become a habitual behavior, weakening the users' willpower (Hua et al., 2017). Scientists assume that HA is considered to be the key factor in the continuous use of information technology. Not only that, but it has also been suggested that people's daily habits and skills of using social media have "carried over" into the tourism industry. Therefore, using social networks has become a daily habit of people (Wang et al., 2016). Furthermore, Morosan and DeFranco (2016) and Assaker et al. (2019) reached similar conclusions regarding tourists' use of user-generated content (UGC) when making purchase decisions. Some people think that users or consumers are impulsive and forward-looking in adopting information technology and applications (Zhou et al., 2023). In addition, the use of digital platforms attracts consumers and reinforces their actual behavior (Assaker et al., 2019; Zhou et al., 2023). On the other hand, habits have attracted scientific interest in recent years, especially in social psychology and other academic fields related to social behavior. See also the earlier literature on the subject of information systems, especially information technology (Guinea & Markus, 2009; Hong et al., 2008; Hua et al., 2017).

2.2.5 Independent Variable: Performance Expectancy (PE)

PE indicates the extent to which a person believes that using a certain technology would help them improve their performance. Besides, this element is one of the most influential constructs influencing the intention and use of technology in the tourism environment (Antunes & Amaro, 2016; Kim & Law, 2015; Kim et al., 2008; Lai, 2015). It has been widely argued in the Internet field that people are more engaged in adopting new systems if they perceive

such systems as more productive, useful, and able to save time and effort (Alalwan et al., 2017; Dwivedi et al., 2017; Shareef et al., 2018; Venkatesh et al., 2003; Venkatesh et al., 2012; Alalwan, 2018). As for social media advertising, people are more likely to become targets if they find targeted advertising more useful and valuable (Chang et al., 2015; Rana et al., 2017; Alalwan, 2018). Furthermore, PE is how helpful tourists think social media is in choosing a better tourist destination. This factor is related to consumers' perception of the benefits of using the system to carry out specific activity (Venkatesh et al., 2003; Zhou et al., 2023). Besides, research shows that tourists' willingness to use technology is significantly influenced by PE, especially when tourists perceive the resulting benefits would be greater perceived benefits that lead to greater willingness to use digital platforms (Gupta et al., 2018; Tan & Ooi, 2018). In the pre-trip stage, tourists usually consult a wide range of travel-related information when choosing their travel destination. Therefore, tourists need to use general (non-travel specific) social media to help them plan their own itinerary (Mariani et al., 2019).

2.2.6 Independent Variable: Effort Expectancy (EE)

According to Venkatesh et al. (2003), EE was defined as a user's perception of the ease and effort of using a technology-based product or service (Dhir et al., 2018). EE can also show how easy people think the system is to use (Chiao et al., 2018). Moreover, Venkatesh et al. (2003) mentioned that consumer expectations of how much effort is required to use a technological system is also known as EE. In other words, EE measures the ease of using technology (Venkatesh et al., 2012; Dhir et al., 2018) and draw inspiration from the perceived ease of use presented in technology acceptance model (TAM) (Davis et al., 1989; Dhir et al., 2018). If a product or service is easy to use and effortless,

the user may take a positive attitude towards it (Venkatesh et al., 2003; Dhir et al., 2018). The UTAUT model stated that perceived behavioral control and external objective factors can directly affect the use of Internet information systems (Venkatesh et al., 2003; Li et al., 2017). Besides, EE is the level of effort that tourists feel when using social media platforms for choosing a tourist destination. Therefore, many studies have found that EE significantly affects behavioral intentions in different tourism contexts and environments (Cheunkamon et al., 2020; Nathan et al., 2020; No & Kim, 2014; Tan & Ooi, 2018; Zhou et al., 2023).

2.2.7 Independent Variable: Social Influence (SI)

SI is understood as the degree to which a person's expectation of a certain behavior of people they care about (Kang & Schuett, 2013; Oliveira et al., 2020). According to Venkatesh et al. (2003), SI was originally defined as a person's perception of the importance that other people think he or she should use a new system (Li et al., 2017). Besides, SI also refer to the how the users perceive the importance of input from friends, family, peers, and other individuals when making decision about how they intend to use technology. Scholars in information systems studies widely recognize that SI plays an important role in the adoption and utilization of digital technologies (Venkatesh et al., 2003; Dhir et al., 2018). The extent to which consumers feel the impact of others using a particular system is called SI (Venkatesh et al., 2003). This influence also extends to social media influencers and celebrities, who have a significant influence on users' decisions (Mosquera et al., 2018; Tamilmani et al., 2020). In the present study, SI was considered relevant, especially since many young people are in the stage of cognitive development. This population is particularly susceptible to influence from friends, family, and peers. (Tan & Ooi, 2018).

2.2.8 Independent Variable: Facilitating Conditions (FC)

FC refers to the available resources and support those customers perceive when using the system or platform (Venkatesh et al., 2003; Zhou et al., 2023). Venkatesh et al. (2003) mentioned that FC can be understood as "personal satisfaction with the use of the technical infrastructure support system of the organization." If consumers do not have the knowledge of using resources and technology, they would not be able to adopt technology in specific environments (Van Winkle et al., 2019). Nevertheless, FC can also be viewed as consumers' perception of resource availability, which increases their use of technology (Thusi & Maduku, 2020). Nathan et al. (2020) pointed out that people with favorable FC would show a stronger willingness to embrace and adopt a technology. Lewis et al. (2013) mentioned that people would instinctively seek help when trying to use new technology, and they need seamless support when they encounter problems in using technology (Nathan et al., 2020). Furthermore, FC have a direct and positive effect on intention to use, but this effect is no longer significant after the first use. Therefore, the model suggests that FC have a direct and significant effect on usage behavior (Venkatesh et al., 2003; Marikyan & Papagiannidis, 2023).

2.3 Research Framework

Figure 2.1: Conceptual Framework
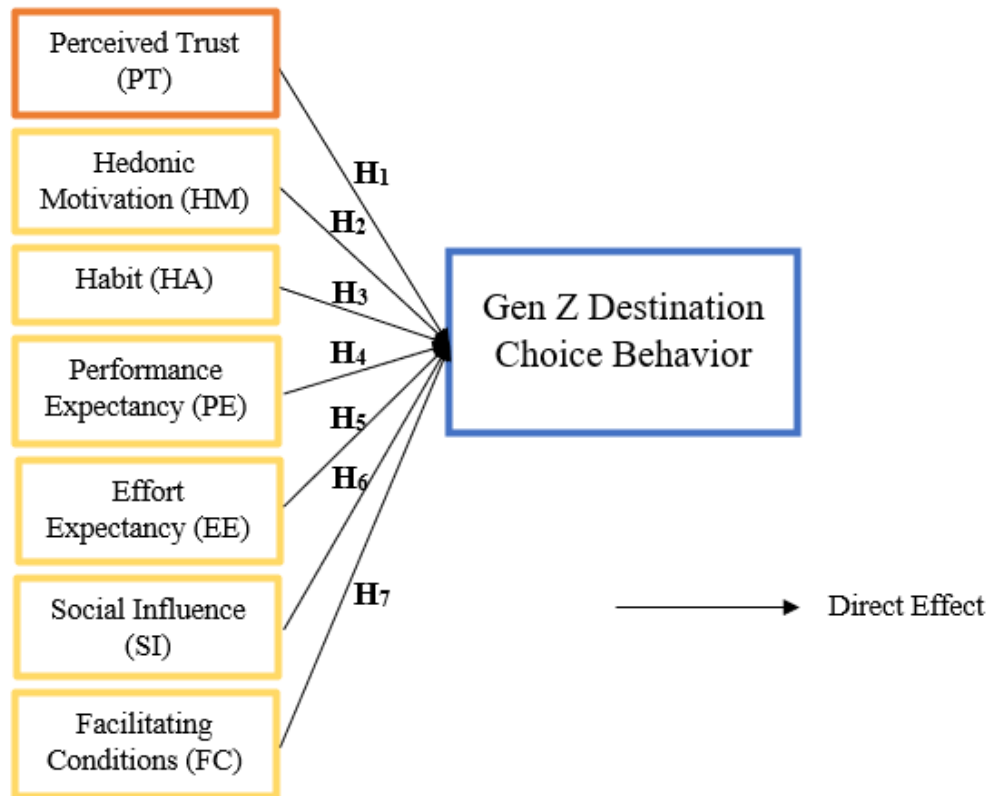
Source: Created for this study.

2.4 Hypotheses Development

2.4.1 The relationship between Perceived Trust (PT) and Gen Z Destination Choice Behavior

Research has analyzed the factors that can influence the PT of consumers and help travel product managers design their websites in such a way that consumers perceive the transaction as trustworthy. In this study, Kim et al. (2008) pointed out that the trust conditions of tourism websites are related to consumer perceptions such as security, privacy and quality of information provided on websites (Ponte et al., 2015). Previous studies have shown that PT is a key factor influencing customers' willingness to adopt technology-based products or services (Jayashankar et al., 2018; Lian & Li, 2021; Kumar & Prakash, 2019; Shukla & Kumar, 2019). A sense of trust can help to reduce the security and privacy concerns of consumers (Williams et al., 2015; Luo et al., 2010; Kumar et al., 2023). PT has been shown in tourism literature to influence the willingness of consumers to use technology in digital tourism activities such as hotel reservations (Kim et al., 2017), purchasing airline tickets (Jeon et al., 2018) and the usage of travel programs or applications (Palos-Sanchez et al., 2020). Not only that, but dimensions of information quality such as the review length or depth, readability, timeliness, relevance, accuracy have been found to have a positive impact on review usefulness and enjoyment (Park & Nicolau, 2015, Yang et al., 2017, Filieri et al., 2018). Therefore, this study proposes the following hypotheses:

H1: There is a positive relationship between PT and Gen Z destination choice behavior.

2.4.2 The relationship between Hedonic Motivation (HM) and Gen Z Destination Choice Behavior

According to research, consumers' favorable views and intention about using new products, services, and innovations are partly formed by their enjoyment, which is significant HM (Fan et al., 2022). Consumers' preferences and behavioral intentions towards peer-to-peer accommodations are primarily driven by their enjoyment. Hsiao et al. (2016) stated that HM significantly influence the intentions of users to continue using social applications (Zhou et al., 2021). As an important hedonic variable to explain human technology adoption behavior, enjoyment refers to the extent to which the activity itself is perceived as enjoyable (Davis et al., 1992; Zhou et al., 2021). Enjoyment plays a vital role in mobile travel shopping (Kim et al. 2015). Coursaris and Sung (2012) believe that students' affinity for mobile websites has a positive impact on their willingness to use such technology systems. Lai (2015) found that enjoyment is one of the prerequisites for tourists to accept mobile tour guides. Zhou et al. (2019) pointed out that social media platforms allow users to share travel experiences and communicate with others through the platform. The pleasant and pleasurable experiences inspire positive attitudes among consumers, which in turn lead to higher levels of continuation intention (Wu & Holsapple 2014; Zhou et al., 2021). Therefore, this study proposes the following hypotheses:

H$_2$: There is a positive relationship between HM and Gen Z destination choice behavior.

2.4.3 The relationship between Habit (HA) and Gen Z Destination Choice Behavior

HA refers to the likelihood that a person would automatically perform a behavior after learning it. This can be explained by the extent to which a person repeats an action after experiencing it (Venkatesh et al. 2012; Nathan et al., 2020). These HA are often unconscious and improvised as users repeat them repeatedly. Research shows that users' habitual behaviors can have a positive impact on their behavioral intentions to use mobile social network services (Nikou & Bouwman, 2014; Nathan et al., 2020). HA were also found to be the most important factor influencing users' behavioral intentions to post and share past experiences through social networks (Herrero et al., 2017); and influencing behavioral intentions to use e-learning systems in Qatar (El-Masri & Tarhini 2017). A recent study indicated that habits had a strong favorable impact on users' inclinations to utilize social networking sites (Mouakket, 2015). As a result, the current study looked at how habit affected users' intents to tag photos on Facebook (Dhir et al., 2018). Therefore, this study proposes the following hypotheses:

H$_3$: There is a positive relationship between HA and Gen Z destination choice behavior.

2.4.4 The relationship between Performance Expectancy (PE) and Gen Z Destination Choice Behavior

PE refers to the extent to which the use of technology benefits consumers and leads to performance improvements (Brown et al., 2016; Chua et al., 2018).

Research found that PE is a strong predictor of intents to utilize in social media platforms (Dhir et al., 2018). Besides, PE is the strongest determinant of behavioral intentions when using mobile applications. Therefore, when consumers find value and innovation in social network applications, they are more willing to purchase and pursue social network applications. Consumers evaluate the PE of social networking applications in terms of information sharing and communication messages before using the applications (Chong, 2013; Chua et al., 2018). For example, social networking applications need to be able to provide users with useful functionality in terms of information sharing and joining special interest groups (Wong et al., 2014) and making connections (Lewis, 2010; Chua et al., 2018). PE in the context of the study by Nathan et al. (2020) is the extent to which tourists believe that the Airbnb application facilitates and improves the accommodation booking experience. According to Fong et al. (2017) stated that users' willingness to reuse a mobile application was positively affected by PE. PE is a legitimate factor in behavioral intentions compared to other variables in the UTAUT2 model (Taiwo & Downe, 2013; Nathan et al., 2020). Therefore, this study proposes the following hypotheses:

H₄: There is a positive relationship between PE and Gen Z destination choice behavior.

2.4.5 The relationship between Effort Expectancy (EE) and Gen Z Destination Choice Behavior

(Davis, 1989; Tang et al., 2014; Chaw & Tang, 2019) stated that EE refers to people who are most likely to adopt technologies that provide maximum benefits and are easy to understand and reliable. Much research has shown that

EE is positively related to behavioral intention (Oliveira et al., 2014; Shillair et al., 2015; Khalilzadeh et al., 2017). If consumers find it easy to buy travel online, they are more likely to buy travel online (Sharma et al., 2020). Previous studies (Sou et al., 2013; Wyld, 2010) suggest a certain EE that tourists should receive tourism information in a friendly way, and the next step should be the opportunity to request more information about the destination in real time (Oncioiu & Priescu, 2022). A previous study also found that users find touchscreen mobile devices easier to use (Chang et al., 2012) because it allows direct control, touch, and interaction with devices (Bräsel & Gips, 2013); which is seen as a visible advantage of the Airbnb mobile application over online accommodation reservation systems. Previous research revealed a significant correlation between EE and the behavioral intention to share and post user-generated content on social media networks (Herrero et al., 2017). Therefore, this study proposes the following hypotheses:

H₅: There is a positive relationship between EE and Gen Z destination choice behavior.

2.4.6 The relationship between Social Influence (SI) and Gen Z Destination Choice Behavior

Venkatesh et al. (2003, p. 448) said SI as "the extent to which an individual perceives that significant people believe they should use the system". Besides, many researchers have confirmed the positive and significant effect of SI on the behavioral intentions of individuals (Ali et al., 2016). After the widespread adoption of smartphones and smartphone apps over the past decade, consumers now have easy access to a variety of travel and travel-related apps (Jeon et al., 2018). Researchers have studied the SI on online communities (Chiu et al., 2006;

Hau et al., 2013; Oliveira et al., 2020). The number of travelers using online travel communities for travel-related tasks is increasing, from finding travel information and tips to finding travel friends. According to previous studies in different fields, the importance of SI determines consumers' intentions to use a certain technology. For example, Alowayr (2021) pointed out that college students were more likely to use m-learning technology if most of their friends influenced them to use it. The results of another study also show that when a teenager's friends use wearable technology, they also use similar wearable technologies under the influence of their friends (Rahman et al., 2021). Therefore, this study proposes the following hypotheses:

H₆: There is a positive relationship between SI and Gen Z destination choice behavior.

2.4.7 The relationship between Facilitating Conditions (FC) and Gen Z Destination Choice Behavior

FC can highlight factors that may influence an individual's likelihood of using the system (Maruping et al., 2016). This relationship has also been examined in other contexts such as rural tourism (Martín & Herrero, 2012), near-field communication (NFC) mobile payments (Morosan & DeFranco, 2016), and purchasing airline tickets through smartphone apps (Jeon et al., 2018). People subconsciously seek help when trying to use a new technology (Lewis et al. 2013) and need seamless help when they encounter problems related to using the technology (Nathan et al., 2020). Previous research in the field of technology adoption has emphasized the specific skills and infrastructure needs of new technology adoption (Alalwan et al., 2017; Sitar-Taut & Mican, 2021). They also found that consumers' behavioral intentions to continue using

technology can be predicted by their belief that they would be able to use the technology in the future (Musa et al., 2015; Ong et al., 2023). Therefore, this study proposes the following hypotheses:

H₇: There is a positive relationship between FC and Gen Z destination choice behavior.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology encompasses the structured process of conducting research, involving diverse methods such as research design, data collection, and analysis. Besides, it serves to explain the purpose of the research, defined the research problem, established hypotheses, outline data collection methods, and justify the chosen research technique (Goundar, 2012). In addition, this chapter aims to elaborate on the appropriate procedure for conducting the research, ensuring effective analysis, and validating the established hypotheses.

3.1 Research Design

A research design is a general plan for linking conceptual research problems with relevant and available empirical research. Besides, it is an inquiry that provides a precise direction for research. It is a step-by-step process that the researcher carries out before starting data collection and analysis to properly achieve the research objective. Furthermore, the essence of research design is to translate the research problem into analyzable data to obtain meaningful answers to the research questions at the minimum cost (Bloomfield & Fisher, 2019).

3.1.1 Quantitative Research

Quantitative research is a technique and measurement that produces quantifiable or discrete values. The data collected comes from empirical observations and measurements (Asenahabi, 2019). Besides, these methods require a lot of time and planning. Furthermore, the researchers always tend to have closed-ended answers. In addition, quantitative research is considered as an analytical research method. Quantitative researchers, as indicated by Rovai et al. (2014) observe the world outside themselves and there is an objective reality, which is independent of any observation (Asenahabi, 2019).

Therefore, quantitative research would be used into this research to analyze the relationship between the independent variables, which are PT, HM, HA, PE, EE, SI, and FC, and the dependent variable, which is Gen Z destination choice behavior.

3.2 Sampling Design

In a sampling design, the researchers must be aware of selecting some elements from the population, examine them extensively, and draw conclusions that can be safely applied to the population. Besides, sample selection is a very important task. Therefore, the researcher should determine the sample size, sampling method, sampling test, and so on (Rashid, 2020).

3.2.1 Target Population

Target population refers to a group of people, and the intervention measures are aimed at studying them and drawing conclusions from them (Khasawneh & Palaniandy, 2021). Therefore, this research would target the population in Gen Z. Gen Z is this research's respondents is to identify what are the factors influencing Gen Z destination choice behavior.

3.2.2 Sampling Frame

Sampling frame can be understood as a list from which the sampling units are taken. Besides, a "list" can be an actual list of units, such as in a telephone address, from which telephone numbers are sampled, or some other description of the population, such as a map of which areas are sampled (Stasny, 2001). In this study, the sample is collected from local Malaysian Gen Z using an online Google Form survey distributed via platform such as Facebook, Messenger, WhatsApp, etc.

3.2.3 Sampling Technique

Sampling in statistical analysis involves selecting observations from a larger population using various techniques. Besides, these methods fall into two categories: probability sampling, where sample selection is based on randomization, ensuring equal chances for each element (random sampling);

and non-probability sampling, which relies on the discretion of the researcher to choose elements without randomization (non-random sampling) (Singh, 2018).

Hence, non-probability sampling is used in this research. Under the category of non-probability sampling, convenience sampling is applied. Convenience sampling collects the data from a readily available and accessible population. The sample is made up of people who are most conveniently accessible to the researcher rather than people who are most representative of the population as a whole (Simkus, 2023). Therefore, by using this convenience sampling, the respondents can help to recruit more participants by sharing the survey form links, as long as the respondents meet the only requirement of this research criteria, which must be under the range of Gen Z in Malaysia.

3.2.4 Sampling Size

Sampling size refers to the number of participants selected by researchers from a big population to involve in their research (Iddon & Boyd, 2022). One of the methods that is used to calculate the sample size is Krejcie and Morgan sampling method. Besides, Krejcie & Morgan (1970) created a table that utilizes the sample size formula for finite population to make the process of calculating the sample size for a finite population easier to understand.

Table 3.1 Krejcie & Morgan Table

N	S	N	S	N	S	N	S	N	S
Table 3.1
Table for Determining Sample Size of a Known Population
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size   Source: Krejcie & Morgan, 1970

Adapted from: Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*.

To achieve the desired results in this study, there must be a sufficient amount of data for the research. Therefore, this study applied the Krejcie & Morgan table to at least 384 respondents as the population of Gen Z in Malaysia exceed 1 million.

3.3 Data Collection Method

Data plays an important role in decision-making, serving as the foundation for informed choices (Miswar et al., 2018). Data collection is a systematic process of obtaining observations or measurements, providing first-hand knowledge for research purposes, whether for government, commercial or academic endeavors (Bhandari, 2020).

3.3.1 Primary Data – Survey

Data can be divided into two types depending on how it is collected. The data are primary data and secondary data. Hence, the data that would be used in this research is primary data. Primary data can be understood as the data collected directly from the respondents without involving the opinions and judgements of others (Glen, 2021). The information is collected by the researchers themselves from first-hand sources, and using techniques such as surveys, experiments, interviews, censuses, and so on (Jotform, 2021). Besides that, the process is complex when conducting the primary data collection method, and it takes a long time for us to collect data. However, primary data is more reliable because it is collected directly from respondents, the information is the latest and has been answered based on the research questions created by researchers. Nonetheless, the data was collected by using a survey method in this research. The questionnaire is distributed to Malaysian Gen Z using Google Forms because it is the fastest and way to reach a large population with the lowest cost.

3.3.2 Research Instruments

Researcher instruments are techniques or tools crafted by the researchers for data collection. In this quantitative study, the instrument employed is a questionnaire, a common method for collecting data from respondents in such survey.

3.3.2.1 Questionnaire Design

A questionnaire is a tool for survey and statistical research, can take in various forms, such as printed, electronic, or, face-to-face, aiming to gather information on experiences, opinions, or attitudes for analysis. Furthermore, closed-ended questions would be asked in this research as it is easier for respondents to answer and for researchers to evaluate the information obtained (Bhandari, 2022). This questionnaire comprises of three parts (Section A, B, and C), which designed to collect demographic information, assess social media platform usage, and measure variables for dependent variable and independent variables by using Likert scale.

3.3.2.2 Pilot Test

A pilot test is conducted to evaluate the entire questionnaire under the actual survey conditions. It is to identify the problems before conducting a full survey. When conducting a pilot test, each question is evaluated for validity as to determine whether it is captures the information that is intended to measure to achieve the study's goals and objectives and analyzing various aspects of the questionnaire as a whole (Chaudhary & Israel, 2021). Therefore, a total of 30 sets of questionnaires survey were distributed for pilot testing as the calculated in sample size required is 384 respondents, with the population of Gen Z in Malaysia exceed 1 million.

Table 3.2 Pilot Test Result

Constructs	No. of Items	Cronbach's Alpha
Perceived Trust (PT)	3	0.633
Hedonic Motivation (HM)	3	0.813
Habit (HA)	3	0.730
Performance Expectancy (PE)	4	0.802
Effort Expectancy (EE)	3	0.746
Social Influence (SI)	3	0.786
Facilitating Conditions (FC)	3	0.742
Gen Z Destination Choice Behavior	3	0.857

Source: Created for this study.

3.4 Construct Measurement

3.4.1 Origin & Measurement of Constructs

Table 3.3: The Origin of Constructs

DV: Gen Z destination choice behavior (Likert scale measurement)		
Original	Adaption	Source
I'm going to use TikTok for destination decision making	I'm going to use social media platforms for destination decision making	(Zhou et al., 2023)
If I already use it, I will continue to use TikTok for destination decision in the future	If I already use it, I will continue to use social media platforms for destination decision in the future	
I plan to recommend using TikTok for destination decision-making to my friends and family	I plan to recommend using social media platforms for destination decision-making to my friends and family	

IV1: Perceived Trust (Likert scale measurement)		
Original	Adaption	Sources
I believe TikTok can provide me with relevant travel information	I trust that social media platforms will provide with relevant travel information when I search it.	(Zhou et al., 2023)
I think the travel information (videos, reviews, etc.) on TikTok is reliable	I think the travel information (videos, reviews, etc.) on social media platforms is reliable.	
I think it is possible to make travel decisions based on the travel information provided by TikTok	I think it is possible to make travel decisions based on the travel information provided by social media platforms.	

IV2: Hedonic Motivation (Likert scale measurement)		
Original	Adaption	Sources
The short tourism video content in TikTok is interesting and fun	The short tourism video content in social media platforms is interesting and fun	(Zhou et al., 2023)
Watching short travel videos on TikTok makes me feel good	Watching short travel videos on social media platforms makes me feel good	
I would love to use TikTok to filter travel destinations	I would love to use social media platforms to filter travel destinations	

IV3: Habit (Likert scale measurement)		
Original	Adaption	Sources
I'm used to using TikTok to watch short travel videos	I'm used to using social media platforms to watch short travel videos	(Zhou et al., 2023)
I use TikTok when I need travel information	I use social media platforms when I need travel information	
It's natural for me to use TikTok to help me make destination decisions when I need to	It's natural for me to use social media platforms to help me make destination decisions when I need to	

IV4: Performance Expectancy (Likert scale measurement)		
Original	Adaption	Sources
I find TikTok useful in searching for travel information	I find social media platforms useful in searching for travel information	(Zhou et al., 2023)
Travel information shared by TikTok users is useful	Travel information shared by social media platforms users is useful	
Using TikTok can help me keep abreast of the travel information of the destination in real time	Using social media platforms can help me keep abreast of the travel information of the destination in real time	
Using TikTok can help me to choose and determine the destination faster	Using social media platforms can help me to choose and determine the destination faster	

IV5: Effort Expectancy (Likert scale measurement)		
Original	Adaption	Sources
I think learning to use TikTok is easy	I think learning to use social media platforms is easy	(Zhou et al., 2023)
The user interface of TikTok is clear and easy to understand	The user interface of social media platforms is clear and easy to understand	
I can easily search for travel information using TikTok	I can easily search for travel information using social media platforms	

IV6: Social Influence (Likert scale measurement)		
Original	Adaption	Sources
If people around me (family, friends, colleagues, etc.) use TikTok to search for travel-related videos, I will be interested in using it	If people around me (family, friends, colleagues, etc.) use social media platforms to search for travel-related videos, I will be interested in using it	(Zhou et al., 2023)
If a celebrity, star or blogger I respect or love posts a travel video on TikTok, I will be interested in using it	If a celebrity, star or blogger I respect or love posts a travel video on social media platforms, I will be interested in using it	
The recommendation and sharing of people around me will affect my willingness to use TikTok for destination selection	The recommendation and sharing of people around me will affect my willingness to use social media platforms for destination selection	

IV7: Facilitating Conditions (Likert scale measurement)		
Original	Adaption	Sources
I have the resources needed to use TikTok (mobile device, internet, etc.)	I have the resources needed to use social media platforms (mobile device, internet, etc.)	(Zhou et al., 2023)
I know how to use TikTok to search for short travel videos	I know how to use social media platforms to search for short travel videos	
When I have trouble using TikTok, I can ask others or customer service for help	When I have trouble using social media platforms, I can ask others or customer service for help	

<u>Source</u>: Created for this study.

3.4.2 Measurement Scale

There are three scales is used in this study, which are ordinal scale, nominal scale, and Likert scale. The types of scale to use depends on the type of question being asked and the type of answer the researcher intends to obtain.

3.4.2.1 Nominal Scale

Nominal scale refers to the data that only can be categorized. The researcher can categorize data by labeling it into mutually exclusive groups and without any numerical significance, but there is no order between categories (Bhandari, 2020). The good example of nominal variable in this study is gender, the respondents are categorized under these two categories.

Figure 3.1 Demographic Profile's – Nominal Scale

Source: Created for this study.

3.4.2.2 Ordinal Scale

Ordinal scale represents the data that can be ranked and categorized, usually includes ratings of opinions or perceptions, or demographic factors. In addition, ordinal variables are typically assessed using close-ended survey questions that provide participants with multiple possible responses to choose from. They are user-friendly and allow easy comparison of data between participants (Bhandari, 2022). The example in this study is the age of the respondents.

Figure 3.2 Demographic Profile's – Ordinal Scale

1. Age *

○ 11 - 14

○ 15 - 18

○ 19 - 22

○ 23 - 26
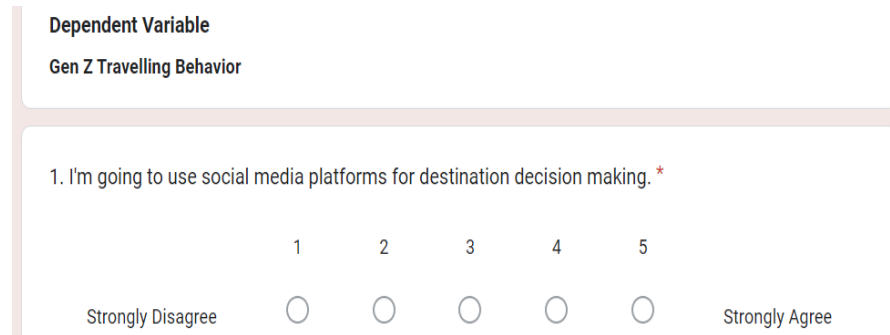
Source: Created for this study.

3.4.2.3 Likert Scale

A Likert scale is a five- or seven-point scale that allows people to express the level of satisfaction with a specific statement. Besides, it usually provides five possible answers to a question or statement, allowing respondents to indicate positively or negatively they agree or how strongly they about the question or statement (Mcleod & Mcleod, 2023). Furthermore, this Likert scale is founded

by Rensis Likert in 1932. Hence, a five-point Likert scale is given in section C in the questionnaire survey, which is the variable measurement.

Figure 3.3 Section C - Likert Scale

Source: Created for this study.

3.5 Proposed Data Analyzing Tools

Data analysis tools help researchers make sense of the data they collected. This allows them to report results and make explanations. How the data being analyzed depends on the goals of the project and the type of data collected (Kelley, 2023). Besides that, data analysis is one of the most important steps in research. The effort and data collected are useless if the data is not analyzed. During this phase, the collected data would be evaluated, and the hypotheses subsequently confirmed.

3.5.1 Descriptive Analysis

Descriptive analysis refers to the study of a particular type of data that helps describe, demonstrate, or summarize data points so that patterns emerge that satisfy all data conditions. It is a technique for identifying patterns and relationships based on current and historical data. Hence, together with simple graphical analysis, descriptive data form the basis of almost all quantitative analysis of data (M.K, 2023). Therefore, Microsoft Excel Software and Statistical Package for Social Science (SPSS) is used to analyze demographic data that have been collected in this research.

3.5.2 Reliability Analysis

Reliability analysis was performed by determining the proportion of systematic variation in the scale. This can be done by determining the relationship between the different administrative outcomes of the scale. Therefore, if the correlations in the reliability analysis are high, the scale produces consistent results and is then reliable (Statistics Solutions, 2021). Therefore, Cronbach's Alpha is used to test the reliability in this research.

3.5.3 Pearson Correlation Coefficient

The Pearson coefficient refers to a correlation coefficient indicating the relationship between two variables, summarizing data and facilitating results

comparisons of study. Furthermore, the correlation coefficient is ranging from -1 to 1, it reveals the strength and direction of the relationship between variables, reflecting the similarity of measurements. (Bhandari, 2021). With this analysis, it can show that which independent variables is the most influential factor influencing Gen Z destination choice behavior.

3.5.4 Multiple Linear Regressions

Multiple linear regression is a statistical technique, which is used to predict the outcome of one variable based on the values of two or more variables, which is the connection between dependent variable and independent variables. Besides, it is sometimes called simply multiple regression, which is an extension of linear regression (Taylor, 2020). Thus, the model error is set at 0.05 (5%). There would be supported if the P-value is lower than 0.05, and rejected if the P-value is higher than 0.05.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

There is a total of 399 respondents who have responded in the Google survey form, and key-in into Statistical Package Social Science (SPSS) to determine the collected data. This research is aimed to collect data on perceived trust (PT), hedonic motivation (HM), habit (HA), performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC) that influencing Gen Z destination choice behavior. Therefore, the results of data analysis would be presented in this chapter.

4.1 Descriptive Analysis

Descriptive analysis is to determine the mean, median, mode, variance, and standard deviation that collected from SPSS's data analysis.

4.1.1 Demographic Analysis

The demographic data collected 399 responses by using Google Form. All the responses were asked to complete some categories of questions, which included age, gender, races, education level, and occupation for demographic analysis.

4.1.1.1 Age

Table 4.1 Age

Age	Frequency	Percentage (%)
11 – 14	31	7.8
15 – 18	42	10.5
19 – 22	157	39.3
23 - 26	169	42.4
Total	399	100

Source: Created for this study.

Figure 4.1 Age
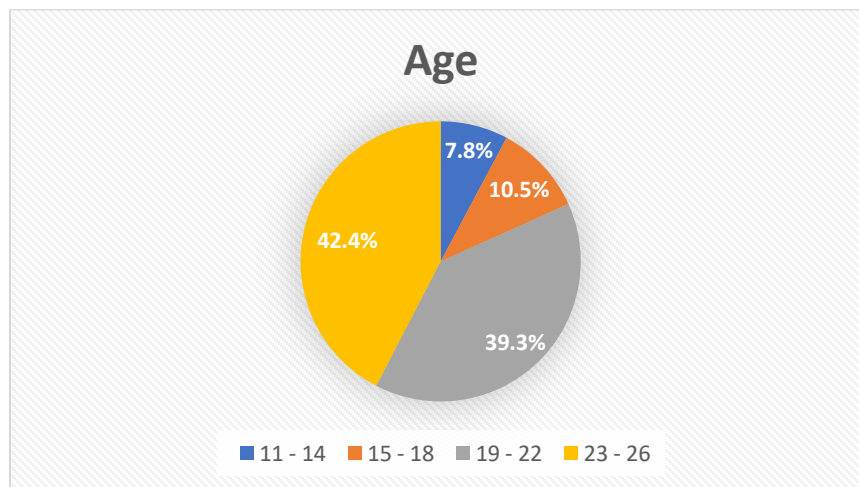
Source: Created for this study.

Table and figure 4.1 indicate the age distribution of the total of 399 respondents in the study. There is 7.8% (31 respondents) aged 11 – 14, 10.5% (42 respondents) aged 15 – 18, 39.3% (157 respondents) aged 19 – 22, and 42.4% (169 respondents) aged 23 – 26.

4.1.1.2 Gender

Table 4.2 Gender

Gender	Frequency	Percentage (%)
Male	190	47.6
Female	209	52.4
Total	399	100

Source: Created for this study.

Figure 4.2 Gender
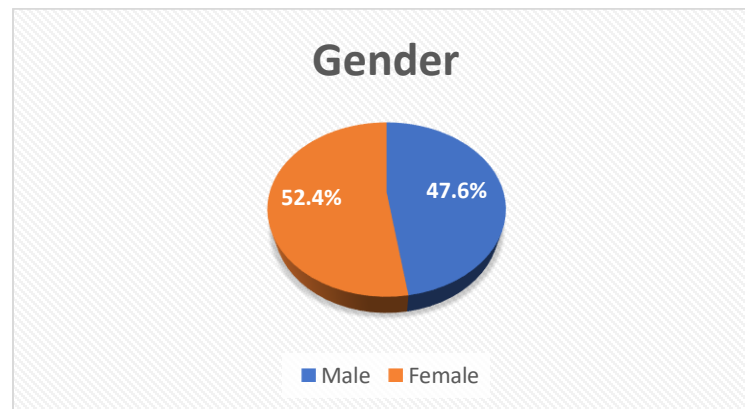
Source: Created for this study.

Table and figure 4.2 shown that there is 190 male (47.6%) and 209 of female (52.4%) who conducted in this research.

4.1.1.3 Races

Table 4.3 Races

Races	Frequency	Percentage (%)
Malay	86	21.6
Chinese	212	53.1
Indian	99	24.8
Bidayuh	1	0.3
Bumiputera	1	0.3
Total	399	100

Source: Created for this study.

Figure 4.3 Races
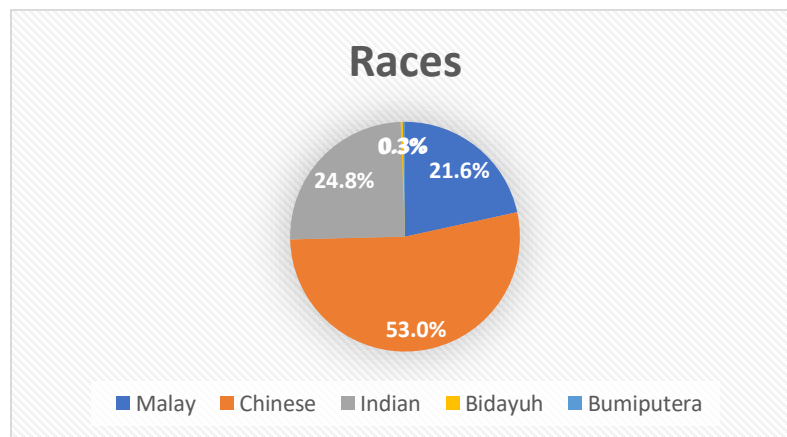
Source: Created for this study.

Table and figure 4.3 stated that the majority respondents which consists of 212 respondents (53.1%) out of 399 respondents, then follow by Indian with 99 respondents (24.8%), Malay with 86 respondents (21.6%), and Bidayuh and Bumiputera with two respondents (0.6%)

4.1.1.4 Education Level

4.4 Education Level

Education Level	Frequency	Percentage (%)
Primary School	25	6.3
Secondary School	109	27.3
Tertiary School	265	66.4
Total	399	100

Source: Created for this study.

Figure 4.4 Education Level
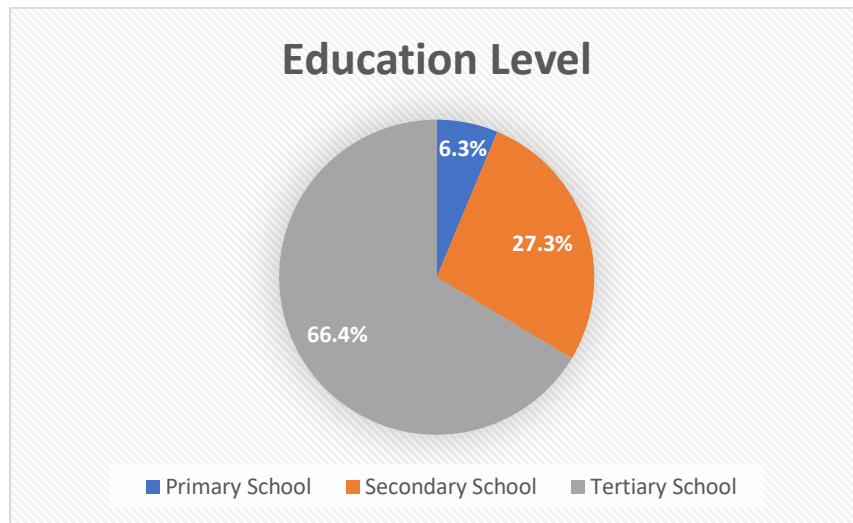
Source: Created for this study.

Table and figure 4.4 stated that 25 respondents' (6.3%) education level are in primary school, follow by 109 respondents (27.3%) in secondary school, and 265 respondents (66.4%) in tertiary school.

4.1.1.5 Occupation

Table 4.5 Occupation

Occupation	Frequency	Percentage (%)
Student	178	44.6
Employed	145	36.3
Unemployed	8	2.0
Self-employed	68	17
Total	399	100

Source: Created for this study.

Figure 4.5 Occupation
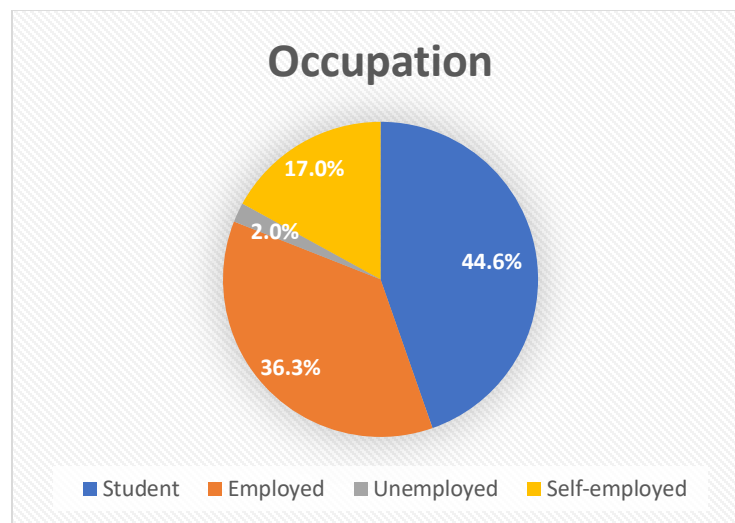
Source: Created for this study.

Table and figure 4.5 shown that 178 respondents (44.6%) who are students that consist in this study, then followed by 145 respondents (36.3%) who are employed, 8 respondents (2%) who are unemployed, and 68 respondents (17%) who are self-employed.

4.1.1.6 Are you a social media user?

Table 4.6 Are you a social media user?

Usage	Frequency	Percentage (%)
Yes	392	98.2
No	7	1.8
Total	399	100

Source: Created for this study.

Figure 4.6 Are you a social media user?
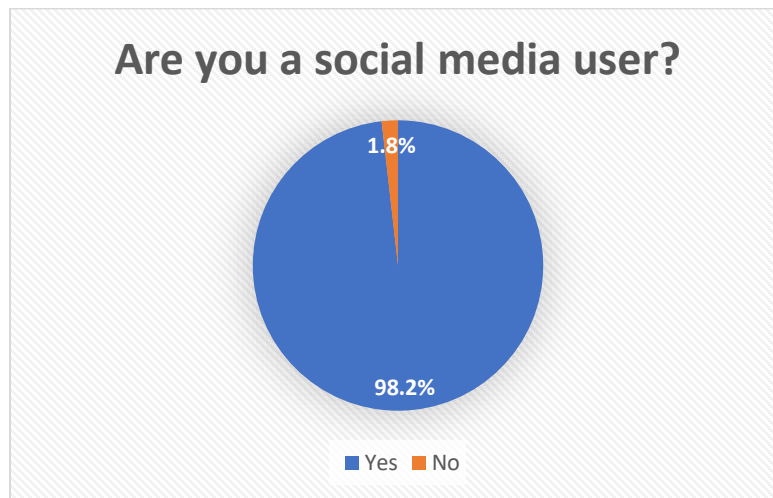
Source: Created for this study.

Table and figure 4.6 stated that 392 respondents (98.2%) are social media users, and 7 respondents (1.8%) are not social media users.

4.1.1.7 Social media platforms used?

Table 4.7 Social media platforms used

Social media platforms	Frequency	Percentage (%)
TikTok	250	62.7
Instagram	366	91.7
Facebook	337	84.5
Twitter	136	34.1
Threads	105	26.3
Others	15	4.2

Source: Created for this study.

Figure 4.7 Social media platforms used
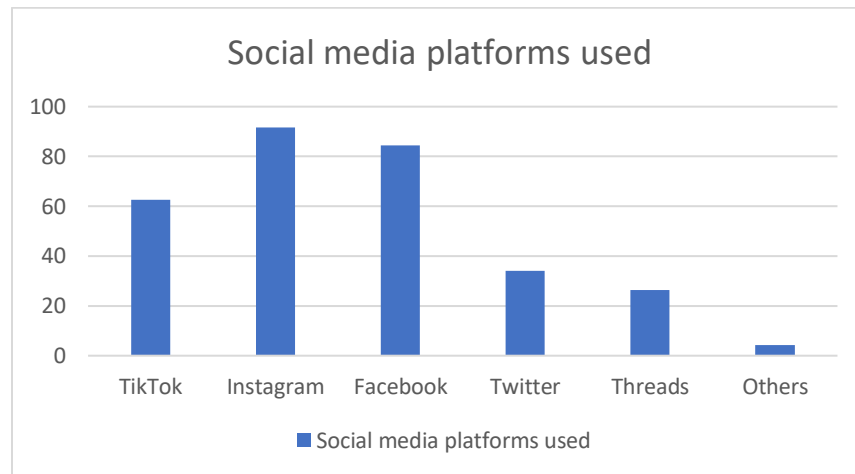
Source: Created for this study

Table and figure 4.7 shown that 250 respondents (62.7%) are using TikTok, 366 respondents (91.7%) are using Instagram, 337 respondents (84.5%) are using Facebook, 136 respondents (34.1%) are using Twitter, 105 respondents (26.3%) are using Threads, and 15 respondents (4.2%) are using other social media platforms.

4.1.1.8 How long have you been using the social media?

Table 4.8 How long have you been using the social media?

Duration	Frequency	Percentage (%)
Within 6 months	25	6.3
6 months to 1 year	20	5
1 year to 2 years	24	6
More than 2 years	330	82.7
Total	399	100

Source: Created for this study.

Figure 4.8 How long have you been using the social media?
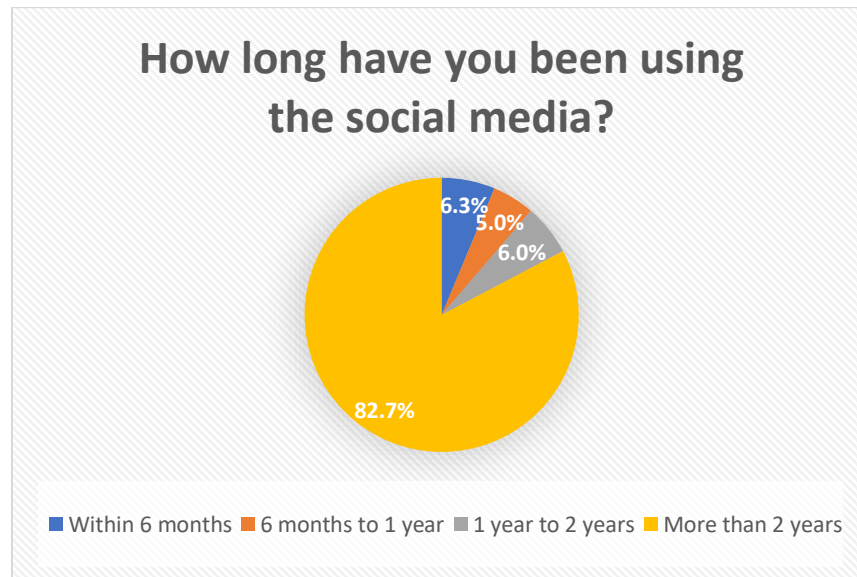
Source: Created for this study.

Table and figure 4.8 highlighted the duration of the respondents been using the social media. Most of the respondents are using the social media more than two years, which contributed 83% (330 respondents) of the sample size.

4.1.1.9 Time spends on social media

Table 4.9 Time spends on social media

Time spends	Frequency	Percentage (%)
Less than 1 hour	23	5.8
1 hour to 2 hours	71	17.8
2 hours to 3 hours	127	31.8
More than 3 hours	178	44.6
Total	399	100

Source: Created for this study.

Figure 4.9 Time spends on social media
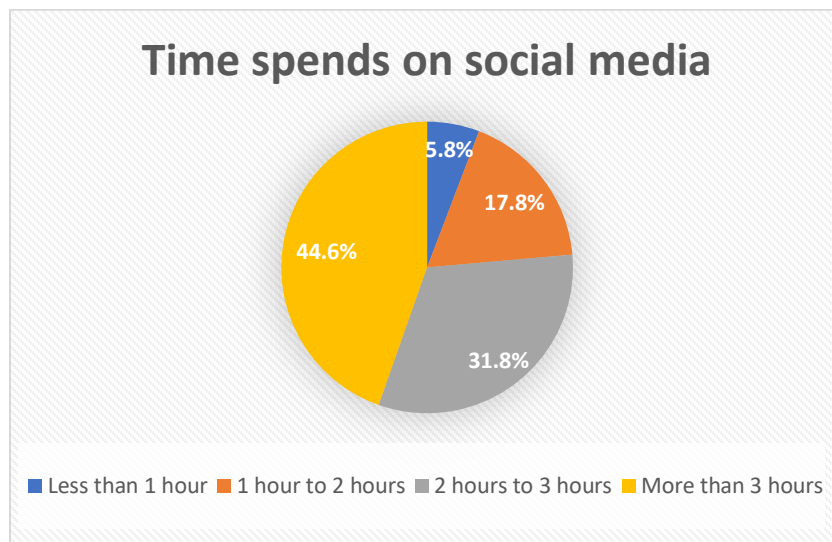
Source: Created for this study.

Table and figure 4.9 indicate that 23 respondents (5.8%) in this study time spends on social media less than one hour, 71 respondents (17.8%) spend one to two hours on social media, 127 respondents (31.8%) spend two to three hours on social media, 178 respondents (44.6%) spend more than three hours on social media.

4.1.1.10 Do you use social media platforms for tourism-related purposes?

Table 4.10 Do you use social media platforms for tourism-related purposes?

Usage	Frequency	Percentage (%)
Yes	370	92.7
No	29	7.3
Total	399	100

Source: Created for this study.

Figure 4.10 Do you use social media platforms for tourism-related purposes?
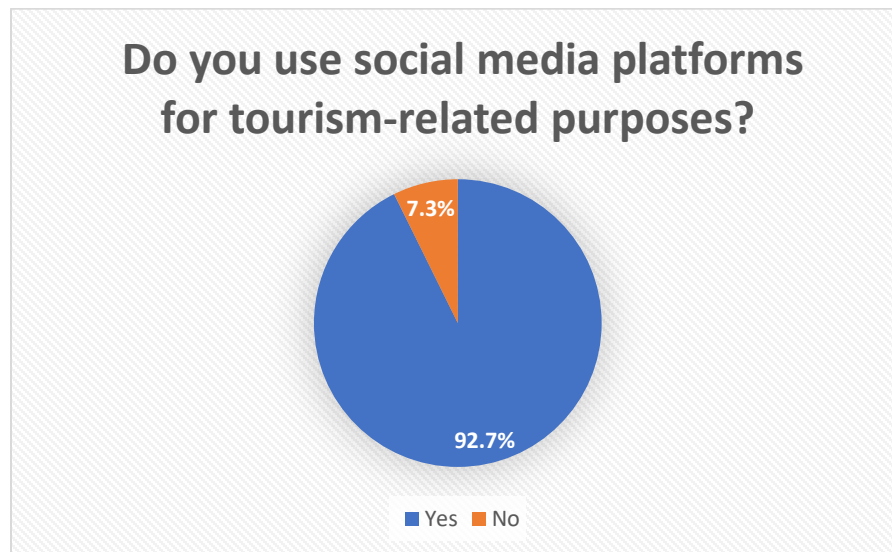
Source: Created for this study.

Table and figure 4.10 shown the majority of the respondents use social media for tourism-related purposes, which contributed 92.7% (370 respondents) of the sample size.

4.1.1.11 Which platforms do you use to help make destination decisions?

Table 4.11 Which platforms do you use to help make destination decisions?

Social media platforms	Frequency	Percentage (%)
Xiao Hong Shu	238	59.6
Instagram	233	58.4
Facebook	266	66.7
Twitter	45	11.3
TikTok	157	39.3
Dou Yin	122	30.6
Online travel e-commerce	224	56.1
Others	4	1.1

Source: Created for this study.

Figure 4.11 Which platforms do you use to help make destination decisions?
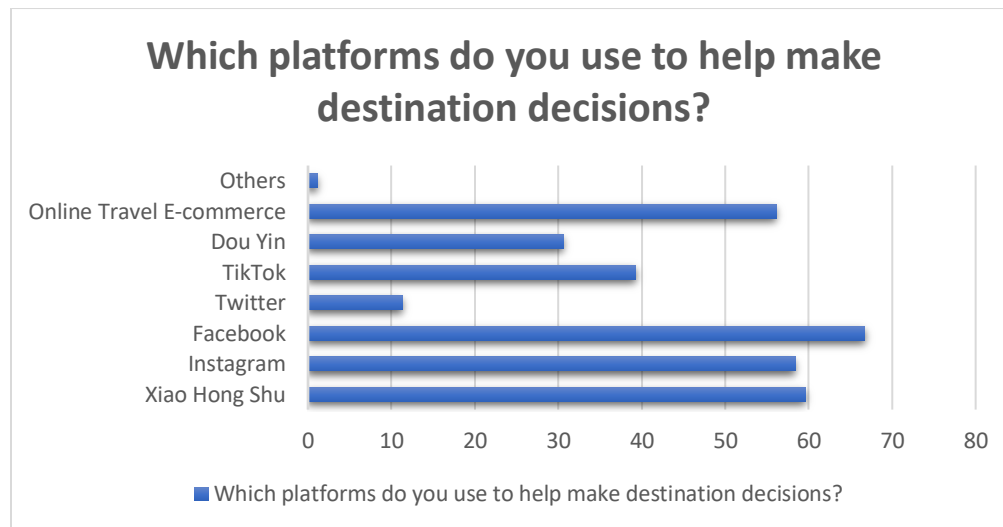
Source: Created for this study.

Table and figure 4.11 stated that the majority of the respondents use Facebook to help make destination decisions, which contributed 66.7% (266 respondents) of the sample size.

4.1.1.12 Will you travel somewhere because of the attraction of the short tourisms video?

Table 4.12 Will you travel somewhere because of the attraction of the short tourisms video?

	Frequency	Percentage (%)
Definitely not	4	1
Probably not	5	1.3
Maybe	65	16.3
Probably	197	49.4
Definitely	128	32.1
Total	399	100

Source: Created for this study.

Figure 4.12 Will you travel somewhere because of the attraction of the short tourisms video?
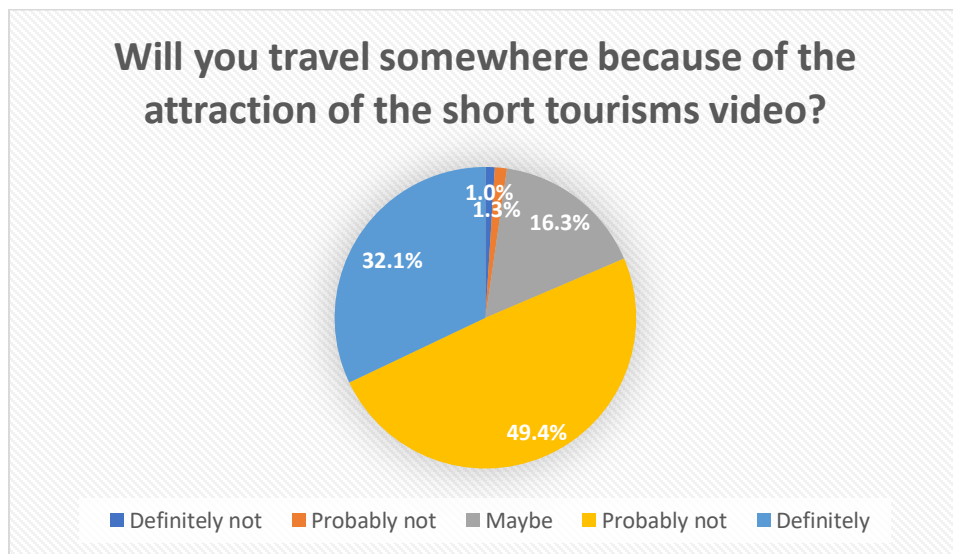
Source: Created for this study.

Table and figure 4.12 mentioned that the majority of the respondents probably would travel somewhere because of the attraction of the short tourism video, which contributed 49.4% (197 respondents) of the total of 399 respondents to this research.

4.1.1.13 Have you ever visited a tourist destination after watching a short video?

Table 4.13 Have you ever visited a tourist destination after watching a short video?

Usage	Frequency	Percentage (%)
Yes	360	90.2
No	39	9.8
Total	399	100

Source: Created for this study.

Figure 4.13 Have you ever visited a tourist destination after watching a short video?
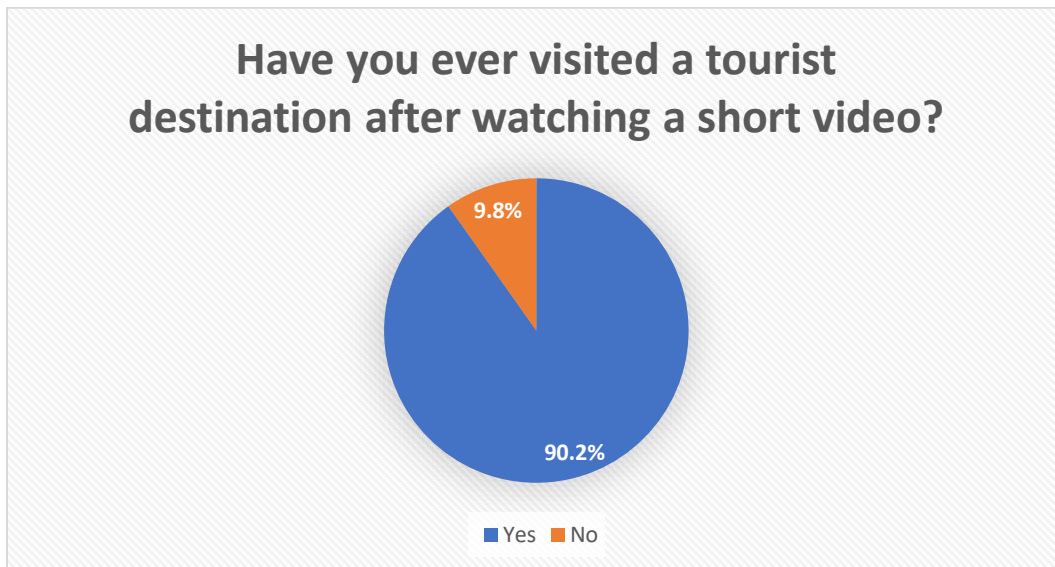
Source: Created for this study.

Table and figure 4.13 stated that 360 respondents (90.2%) have ever visited a tourist destination after watching a short video, and 39 respondents (9.8%) are not.

4.1.2 Descriptive Statistic

Table 4.14 Descriptive Statistic

Constructs	N	Minimum	Maximum	Mean	Standard Deviation
Perceived Trust (PT)	399	1.00	5.00	4.2389	0.63777
Hedonic Motivation (HM)	399	1.00	5.00	4.3952	0.57548
Habit (HA)	399	1.33	5.00	4.3567	0.59639
Performance Expectancy (PE)	399	1.00	5.00	4.3233	0.55489
Effort Expectancy (EE)	399	1.00	5.00	4.4720	0.61503
Social Influence (SI)	399	1.00	5.00	4.2807	0.60407
Facilitating Conditions (FC)	399	1.67	5.00	4.4528	0.59585
Gen Z Destination Choice Behavior	399	1.33	5.00	4.3250	0.61883

Source: Created for this study.

The result show in table 4.14 that the descriptive statistics of the independent variable and dependent variable. The largest variable in the table above is EE, with the mean of 4.4720, followed by FC with the mean of 4.4528. The variables of HM, HA, PE, SI, and PT has the mean of 4.3952, 4.3567, 4.3233, 4.2807, and 4.2389 respectively.

Besides, the highest standard deviation is the variable of PT, with the figure of 0.63777. The standard deviation of HM, HA, PE, EE, SI, and FC are 0.57548, 0.59639, 0.55489, 0.61503, 0.60407, and 0.59585 respectively.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.15 Reliability Test

Constructs	Cronbach's Alpha	No. of Items	Reliability Level
Perceived Trust (PT)	0.796	3	Very good reliability
Hedonic Motivation (HM)	0.744	3	Very good reliability
Habit (HA)	0.755	3	Very good reliability
Performance Expectancy (PE)	0.816	4	Very good reliability
Effort Expectancy (EE)	0.816	3	Very good reliability
Social Influence (SI)	0.789	3	Very good reliability
Facilitating Conditions (FC)	0.763	3	Very good reliability
Gen Z Destination Choice Behavior	0.802	3	Very good reliability

Source: Created for this study.

Table 4.17 indicates the result of the reliability from the Cronbach's Alpha which has tested in SPSS. Taber (2017) stated that Cronbach's Alpha values of 0.7 or higher indicate acceptable internal consistency. Therefore, all the Cronbach's Alpha in table 4.17 are greater than 0.7, which means that all the variables are consider acceptable as reliable. The highest Cronbach's Alpha value is PE and EE, which are 0.816, followed by Gen Z destination choice behavior is 0.802, PT is 0.796, SI is 0.789, FC is 0.763, HA is 0.755, lastly HM is 0.744 of Cronbach's Alpha value.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.16 Pearson Correlation Analysis

		PT	HM	HA	PE	EE	SI	FC	DV
Perceived Trust (PT)	Pearson Correlation	1	.580	.708	.689	.593	.636	.565	.645
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	399	399	399	399	399	399	399	399
Hedonic Motivation (HM)	Pearson Correlation	.580	1	.668	.732	.693	.637	.668	.722
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	399	399	399	399	399	399	399	399
Habit (HA)	Pearson Correlation	.708	.668	1	.749	.659	.689	.628	.728
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	399	399	399	399	399	399	399	399
Performance Expectancy (PE)	Pearson Correlation	.689	.732	.749	1	.630	.718	.609	.713
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	399	399	399	399	399	399	399	399
Effort Expectancy (EE)	Pearson Correlation	.593	.693	.659	.630	1	.617	.771	.651
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	399	399	399	399	399	399	399	399
Social Influence (SI)	Pearson Correlation	.636	.637	.689	.718	.617	1	.531	.613
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	399	399	399	399	399	399	399	399

Facilitating Conditions (FC)	Pearson Correlation	.565	.668	.628	.609	.771	.531	1	.604
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	399	399	399	399	399	399	399	399
Gen Z Destination Choice Behavior	Pearson Correlation	.645	.722	.728	.713	.651	.613	.604	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	399	399	399	399	399	399	399	399

Source: Created for this study.

Table 4.16 shown the significance values between all independent variables and dependent variables are .000, which indicates that the correlation of variables is significant at 0.01. In addition, the positive signs denote a positive relationship between all independent variables and dependent variables. The strength of association would be moderate if the correlation coefficient (r) is between 0.6 and 0.7. Hence, HA has the strongest correlation towards the Gen Z destination choice behavior with the value of r = 0.728, followed by HM, r = 0.722 towards the Gen Z destination choice behavior, PE, r = 0.713 towards the Gen Z destination choice behavior, EE, r = 0.651 towards the Gen Z destination choice behavior, PT, r = 0.645 towards the Gen Z destination choice behavior, SI, r = 0.613 towards the Gen Z destination choice behavior, lastly the lowest correlation, FC with the value of r = 0.604 towards the Gen Z destination choice behavior.

4.3.2 Multiple Linear Regression Analysis

Table 4.17 Model Summary

Model Summary Table			
R	R Square	Adjusted R Square	Std. Error of the Estimate
0.811ᵃ	0.658	0.652	0.36513

Source: Created for this study.

The model summary in Table 4.17 indicates the adjusted R Square value in 0.658, which considered that 65.8% of the dependent variable (Gen Z destination choice behavior), is explained by independent variables (PT, HM, HA, PE, EE, SI, and FC).

Table 4.18 ANOVA

ANOVA Table					
	Sum of Square	df	Mean Square	F	Sig.
Regression	100.290	7	14.327	107.466	<0.001ᵇ
Residual	52.127	391	0.133		
Total	152.417	398			

Source: Created for this study.

ANOVA in table 4.18 stated that the F value is 107.466 at the significant level of <0.01.

Table 4.19 Coefficients

Coefficients Table					
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0.051	0.162		0.313	0.755
PT	0.119	0.044	0.122	2.678	0.008
HM	0.311	0.054	0.289	5.803	<0.001
HA	0.277	0.054	0.266	5.095	<0.001
PE	0.176	0.061	0.158	2.875	0.004
EE	0.112	0.053	0.112	2.127	0.034
SI	-0.014	0.048	-0.014	-0.299	0.765
FC	0.000	0.051	0.000	-0.005	0.996

Source: Created for this study.

Multiple Regression equation in table 4.19 shown as below:

Gen Z Destination Choice Behavior = 0.051 (Constant) + 0.119 (PT) + 0.311 (HM) + 0.277 (HA) + 0.176 (PE) + 0.112 (EE) + (-0.014) (SI) + 0.000 (FC)

HM in the coefficient table is the most influence in Gen Z destination choice behavior with the highest beta value of 0.311 within another variable. Besides, SI is the least influence in Gen Z destination choice behavior with the lowest beta value of (-0.014). Furthermore, the beta value of PT is 0.119, HA is 0.277, PE is 0.176, EE is 0.112, and FC is 0.000. Moreover, the coefficient beta value for constant is 0.051.

4.3.3 Hypothesis Testing

Table 4.20 Test of Significant

Item	Hypotheses Description	Significant
H1	There is a positive relationship between perceived trust (PT) and Gen Z destination choice behavior	0.008
H2	There is a positive relationship between hedonic motivation (HM) and Gen Z destination choice behavior	<0.001
H3	There is a positive relationship between habit (HA) and Gen Z destination choice behavior	<0.001
H4	There is a positive relationship between performance expectancy (PE) and Gen Z destination choice behavior	0.004
H5	There is a positive relationship between effort expectancy (EE) and Gen Z destination choice behavior	0.034
H6	There is a positive relationship between social influence (SI) and Gen Z destination choice behavior	0.765
H7	There is a positive relationship between facilitating conditions (FC) and Gen Z destination choice behavior	0.996

Source: Created for this study.

H1: There is a positive relationship between perceived trust (PT) and Gen Z destination choice behavior.

The significant value for PT in table 4.20 is 0.008, which is lower than p-value of 0.05. Hence, H1 is accepted in this study. Therefore, there is a positive relationship between PT and Gen Z destination choice behavior.

H2: There is a positive relationship between hedonic motivation (HM) and Gen Z destination choice behavior.

The significant value for HM in table 4.20 is <0.001, which is lower than p-value of 0.05. Hence, H2 is accepted in this study. Therefore, there is a positive relationship between HM and Gen Z destination choice behavior.

H3: There is a positive relationship between habit (HA) and Gen Z destination choice behavior.

The significant value for HA in table 4.20 is <0.001, which is lower than p-value of 0.05. Hence, H3 is accepted in this study. Therefore, there is a positive relationship between HA and Gen Z destination choice behavior.

H4: There is a positive relationship between performance expectancy (PE) and Gen Z destination choice behavior.

The significant value for PE in table 4.20 is <0.001, which is lower than p-value of 0.05. Hence, H4 is accepted in this study. Therefore, there is a positive relationship between PE and Gen Z destination choice behavior.

H5: There is a positive relationship between effort expectancy (EE) and Gen Z destination choice behavior.

The significant value for EE in table 4.20 is <0.001, which is lower than p-value of 0.05. Hence, H5 is accepted in this study. Therefore, there is a positive relationship between EE and Gen Z destination choice behavior.

H6: There is a positive relationship between social influence (SI) and Gen Z destination choice behavior.

The significant value for SI in table 4.20 is 0.765, which is greater than p-value of 0.05. Hence, H6 is rejected in this study. Therefore, there is a negative relationship between SI and Gen Z destination choice behavior.

H7: There is a positive relationship between facilitating conditions (FC) and Gen Z destination choice behavior.

The significant value for FC in table 4.20 is 0.996, which is greater than p-value of 0.05. Hence, H7 is rejected in this study. Therefore, there is a negative relationship between FC and Gen Z destination choice behavior.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

This chapter summarizes the research outcome from Chapter 4, delving into key findings. Following that, there would be a concise summary of research's implications and limitations. Finally, the chapter would conclude with the recommendations for addressing the identified research limitations.

5.1 Discussion of Major Findings

The main purpose in this research is to identify the relationship between the independent variables, which are perceived trust (PT), hedonic motivation (HM), habit (HA), performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC), with the dependent variable, gen Z destination choice behavior. The summary of hypothesis testing result is as below:

Table 5.1 Summary of Hypothesis Testing Result

Hypothesis Description	Significant Value	Result
There is a positive relationship between perceived trust (PT) and Gen Z destination choice behavior	Multiple Linear Regression Result: P = 0.008 (P<0.05)	Supported
There is a positive relationship between hedonic motivation (HM) and Gen Z destination choice behavior	Multiple Linear Regression Result: <0.001 (P<0.05)	Supported
There is a positive relationship between habit (HA) and Gen Z destination choice behavior	<0.001 (P<0.05)	Supported
There is a positive relationship between performance expectancy (PE) and Gen Z destination choice behavior	0.004 (P<0.05)	Supported
There is a positive relationship between effort expectancy (EE) and Gen Z destination choice behavior	0.034 (P<0.05)	Supported
There is a positive relationship between social influence (SI) and Gen Z destination choice behavior	0.765 (P>0.05)	Rejected
There is a positive relationship between facilitating conditions (FC) and Gen Z destination choice behavior	0.996 (P>0.05)	Rejected

Source: Created for this study.

Table 5.1 shown that the relationship between perceived trust (PT) and Gen Z destination choice behavior is supported, which means that there is a positive relationship between PT and gen Z destination choice behavior. Moreover, the p-value for PT is p=0.008, which is lower than 0.05. Thence, this is proven that PT is a factor that influencing gen Z destination choice behavior. Extending into the tourism literature, previous studies (Kim et al., 2017; Jeon et al., 2018; Palos-Sanchez et al., 2020) have demonstrated its impact on consumer willingness to engage with technology in digital tourism activities. Thus, PT is a factor that influencing gen Z destination choice behavior.

Besides, the relationship between hedonic motivation (HM) and Gen Z destination choice behavior in table 5.1 is also supported, which means that there is a positive relationship between HM and Gen Z destination choice behavior. Hence, the p-value for HM is p=<0.001, which is lower than 0.05. Thence, this is proven that HM is a

factor that influencing gen Z destination choice behavior. Zhou et al. (2019) mentioned that social media platforms allow users to share travel experiences and communicate with others through the platform. Thus, HM is a factor that influencing gen Z destination choice behavior.

Table 5.1 shows that the relationship between habit (HA) and Gen Z destination choice behavior is supported, which means that there is a positive relationship between HA and Gen Z destination choice behavior. Moreover, the p-value for HA is p=<0.001, which is lower than 0.05. Thence, this is proven that HA is a factor that influencing gen Z destination choice behavior. Research reveals that habitual behaviors of users positively influence their intentions to utilize mobile social network services (Nikou & Bouwman, 2014). Thus, HA is a factor that influencing Gen Z destination choice behavior.

The relationship between performance expectancy (PE) and gen Z destination choice behavior in table 5.1 is supported, which means that there is a positive relationship between PE and gen Z destination choice behavior. Hence, the p-value for PE is p=0.004, which is lower than 0.05. Thence, this is proven that PE is a factor that influencing gen Z destination choice behavior. Research indicates that PE significantly predicts individuals' intentions to use social media platforms (Dhir et al., 2018). According to Fong et al. (2017) stated that users' willingness to reuse a mobile application was positively affected by PE. Thus, PE is a factor that influencing gen Z destination choice behavior.

The relationship between effort expectancy (EE) and gen Z destination choice behavior in table 5.1 is supported, which means that there is a positive relationship between EE and gen Z destination choice behavior. Hence, the p-value for EE is p=0.004, which is lower than 0.05. Thence, this is proven that EE is a factor that influencing gen Z destination choice behavior. Earlier studies have uncovered a notable correlation between EE and the behavioral intention to share and post user-generated content on social media networks (Herrero et al., 2017). It has been discovered that a technology's simplicity of use affects how quickly new technologies are adopted because it requires

less work to become proficient with (Ooi et al., 2018). Thus, EE is a factor that influencing gen Z destination choice behavior.

Table 5.1 shown that the relationship between social influence (SI) and gen Z destination choice behavior is rejected, which means that there is a negative relationship between SI and gen Z destination choice behavior. Moreover, the p-value for SI is p=0.765, which is greater than 0.05. Thence, this is proven that SI is not a factor that influencing gen Z destination choice behavior. Certain studies, such as (Gupta & Dogra, 2017), have shown that SI lacks a significant effect. Herrero et al. (2017) argued that SI might not be a motivating factor or influential due to the widespread adoption of social media. Thus, SI is not influencing gen Z destination choice behavior in this study.

Table 5.1 shows that the relationship between facilitating conditions (FC) and gen Z destination choice behavior is rejected, which means that there is a negative relationship between FC and gen Z destination choice behavior. Moreover, the p-value for FC is p=0.996, which is greater than 0.05. Thence, this is proven that FC is not a factor that influencing gen Z destination choice behavior. Lewis et al. (2013) stated that people typically seek assistance when encountering the use of new technology. Some scholars have contended that travelers get estranged from their social and physical surroundings due to mobile technology (Tanti & Buhalis, 2016; Zhao, 2003). People excessively observing others may become distracted, missing opportunities to fully experience the authentic environment in the present moment. Thus, FC is not influencing gen Z destination choice behavior (Rifkin et al., 2015; Tanti & Buhalis, 2016).

5.2 Implications of Study

There are a few implications that might be useful for the government and publics based on the analyzed data. Furthermore, this report provides insights that contribute to a better understanding of Gen Z destination choice behavior.

For government, they can prioritize investment in robust digital infrastructure to facilitate widespread internet access and high-speed connectivity. The government can enhance broadband in tourist areas and promote digital literacy. Besides that, government can utilize social media for destination marketing by leveraging influencers and user-generated content for broader outreach. They can also develop a global marketing strategy emphasizing unique aspects through influencers and social media campaigns.

For publics, Gen Z are more likely to engage with authentic and relatable content shared by other travelers. Destinations can boost appeal by encouraging user-generated content through hashtags and contests. Moreover, destinations can leverage data analytics from social media interactions to gain insights into traveler preferences. They can emphasize sustainable practices and community engagement in social media campaigns for responsible tourism.

5.3 Limitations of Study

While conducting this study, the researcher encountered some limitations. First of all, this research is difficult to set the sample size. The sample size is an important aspect

of research design because it affects the statistical power of the study, the reliability of the results, and the generalizability to the larger population. With limited a priori information or data on Gen Z population, researchers may have difficulty estimating the parameters needed to calculate sample sizes. Besides, the results obtained may not be representative of the overall behavior of Gen Z in Malaysia as only conduct in quantitative research. This approach may miss nuanced qualitative insights and perspectives that might lead to a more comprehensive understanding of the topic. Furthermore, using only quantitative data may limit the depth of analysis and the ability to capture the rich experience or opinion of participants.

5.4 Recommendations for Future Research

Given the mentioned limitations, some recommendations are proposed for future research. These suggestions aim to address the identified issues and provide guidance for upcoming studies. Firstly, the researcher can consider adaptive sampling strategies that allow sample size to be adjusted over the course of study. Besides, the researcher can organize face-to-face interviews to get more accurate results. Face-to-face interaction can provide richer insights, more nuanced responses, and a better understanding of the perspectives of participants than relying on remote or digital survey methods. Furthermore, the researcher can also employ mixed methods to collect both quantitative and qualitative data in the research. This comprehensive strategy enables a more integrated understanding of the topic by capturing numerical trends and detailed insights that would enrich the overall analysis.

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APPENDICES

Appendix A: Survey Questionnaire

Factors Influencing Gen Z Tourism Destination Choice Behavior Using Social Media

Good day, I am Lee Uen Chian, a final year undergraduate student of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus. I am currently conducting my Final Year Project (FYP) entitled "Factors Influencing Gen Z Tourism Destination Choice Behavior Using Social Media".

This survey consists of 3 parts. Section A (Demographic Questions) will require you to choose the most suitable answer that best describes yourself relevant to the situation. Besides, Section B (The Use of Social Media Platforms) will require you to choose which social media platforms that you are frequently using, how much time you spend on social media platforms, and are you using social media platforms for travel purposes. Section C (Dependent and Independent Variable) will require you to choose from the Likert scale, where 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree.

Kindly answer ALL questions and provide accurate answers in this survey. All information and data collected will be used solely for academic research and will be kept confidential.

I would be very grateful for your participation in this research project.

Any further inquiries, please do not hesitate to contact at 010-2769829, or email to uc0922@1utar.my

Section A: Demographic Profile

1. Age *

○ 11 - 14

○ 15 - 18

○ 19 - 22

○ 23 - 26

2. Gender *

○ Male

○ Female

3. Races *

○ Malay

○ Chinese

○ Indian

○ Other: _____

4. Education Level *

○ Primary School

○ Secondary School

○ Tertiary School

5. Occupation *

○ Student

○ Employed

○ Unemployed

○ Self-employed

Section B: The Use of Social Media Platforms

1. Are you a social media user? *

◯ Yes

◯ No

2. Social media platform used? (You may select multiple choice) *

☐ TikTok

☐ Instagram

☐ Facebook

☐ Twitter

☐ Threads

☐ Other:

3. How long have you been using the social media? *

◯ Within 6 months

◯ 6 months to 1 year

◯ 1 year to 2 years

◯ More than 2 years

4. Time spends on social media: *

◯ Less than 1 hour

◯ 1 hour to 2 hours

◯ 2 hours to 3 hours

◯ More than 3 hours

5. Do you use social media platforms for tourism-related purposes? *

◯ Yes, I do

◯ No, I do not

6. Which platforms do you use to help make destination decisions? (You may *
select multiple choice)

☐ Xiao Hong Shu

☐ Instagram

☐ Facebook

☐ Twitter

☐ TikTok

☐ DouYin

☐ Online travel e-commerce (Klook, Traveloka, TripAdvisor, etc.)

☐ Other: _____

7. Will you travel somewhere because of the attraction of the short tourisms *
video?

○ Definitely not

○ Probably not

○ Maybe

○ Probably

○ Definitely

8. Have you ever visited a tourist destination after watching a short video? *

○ Yes

○ No

Section C: Variable Measurement

Please select each of the following statements using the scale provided. Choose the answer that best describes your opinion of what generally applies to you. Thank you for your cooperation.

Dependent Variable
Gen Z Destination Choice Behavior

1. I'm going to use social media platforms for destination decision making. *

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

2. If I already use it, I will continue to use social media platforms for destination decision in the future. *

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

3. I plan to recommend using social media platforms for destination decision-making to my friends and family. *

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

Independent Variable
Perceived Trust (PT)

1. I trust that social media platforms will provide with relevant travel information when I search it. *

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

2. I think the travel information (videos, reviews, etc.) on social media platforms is reliable. *

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

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3. I think it is possible to make travel decisions based on the travel information * provided by social media platforms.

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

Independent Variable
Hedonic Motivation (HM)

1. The short tourism video content in social media platforms is interesting and * fun.

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

2. Watching short travel videos on social media platforms makes me feel good. *

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

3. I would love to use social media platforms to filter travel destinations. *

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

Independent Variable
Habit (HA)

1. I'm used to using social media platforms to watch short travel videos. *

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

2. I use social media platforms when I need travel information. *

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

3. It's natural for me to use social media platforms to help me make destination *
decisions when I need to.

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

Independent Variable
Performance Expectancy (PE)

1. I find social media platforms useful in searching for travel information. *

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

2. Travel information shared by social media platforms users is useful. *

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

3. Using social media platforms can help me keep abreast of the travel *
information of the destination in real time.

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

4. Using social media platforms can help me to choose and determine the *
destination faster.

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

Independent Variable
Effort Expectancy (EE)

1. I think learning to use social media platforms is easy. *

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

2. The user interface of social media platforms is clear and easy to understand. *

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

3. I can easily search for travel information using social media platforms. *

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

Independent Variable
Social Influence (SI)

1. If people around me (family, friends, colleagues, etc.) use social media platforms to search for travel-related videos, I will be interested in using it. *

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

2. If a celebrity, star or blogger I respect or love posts a travel video on social media platforms, I will be interested in using it. *

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

3. The recommendation and sharing of people around me will affect my willingness to use social media platforms for destination selection. *

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

Independent Variable
Facilitating Conditions (FC)

1. I have the resources needed to use social media platforms (mobile device, *
internet, etc.).

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

2. I know how to use social media platforms to search for short travel videos. *

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

3. When I have trouble using social media platforms, I can ask others or customer *
service for help.

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