FACTORS LEADING MILLENNIALS TOWARDS USE OF SOCIAL MEDIA TO CHOOSE TRAVEL DESTINATIONS IN INDIA WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The travel trends of the Baby Boomer generation have been the focus of a great deal of analysis as the industry competes to capture their business. However, a new generation is surpassing this segment and will be garnering as much attention: The Millennials. The main objective of the study is that to analyse the perceived risk of millennial towards use of Social media to choose their travel destination and to find out the impact of perceived risk and perceived usefulness towards intent of using and recommending Social media based on their attitude. For this purpose a sample of 90 will collected from the respondents who use Social media to choose travel destinations. Percentage analysis, oneway anova, descriptive statistics and multiple regression will be used as tools to analyse the data. The conclusion is that while taking decision on attitude of millennial towards using Social media the factors subjective norm, perceived behavioral control, intention to use Social media, intention to recommend Social media, perceived risk and perceived benefits should be taken in to consideration for decision making process.

Keywords: Millennials, Social media and travel destinations.

INTRODUCTION

Over the last decade, the growth of Internet technologies, especially social media platforms such as social networking sites (SNS) (Facebook, Twitter, MySpace vibe, Pinterest, Instagram), has increased considerably. Against this background provided, this study aims at contributing to the existing literature on the attitude and perceptions of individuals towards the usage of SNS for trip organisation purposes. In the recent era, many of the people who plan for trips uses Social media towards booking through online as there is a convenience and user friendly towards using the applications for the purpose of booking.

REVIEW OF LITERATURE

[i]Rosemary Matikiti et.al., (2017) determined the attitude towards the use of social networking sites (SNSs) for trip organisation and its precursors. The methodological approach followed was exploratory and quantitative in nature. Data were collected from a total of 340 respondents using a structured questionnaire. Structural equation modelling through the use of Partial Least Squares was for data analysis. The results show that attitude towards the use of SNSs for trip organisation is affected by perceived benefits, subjective norm and perceived behavioural control, with perceived usefulness having the greatest influence. The implication is that managers of tourism organisations need to ensure that their sites are informative, easy to use and able to safeguard users' online privacy if they are to attract more and loyal users to their sites.

[ii]Hossam said shehata et.al., (2017) aimed to investigate the importance and the existence of green practices in hotels in Egypt, regardless of being certified and non-certified. It will depict the current status of green practices in Egyptian hotels, specifically in two main areas—Water consumption and Energy consumption. It aims also to determine to what extent there is awareness toward green practices and their level of implementation. To achieve the objectives, the research used a quantitative and qualitative data collection approach through reviewing the literature and distributing

questionnaires. The research instrument utilized was online questionnaire, which was developed based on the reliable benchmark that was gatheredfrom the green certifications' benchmarks in Egypt. The population of the study included only 5-star hotels in Egypt, which are 150 hotels. Results of the research indicated that there is significant difference between importance and implementation of green practices in Egyptian Hotels; with variance in each group elements. The exception was for those practices that are related to water conservation in green-certified five-star hotels; since most of the practices that were considered important, from managers' points of view, were implemented in their hotels.

[iii]Sunyoung Hlee, Hanna Lee and Chulmo Koo (2018) reviewed and analyzed hospitality and tourism related articles published in academic journals. The systematic approach was used to analyze 55 research articles between January 2008 and December 2017. This study presented a brief synthesis of research by investigating content-related characteristics of hospitality and tourism online reviews (HTORs) in different market segments. Two research questions were addressed. Building upon our literature analysis, we used the heuristic-systematic model (HSM) to summarize and classify the characteristics affecting consumer perception in previous HTOR studies. We believe that the framework helps researchers to identify the research topic in extended HTORs literature and to point out possible direction for future studies.

RESEACH GAP

The study is about analyzing factors leading millennial towards use of Social media to choose travel destinations. The main gap of the study is that no study has been conducted to find out the impact of perceived risk and benefits, subjective norms, perceived behavioral of millennial towards intense of using ad recommending Social medias in Coimbatore district.

STATEMENT OF PROBLEM

The study is to analyse the perception of millennial towards use of Social media to choose travel destinations. Though there are many factors which makes it easy towards choosing the travel designation. The millennial find it difficult on risk factors and convenience of using the same and that has been take as problem towards the study.

OBJECTIVES OF THE STUDY

To analyse the perceived risk of millennial towards use of Social media to choose their travel destination.
To evaluate the perceived benefits towards using Social media choosing their travel destination.
To find out the impact of perceived risk and perceived usefulness towards intent of using and recommending Social media based on their attitude.

CONCEPTUTAL FRAMEWORK
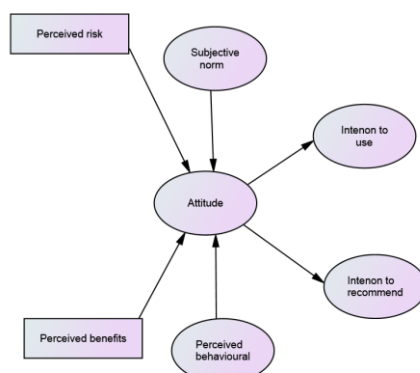
RESEARCH METHODOLOGY

Type of research : Descriptive research

Data collection:
Primary data: Survey method using questionnaire
Secondary data: Journals, Articles and websites.

Type of sampling: Simple random sampling

Sample size: 120 and the respondent's are those millennials who use Social media for booking tourist destinations.
Tools used for the study: Percentage analysis, Kruskal Wallis test, Oneway anova, Descriptive statistics and Multiple regression.

LIMITATIONS OF THE STUDY

- The sample size is limited to 120.
- Only Coimbatore district has been chosen as demographic area towards the study.
- There may be a bias towards primary data collected from the respondents.

ANALYSIS AND INTERPRETATION

DEMOGRAPHIC VARAIBLES

		Frequency	Percent
Gender	Male	66	55
	Female	54	45
	Total	120	100
Age	Below 20 years	9	7.5
	21-30 years	54	45
	31-40 years	25	20.8
	Above 40 years	32	26.7
	Total	120	100
Marital Status	Married	54	45
	Unmarried	66	55
	Total	120	100
Education qualification	School Level	35	29.2
	Diploma	29	24.2
	Under Graduate	14	11.7
	Post Graduate	42	35
	Total	120	100
Nature of Family	Joint Family	95	79.2
	Nuclear Family	25	20.8
	Total	120	100
Number of Members in your Family	Up to 3 members	39	32.5
	4-5 members	59	49.2
	Above 6 members	22	18.3
	Total	120	100
Occupation	Student	36	30
	Self Employed	31	25.8
	Employed	34	28.3
	Professionals	14	11.7
	Others	5	4.2
	Total	120	100
Monthly Income	Below Rs.10000	14	11.7
	Rs.10000-Rs.15000	49	40.8
	Rs.15001-Rs.20000	35	29.2
	Above Rs.20000	22	18.3
	Total	120	100

The above table depicts that 55% of the millennials are male and 45% of them are female. 7.5% are below 20 years of age, 45% are between 21-30 years of age, 20.8% are between 31-40 years of age and 26.7% are more than 40 years of age. 45% are married and 55% are unmarried. 29.2% have completed their school level, 24.2% have completed their diploma, 11.7% have completed their under graduation and 35% have completed their post-graduation. 79.2% are from joint family and 20.8% are nuclear family. 32.5% are having up to 3 members in their family, 49.2% are having between 4-5 members in their family and 18.3% are having more than 6 members in their family. 30% are students, 25.8% are self employed, 28.3% are employed, 11.7% are professionals and 4.2% are from

other occupation. 11.7% are earing below Rs.10,000, 40.8% are earning between Rs.10000-Rs.15000, 29.2% are between Rs.15001-Rs.20000 and 18.3% are earning above Rs.20000.

DESCRIPTIVE STATISTICS

SOCIAL RISK

	N	Mean	Std. Deviation
SR1	120	2.91	1.195
SR2	120	2.38	1.109
SR3	120	2.81	1.007

The respondents agree towards negatively using Social media the way others think about them (2.91), signing up for using Social media leading one to a social loss because friends would think less highly of the respondents (2.38) and using Social media resulting in loss of people close to them who have a negative attitude towards them (2.81).

PRIVACY RISK

	N	Mean	Std. Deviation
PR1	120	2.65	1.090
PR2	120	2.26	.921
PR3	120	1.37	.660

The respondents agree towards using Social media causing to lose control of the privacy of personal information (2.65), Internet hackers likely to take control of one's account and use one's personal information (2.26). Millennial strongly agree towards using of Social media resulting in one personal information to be used without their knowledge (1.37)

Time risk

	N	Minimum	Maximum	Mean	Std. Deviation
TR1	120	1	5	2.07	1.238
TR2	120	1	4	1.52	.778
TR3	120	1	5	3.09	1.283
Valid N (listwise)	120				

Millennial strongly agree towards using Social media based on demand of time (1.52) and agree towards loss of time due to using Social media (2.07). Meanwhile, they disagree towards use of Social media requiring considerable investment in time especially when learning how to use the site (3.09).

Functional benefits

	N	Mean	Std. Deviation
FB1	120	2.09	1.223
FB2	120	3.37	1.152
FB3	120	3.33	1.212

	N	Mean	Std. Deviation
FB1	120	2.09	1.223
FB2	120	3.37	1.152
FB3	120	3.33	1.212
Valid N (listwise)	120		

Millennial agree towards Social media enabling one to keep up to date with knowledge about interesting trips (2.09). the respondents disagree towards Social media giving the possibility of providing and receiving information about attractions of interest (3.37) and Social media allowing one to save cost when searching for travel information (3.33).

Social benefits

	N	Minimum	Maximum	Mean	Std. Deviation
SB1	120	1	5	3.22	1.373
SB2	120	1	5	3.36	1.275
SB3	120	1	5	3.56	1.052

Millennial disagree towards Social media allowing one to stay in contact with friends who share the same interests regarding tourist destination (3.22), Social media providing one with a strong feeling of belonging to a group (3.36), and through the use of Social media, one's personal relationship with friends of similar interest regarding travelling increases (3.56).

Subjective Norm

	N	Mean	Std. Deviation
SN1	120	3.27	1.242
SN2	120	3.34	1.387
SN3	120	3.50	1.209
SN4	120	3.33	1.380

Millennial disagree towards people close to them thinking to use Social media by them when planning and organizing a trip (3.27), people trusted recommending them to use Social media when planning and organizing trips (3.34), other people known by them expecting then to use Social media when planning and organizing trips (3.50), and preferring valued persons opinion towards using Social media when planning and organizing trips (3.33).

Perceived Behavioural Control

	N	Mean	Std. Deviation
PBC1	120	3.12	1.476
PBC2	120	3.00	1.378
PBC3	120	3.02	1.290
PBC4	120	2.65	1.042
PBC5	120	3.08	1.026

The millennial agree towards confidence on successfully using Social media towards organizing a trip (2.65) and they are neutral towards having ability and the knowledge towards using Social media for searching bout travel information. The millennial disagree towards easily using the advisor on planning and organizing the trips, confidence towards using Social media for booking (3.02) easiness in using advisor for organizing trios (3.08).

Intention to use Social media

	N	Mean	Std. Deviation
ITA1	120	2.77	1.268
ITA2	120	2.32	1.403
ITA3	120	2.99	1.658
ITA4	120	3.37	1.408

The respondents disagree towards using Social media to search for travel information (3.77) and they agree towards using Social media when planning and organizing trips (2.77), intention towards using advisor for organising and planning trips in future (2.32) and predicting towards using Social media I future (3.37).

INTENTION TO RECOMMEND

	N	Mean	Std. Deviation
IR1	120	3.73	1.341
IR2	120	3.44	1.180
IR3	120	3.44	1.194

The millennial agree towards recommending others to use Social media for trip organisation (3.73), encouraging their friends using advisor for trip organisation and informing others about the benefits of Social media when planning and organizing trips (3.44).

Comparison between gender and level of acceptance towards service provided by Social media

Ho1: There is no relationship between gender and level of acceptance towards service provided by Social media

	Gender	N	Mean Rank	Chi-Square	Asymp. Sig.
Social risk	Male	66	71.10	4.020	0.008
	Female	54	60.99		
	Total	120			
Privacy risk	Male	66	59.10	0.245	0.621
	Female	54	62.21		
	Total	120			
Time risk	Male	66	61.79	0.207	0.649
	Female	54	58.93		
	Total	120			
Functional benefits	Male	66	56.45	2.030	0.154
	Female	54	65.44		
	Total	120			

Social benefits	Male	66	57.16	4.384	0.039
	Female	54	64.58		
	Total	120			
Subjective norm	Male	66	61.95	0.258	0.611
	Female	54	58.73		
	Total	120			
Perceived behavioral control	Male	66	58.20	0.644	0.422
	Female	54	63.31		
	Total	120			
Intention to use Social media	Male	66	59.36	5.158	0.001
	Female	54	61.89		
	Total	120			
Intention to recommend	Male	66	59.39	0.154	0.695
	Female	54	61.86		
	Total	120			

There is no relationship between Privacy risk (0.621), time risk (0.649), functional benefits (0.154), subjective norm (0.611), perceived behavioral control (0.422) and intention to recommend (0.695) and level of acceptance towards service provided by Social media.   There is a relationship between social risk (0.008), social benefits (0.039), and intention to use Social media (0.001) and level of acceptance towards service provided by Social media.

COMPARISON BETWEEN AGE AND LEVEL OF ACCEPTANCE TOWARDS SERVICE PROVIDED BY SOCIAL MEDIA

Ho2: There is no relationship between age and level of acceptance towards service provided by Social media

		N	Mean	Std. Deviation	F	Sig
Social risk	Below 20 years	9	2.85	0.669		
	21-30 years	54	2.73	0.717		
	31-40 years	25	2.75	0.741	0.592	0.621
	Above 40 years	32	2.56	0.735		
	Total	120	2.70	0.720		
Privacy risk	Below 20 years	9	2.08	0.641		
	21-30 years	54	2.12	0.605		
	31-40 years	25	2.16	0.674	4.362	0.001
	Above 40 years	32	2.00	0.617		
	Total	120	2.09	0.620		
Time risk	Below 20 years	9	2.11	0.600		
	21-30 years	54	2.30	0.576		
	31-40 years	25	2.11	0.608	0.720	0.542
	Above 40 years	32	2.23	0.642		
	Total	120	2.23	0.601		
Functional benefits	Below 20 years	9	2.89	0.471	2.240	0.087

	21-30 years	54	3.02	0.691		
	31-40 years	25	2.61	0.671		
	Above 40 years	32	3.03	0.795		
	Total	120	2.93	0.715		
Social benefits	Below 20 years	9	2.93	0.998		
	21-30 years	54	3.54	0.680		
	31-40 years	25	3.19	0.715	2.636	0.053
	Above 40 years	32	3.39	0.709		
	Total	120	3.38	0.736		
Subjective norm	Below 20 years	9	3.17	0.451		
	21-30 years	54	3.39	0.691		
	31-40 years	25	3.26	0.675	5.665	0.005
	Above 40 years	32	3.45	0.631		
	Total	120	3.36	0.655		
Perceived behavioral control	Below 20 years	9	2.96	0.720		
	21-30 years	54	2.94	0.621		
	31-40 years	25	3.00	0.737	0.115	0.951
	Above 40 years	32	3.02	0.589		
	Total	120	2.98	0.639		
Intention to use Social media	Below 20 years	9	3.00	0.740		
	21-30 years	54	2.81	0.763		
	31-40 years	25	2.82	0.635	5.347	0.001
	Above 40 years	32	2.95	0.803		
	Total	120	2.86	0.742		
Intention to recommend	Below 20 years	9	3.15	0.958		
	21-30 years	54	3.46	0.786		
	31-40 years	25	3.73	0.903	1.367	0.256
	Above 40 years	32	3.62	0.799		
	Total	120	3.54	0.832		

There is no significant difference between social risk (0.621), time risk (0.542), functional benefits (0.087), social benefits (0.053), perceived behavioral control (0.951), and intention to recommend (0.256) and level of acceptance towards service provided by Social media

There is a significant difference between privacy risk (0.001), subjective norm (0.005), and intention to use Social media (0.001) and level of acceptance towards service provided by Social media.

MULTIPLE REGRESSION
IMPACT OF   PERCEIVED RISK AND PERCEIVED USEFULNESS TOWARDS INTENT OF USING AND RECOMMENDING SOCIAL MEDIA BASED ON THEIR ATTITUDE

R=0.989 Sig= 0.000
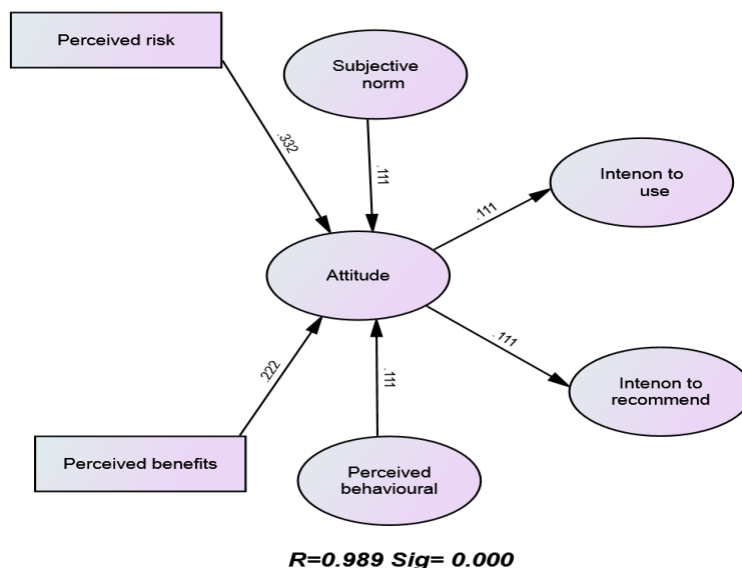
The above chart describes that all the factors (subjective norm (0.111), perceived behavioral control (0.111), intention to use Social media (0.111), intention to recommend Social media (0.111), perceived risk (0.332) and perceived benefits (0.222)) are directly proportional to attitude of millennial towards booking through Social media.

FINDINGS
  Most of the respondents are male. Maximum of the millennial are from the age group of 21-30. Maximum of the respondents are unmarried. Maximum of the respondents are post graduate. Majority of the respondents are from joint family. Majority of the millennials are having 4-5 members in their family ad maximum of the millennials taken for the study are students. Maximum of the respondents are earning income between Rs.10000-Rs.15000.

 Social risk
              Male respondents 71.10 have higher level of acceptance towards social risk related to service provided by Social media.

Social benefits
         Female respondents 64.58 have higher level of acceptance towards social benefits risk related to service provided by Social media.

Intention to use Social media
         Female respondents 61.89 have higher level of acceptance towards Intention towards   using Social media.

Privacy risk
         The respondents who are the age group below 20 years (2.08), between 21-30 years (2.12), and between 31-40 years (2.16) and above 40 years (2.00) agree towards privacy risk related to service provided by Social media.

Subjective norm
         The respondents who are the age group between below 20 years (3.17), 21-30 years (3.39), 31-40 years (3.26) and above 40 years (3.45) disagree towards subjective norm related to service provided by Social media.

Intention to use Social media

21-30 years (2.81), 31-40 years (2.82) and above 40 years (2.95) agree towards intention to use Social media. The respondents who are from the age group below 20 years (3.00) are neutral towards subjective norm related to service provided by Social media.

SUGGESTIONS

The risk factors involved with trio advisors can be minimized to increase the transactions and safety towards using Social medias by the millennial.

As the respondents are more concerned about the privacy risk more importance towards the same can be given in future period of time.

CONCLUSION

While taking decision on attitude of millennial towards using Social media the factors subjective norm, perceived behavioral control, intention to use Social media, intention to recommend Social media, perceived risk and perceived benefits should be taken in to consideration for decision making process.

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