"Do You Trust Me?" Trust Levels of Advertisements Effect on Travel

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RIT Croatia

Madison Cathy

ABSTRACT

Millennials differ against generations before them. As the world changes so does the why we do things. This includes the way we view advertising. This study is trying to find the trust levels of Croatian millennials so one can better markets to them. Millennials look to social media for travel inspiration, so how do we attract them? Studies before suggest that millennials in general are highly trusting on advertisement. Europeans, specifically, on the other hand, are skeptics. When you mix, the two we found that despite their age Croatian millennials are more skeptic. They along with most are the most trusting of recommendations from friends.

To collect this information a pen to paper survey was conducted among 98 RIT Croatia millennials. In this we find they, trust earned advertisement the most and paid advertisement the least. There is a divide of trust about social influencers among Croatian millennials. The study also suggest that people trust information platforms when looking at destination/locations and choosing a hotel.

INTRODUCTION

Millennials use media differently than any other generation, they use social media to decide when, where, and how they make decision. (Jiang, 2018).Typically, millennials are more comfortable with online sources then generations before, so the best way to market to them is through online channels. (Nielsen, 2015)

This study hopes to show how online advertisements effect millennial is perspective of establishments. Studies similar have been done, but never focusing on Croatian millennials and travel. This study is looking at perception of advertisements by millennials and how it affects the travel industry. With the given information, we then be able to identify the sources that have the trust of Croatian millennials and help companies take the most direct, focused action with them. Through the development of social media, we explore consumer purchasing decisions and what that means for future promotions

MILLENNIAL TRAVEL

According to The Boston Consulting Group, an article by Christine Barton in 2013, the global leader for the firm's Consumer Sentiment Survey and millennial research, millennials are traveling for leisure instead of business. Most commonly they are traveling with significant others. However, trends also show that they travel with groups of family, children, or friends. A positive for the travel industry is that millennials are very open to new experiences. However, millennial are not yet the core customer, but are predicted to be in the next five to ten years.

Millennial trends are already being presented and it is now crucial to grasp their loyalty. The study by Barton, also states its findings that young millennials (18-24) have higher brand loyalty when it comes to airlines. According to the study, the most influential tread among millennials is social media platforms. Currently millennials make up 35% of travelers and taking an average of 4.9 flights a year. The study also shows that millennials place high importance on comfort when traveling, so much so, that they are willing to pay for upgrades. Special events like weddings, entertainment, and food and wine festivals are key reasons for Millennials' leisure travel, and the presence of children in the household does not change this fact. (Barton, 2013)

Millennials are the smartphone generation, booking seemingly everything from their mobile device. When surveyed, 75% of millennials reported having travel apps on their smartphones, and they are more likely to use apps like Amazon.com, Google Maps, Yelp, Hotels.com, Expedia, Kayak, Orbits, compared to non-millennials' at 47%. (Barton, 2013) High discouragement comes from poor reviews. If a company wants to gain Millennials traveler's business, they must have a strong online presence.

SOCIAL MEDIA AND TRAVEL

Online advertising is taking over as the main channel for information sharing. There are many different forms of online advertisement such as banners, pop-up ads, emails, paid advertisements, and Search Engine Marketing (SEM). Search engine marketing is when companies pay to be the top search result for specific keywords Ninety percent of travelers start their vacation planning with a Google search.(Lanz, 2018) Being the first option would give a company a competitive advantage.

87% of travelers look to social media channels for travel inspiration. New platforms are being developed constantly with a tremendous increase in the tech industry. In today's current market, the most famous platforms for travel are Instagram, Facebook, Twitter, Pinterest, YouTube, and Snapchat. Instagram is the most relevant among Millennials, however Facebook is the most popular, because of its downloads and brand recognition. When deciding on a destination, millennials look to see if the location is Instagramable. This means that it has a unique aspect like a sign or signature dish that makes consumers want to be photographed with it. An example of this is Starbucks; their logo is desired for social media post (Ogg, 2018).

Facebook offers many ways for interaction, including connecting with friends, posting pictures/videos, joining group discussions, building web pages, sharing of articles, and direct messaging. They also allow creation of pages for companies or organizations. This allows people to network and reach people quickly. Facebook uses personal demographics to personally ad target potential customers. (WorldStream, 2016)

Instagram is a simple app that focuses on the posting of photos. They have helpful functions like a suggestions page of potential post customers would enjoy based off past likes, and follows. There is also a search function that allows you to discover places and see real time stories of what is happening. Hashtags can trend and create a media campaign. It connects photos to trends that can be easily searched. Influencers are their own brand and others pay to promote products. Instagram is about projecting a lifestyle, to gain customer companies must project target clients desired lifestyles. (Barton, 2013)

Twitter is brief text comments that are shared through hashtags. Users can comment back and share tweets. Most companies use this channel to relate, or humanize themselves to customers through personal tweets/promotions.

Youtube is videos only; anyone can share or watch a video about anything. Companies can create a channel where they can upload videos. Based off your search history, Youtube makes recommendations on other videos they believe you would be interested in. AdBlitz is where Youtube offers 30 second videos at the beginning of clicked on videos similar to a commercial. Viewers can skip the ads after a few seconds, but if viewers watch the advertisement through, the advertising company pays YouTube for the ad. (World Stream, 2016)

Pinterest shares inspirational posts and pictures with articles attached. This is a good way for clients and companies to achieve cohesiveness on ideas and concepts. Pinterest also allow companies to sell items throughout their site. Forty-seven percent of online consumers saying they made a purchase based on what was shown on Pinterest. (WorldStream, 2016) People trust this platform. They use this channel for review, articles, and inspiration.

Snapchat allows people to send stories that disappear after 10 seconds. You can also share stories, which last 24 hours. Not only people have stories but locations/events. Users can search events or location to see what is happening in real time there. (Webwise, 2018)

Each site offers a unique experience to its users. It also allows anyone to post, share, like, whatever content they want; because of this people, assign high trust to social media. The travel community places such a high importance on social media that a niche market has formed. Bloggers, Vloggers, and Social Influencers have become career paths. Bloggers are websites with

personal post. Travel bloggers post their reviews and personal experiences offering tips and sometimes photos to offer a personal perceptive. Vloggers post videos of their everyday lives on vacation, giving follows an insiders perception on destination and activities it has to offer. Social Influencers are public figures will a huge fan base, that post to social media accounts content of their choosing with promotional aspects.

Instagram and Snapchat allow users to search a location and see in real time what people are posting from the location tag. On Instagram, users tag exact locations for example, a restaurant or hotel. By tagging the location, others are able to search specific places and see what others have posted. Pinterest is unique among these social medias because it links you with other articles; searching a location can lead you to tips, photo galleries, or blogs. All of these platforms have one thing in common and that is that they are very helpful in getting a personal perspective of any given location. (WorldStream, 2016)

When discussing Advertisements it can be arranged into three separate categories: earned, owned, and paid. Earned is when others speak on your behalf, like word of mouth, online reviews. Alternatively, editorial content such as articles. An example of Owned is any social media platform that the company chooses to use such as brands website, sponsorships or email lists. Earned is the most trusted among any age group. Owned (brand-managed) online channels are also some of the most trusted advertising strategies. In fact, branded websites are the second most trusted format, with 70% of global respondents saying they completely or somewhat trust these sites pay, is advertisements such as commercials, pop-up advertisements, and other channels like tv, radio, newspaper, or magazines just to name a few. Traditionally paid was ads on TV,

newspaper, magazines or billboards; now with online and mobile devices we move to video ads, search engine results, banners, or social media ads. (Nielsen, 2013)

Like most people, millennials rely on word of mouth as a trustworthy source of media channels. As mentioned before millennials are big trustees of the media. Social media platforms such as Instagram, Facebook, and Twitter just to mention a few drive this generation into consumption. Therefore, the next question is "What content is motivating millennials to purchase?" Social influencers have a lot of pull; trust is placed on unsolicited praise. Before purchasing a product buyers look to cite like YouTube for an online review of the product. Blogger and vloggers for example, show people their lives and in doing so they recommend products that they use or wear, because of this they are often sent gifts from companies in hope that they recommend their product. They also recommend places, they portray an ideal lifestyle that now has association with that specific location, for that reason hotels restaurants and attractions often offer them services at a discounted price or free. Along with influencers, we place high trust on our followers. More often than not, we are posting for the sole purpose of making others envious; this in return creates a spark in ones minds that they also should be partaking in these adventures. Millennial as a result have FOMO or Fear of Missing Out. (Maina, 2017) A study by bookings.edu (2014) concludes that 84% of millennials do not trust traditional advertising. This includes owned and paid advertisements. Millennials want a storyteller, people to relate to them, a personal experience. Millennials expect a personal experience from every provider. Yet we prefer to shop online, making millennials the biggest online consumers.

PRIOR STUDIES PERTAINING TO PROMOTION IN ADVERTISING

Similar studies have been conducted, but never targeting Croatian millennials. “Nielsen Global Survey” (2015) conducted one such study, “Global trust in advertising and brand message”. This study was able to determine trusted advertising channels, preferred tactics, and impact among a world-wide sample. As this Nielsen study focuses on the entire world, it serves as an ideal benchmark for this study. What was discovered in the Nielsen survey is that there is a growing trust for online advertisement, but word of mouth is still the most trusted. The study provides some interesting statistics such as “2/3 take purchase action based on ads”; however, contradictory to this finding, one sees that people do not take action after seeing the branded website. We see an increase in action based off all forms of internet advertising. Different cultures respond differently to different advertisements; location plays a role in advertisement trust. For example, Latin Americans have the highest advertisement trust and are most likely to take action. Europeans trust any forms of advertisement the least and are least likely to take action on this. (Nielsen, 2013)

Nielsen also conducted another similar study “Winning Strategies for an Evolving Media Landscape” This was conducted in 2013 adding onto their previous findings. From this, we find that as the internet becomes a norm and further develops, higher level of trust is placed upon it. Highest levels of trust are still placed on word of mouth; however, with the internet we have an amplified platform to share experiences. Branded websites are the second most trusted information sourcing with 70% of global respondents saying they completely or somewhat trust these sites. Europeans are the most skeptical, having the lowest levels of trust. They are also the least

likely to take action based off these advertisements. On the other hand, millennials have the highest trust on all forms of advertisement. (Nielsen, 2013)

Darden's Business publishing printed "Social Media Marketing" in 2016 from the University of Virginia, on how marketing is changing with the developments in social media. Social media is different from traditional marketing because it is a live offer, and is constantly changing with the developments in technology. It is cheap and available to everyone making the market much more competitive. Real time responses from companies since every problem is shown to the public. Social media platforms allow for people to network and connect their ads to their target customer. Different platforms serve different proposes, for example Instagram is used to influence, where Facebook is used to connect. Facebook, Twitter, Instagram, Snapchat, Pinterest, and what is up are all mentioned in this study. All are examples of how media has to adapt with different channels. Traditional marketing is outdated. "Create long-term loyal customers because of the consistency of interactions with the brand." (WorldStream, 2016) The brand itself also gets instant feedback from customers with likes, comments, and other reactions. It forms a connection with the band and can show its goodwill. Social influencers emerged out of this social media upraise, they are paid much less than celebrity endorsers, and it is beneficial to both parties; infusers offer inside view of the product and gain follows in the process. (WorldStream, 2016)

HYPOTHESES

Based on the prior literature review, the below hypotheses are proposed:

1. Croatian millennials' attitudes regarding advertising will match those of Europeans.
2. Croatian millennials will place high trust on social influencer recommendations

METHODS

A survey of RIT students was conducted to determine which sources they trust pertaining to travel. The main goal of this research is to find out what the travel trends of Croatian millennials are. How they choose where to stay; where to go; and the influences behind theses chooses. A study of RIT Croatia students was studied to determine the level of trust they have on paid, earned, and owned advertisement, and the effect it causes on their travel.

This survey included 98 participants between the ages of 17-35. These participants were selected because of the easy access to them; their availability also made it ideal because it allowed for a hundred percent response rate. Students at RIT Croatia bind hospitality students have a degree of familiarity with travel. An additional advantage of have RIT Croatia students as a respondents is that their college is located in a major tourist destination, Providing then with ongoing exposure to hospitality and travel elements. Other age groups were excluded from this sample because millennials are the future of travel. Other nationalities we also excluded as we are looking at Croatians as a specific target market. The data study was distributive because it is judging participants perception on these advertisements. The sampling style is non probability; because they are selected on propose.

In April of 2018, 98 RIT Croatian (Dubrovnik) students took a pen to paper survey (*Figure 1*). Thirty-four of the students were male and Sixty-two female. Pen to paper was selected as the distribution method because it was the most convenient. Students were presented these surveys during classes with a short explanation of what this research is trying to find. This took around five minutes of their time and were completely anonymous. Participants were given different platforms and asked to identify their level of trust on a five-point Likert scale. Different advertisement platforms were presented and participants were asked to present their level of trust

from one (no trust), to five (full trust). This chart was presented twice, once for location/destination and second for hotels. Another factor examined by this study pertains to social media usages; how often millennials engage in social media and which channels they use. Age and gender were looked at to see if they are patterns between these demographic and trust levels. The study also looked at usage of different social media platforms, as this directly ties trust and understanding.

An issue that arose when looking back at the survey is that most participants did not take it seriously enough; marking a row of almost all the same trust level (3). However, these were included in results. Another issue is that participants would not read the directions, assume that the second chart "Hotel" was a misprint, and not fill it out. This was a problem because it interfered with the amount of data collected. These were discarded from the results as that lack of information would interfere with the totals. Out of the 98, four were proven invalid, and were thrown out.

RESULTS

Data collected from the survey suggest that Croatian millennials have low trust on most channels of advertisement. Of course, there are exceptions. The highest importance was placed on recommendations from friends. Other strong trust levels were placed on online reviews, youtube videos, and local tourist boards. High trust on Friends recommendations, online reviews, and youtube videos can suggest that Croatian millennials are more trusting on non-solicited sources, which is very normal. This can be seen in figures 2 & 3.

Lowest level of trust goes to pop-up advertisement, banners, and twitter promotions this can go to prove the same idea that Croatian millennials want a genuine ad, people supporting a location, or hotel because it has earned its reputation. This result isn't surprising, Earned media is the most trusted form of advertisement When looking at the entire sample only four of the 22 recommendation sources scored above a three (Some trust). Overall, the trust level of the entire sample has generally low trust on recommended channels.

The biggest split of results was on social influencers. This can be shown is *Figure 4.* One finds that their low levels of 'Some trust". There is a clear split of "Full Trust" and 'Little Trust". Social influencers are a form of word of mouth maybe there is a divide because of paid sponsored ships with influences. People can be skeptic because they feel that influencers are influenced themselves by companies.

A surprising result is the difference in trust levels in location/destination and hotel, seen in *figure 5.* Participants have a different trust when it comes to choosing a location vs. hotel. This was shocking, the same advertisement has a different value of trust with people depending what's being looked for It is surprising that respondents would trust online reviews more for hotels than destinations. This could be a result of a hotels being much more specific rather than an entire location.

There is also differences between how males and females trust advertisement platforms (*figures 6, 7, 8, & 9)*. The results suggest that females have higher trust levels. When dividing the results, females' mean values are greater than males' 60% of the time, meaning they placed higher trust on the same question. Males and females have the same highest and lowest trust level

when it comes to destination/location and hotels; for both location/destination and hotels highest trust on friend's recommendations, and the lowest trust on pop-up advertisements.

We see a strong divide between male and female in when it comes the search engine results and sponsored test, females have a much higher trust average at sponsored text (females: 2.31, males:1.97). Males have a much higher result when it comes to search engine results (females: 2.81, males: 3.15). What platforms females/males trust also differ, Females use Instagram the most and Twitter the least. Males use YouTube the most and Pinterest the least, this can be seen in *Figure 10 & 11*.

Comparing the results found in this study to results of Nielsen's study "Global Trust in Advertising" conducted in 2015 we could suggest that there is differences between Croatian millennials and other millennials. Compared to other millennials, Croatian millennials are much more skeptical then millennials as a whole. The studies also show the difference of Croatian millennials and Europe as a whole. Similar to the rest of the world they place highest trust on recommendations from friends and second highest trust on online reviews. Trust levels on other platforms like pop-up advertisement where very similar to Europe's average. Compared to other millennial Croatians are less trusting of these platforms. However, global trust from millennials was very high in 2015 trust levels can fluctuate over the years since.

Hypothesis 1 was accepted as the results of this study and Nielsen's show that their trust levels are on the same page. Hypothesis two is proven false; either people loved or hated social influencers. Results suggest that there is a strong divide on the trust of influencers.

DISCUSSION

The findings of this survey are important because in the close future millennials will be the leading consuming market. From the results of this study, one can conclude that Croatian millennials are making travel decisions based of the trust of friend's recommendations, online reviews, YouTube videos, and local tourist boards. The study also shows where low trust levels are placed (pop-up advertisement, banners, and twitter promotions). This is all useful information because it helps marketers to target more effectively. Results not only determined advertisement platforms but which channels are being used. In this study we find that Croatian millennials are using Facebook, Instagram, and YouTube the most, this is useful so when can directly target then though these social media platforms. When comparing the results of this study with the study "Global Trust in Advertising" conducted in 2015, we prove the hypothesis 1 "Croatian millennials attitudes regarding advertising will match those of Europeans" is false. Hypothesis 2 is also somewhat untrue "Croatian millennials will place high trust on social influencer recommendations" the study showed a high divide between strong and no trust when asked about social influencers.

IMPLICATIONS

Trust levels differ when discussing destination/location and hotel. This shows that the way these are advertised needs to be different. An example of this is that when booking a hotel there is higher trust placed on online review than when booking a destination/location. They have to be advertised as unconnected items as the trust levels differ. However, one thing concluded from both hotel and destination/location is that Croatian millennials do not trust paid advertisement,

highest trust level falls to earned advertisement. In shot, this means that to gain business marketers have to earn the trust of potential clients from positive praise, through customer reviews and recommendations Hotels should then find a new ways to encourage guest to share their experiences online. Co-creation is suggested as it lets the customer be more involved in the experience, customers also have control and in this sense feel more comfortable. Forbes (2016) goes as far as to state, "Customer co-creation is the secret sauce to success". Forbes has many articles on co-creation, what can be concluded from them is people enjoy co-creation because they feel involved and special. Predictions suggest that more companies will move towards co-creation in the future.

LIMITATIONS

Main issues that arose during the study are understanding and small sample size. When a student did not understand a question instead of asking the left it blank, which gave fewer results. Another problem was the sample size was very limited.

FUTURE RESEARCH

If this was to be redone it would be more useful if this survey was distributed on a larger scale. It would have been interesting to see the comparison on IHSM students to students with little travel knowledge. In future studies it would be interesting to see if there is a difference if this was distributed in different parts of Croatia. It would also be interesting to see this in direct comparison of millennials of other EU countries.

Future studies in this field should consider using open-ended questions in interviews as a means of gaining greater insights and degree of granularity pertaining to Croatian millennials'

views on the topic. Additionally, it would be interesting to uncover what millennials feel is an ideal advertisement and how they can be made more compelling and attractive.

APPENDIX

Figure 1:

Dear Survey Participant:

My name is Madison Cathy and I am a senior student at RIT Croatia Dubrovnik, a global campus of Rochester Institute of Technology, based in Rochester, New York.

For my final research project in International Hospitality and Service Management, I am examining Croatian Millennials Travel trends.

Because you are Croatian Millennials, I am inviting you to participate in this research study by completing the attached survey. It will require approximately 5 minutes completing.

Your participation is voluntary. The information you provide on this survey will be kept completely anonymous and confidential. There is no risk to you. In order to ensure that all information will remain confidential, please do not include your name in your answers.

If you choose to participate, please answer all questions as honestly and accurately as possible.

Thank you for taking the time to assist me in my educational endeavors.

If you would like additional information about this survey or my research project, please contact me at mxc7916@g.rit.edu or my mentor, Professor Walker, at kevin.walker@croatia.rit.edu

Sincerely,

Madison Cathy

This survey is trying to discover how we use social media to choose our travel destinations. The target audience of this survey is Croatian millennials… that is you! Thank you for participating!

The following question measures your level of trust of various information sources pertaining to a **destination / location**. Please indicate your level of trust, ranging from No Trust to Full Trust.

	NO TRUST	LITTLE TRUST	SOME TRUST	STRONG TRUST	FULL TRUST
Friend's recommendation					
Online review					
Blog post					
A TV commercial ad					
A TV show featured that destination					
Newspaper article					
A Youtube video					
A search engine results					
A pop-up ad					
A Instagram ad					
A Facebook ad					
A Snapchat story					
A twitter promotion					
A sponsored text					
An app banner					
A Facebook page					
An Instagram hashtag					

An Instagram location tag					
A hashtag on Twitter					
A location story on Snapchat					
A social influencers' recommandations					
Local tourist board					

The following question measures your level of trust of various information sources pertaining to a **hotel**. Please indicate your level of trust, ranging from No Trust to Full Trust.

	NO TRUST	LITTLE TRUST	SOME TRUST	STRONG TRUST	FULL TRUST
Friend's recommandations					
Online review					
Blog post					
A TV commercial ad					
A TV show featured that destination					
Newspaper article					
A Youtube video					
A search engine results					
A pop-up ad					
A Instagram ad					
A Facebook ad					

A Snapchat story					
A twitter promotion					
A sponsored text					
An app banner					
A Facebook page					
An Instagram hashtag					
An Instagram location tag					
A hashtag on Twitter					
A location story on Snapchat					
A social influencers' recommandations					
Local tourist board					

Which age group are you a part of; please circle?

17-20

21-24

25-28

29-32

Which gender do you associate with?

Male

Female

Other

The following measures how often you use a social media platform. Please indicate approximately how much time you spend on each platform to the best of your knowledge.

	Never	Once a month	Once a week	More than once a week	Daily
Snapchat					
Instagram					
Facebook					
Pinterest					
Youtube					
Twitter					

Are there any other social media platforms that you use?

Figure 2: Mean and Standard deviation of Location/Destination

Location/Destination	Mean	Standard deviation
Pop-up ad.	1.71	0.72
Twitter promotion	1.84	0.77
App banner	1.85	0.86
Hashtag on twitter	2.01	0.91
Snapchat story	2.03	0.95
A TV commercial ad.	2.06	0.82
Facebook ad.	2.17	0.88
Sponsored text	2.18	2.14
Location story on Snapchat	2.2	1.02
Instagram ad.	2.28	0.87
Instagram hashtag	2.47	0.97
A TV show featuring	2.62	0.78
Newspaper article	2.66	0.76
Facebook page	2.72	0.93
Instagram location tag	2.78	1.03
Social influencer's recommendation	2.88	1.11
Blog post	2.92	0.74
Search engine results	2.94	0.88
Local tourist board	3.11	0.82
A YouTube video	3.25	0.86
Online review	3.26	0.63
Friend's recommendation	4.23	0.68

Figure 3: Mean and Standard deviation of hotels

Hotel	Mean	Standard deviation
Twitter promotion	1.8	0.77
App banner	1.8	0.77
Pop-up ad.	1.86	0.82
Hashtag on twitter	2.04	0.96
Facebook ad.	2.06	0.86
Instagram ad.	2.12	0.9
Snapchat story	2.16	2.34
Location story on Snapchat	2.21	1.06
Sponsored text	2.26	3.24
A TV commercial ad.	2.35	0.87
Instagram hashtag	2.52	1.01
A TV show featuring	2.61	0.9
Newspaper article	2.67	0.88
Facebook page	2.68	0.87
Instagram location tag	2.7	1.03
Search engine results	2.8	1.01
Social influencer's recommendation	2.93	1.11
Blog post	2.96	0.78
A YouTube video	3.05	0.97
Local tourist board	3.12	0.98
Online review	3.61	0.71
Friend's recommendation	4.45	0.65

Figure 4: Trust levels on Social Influencers

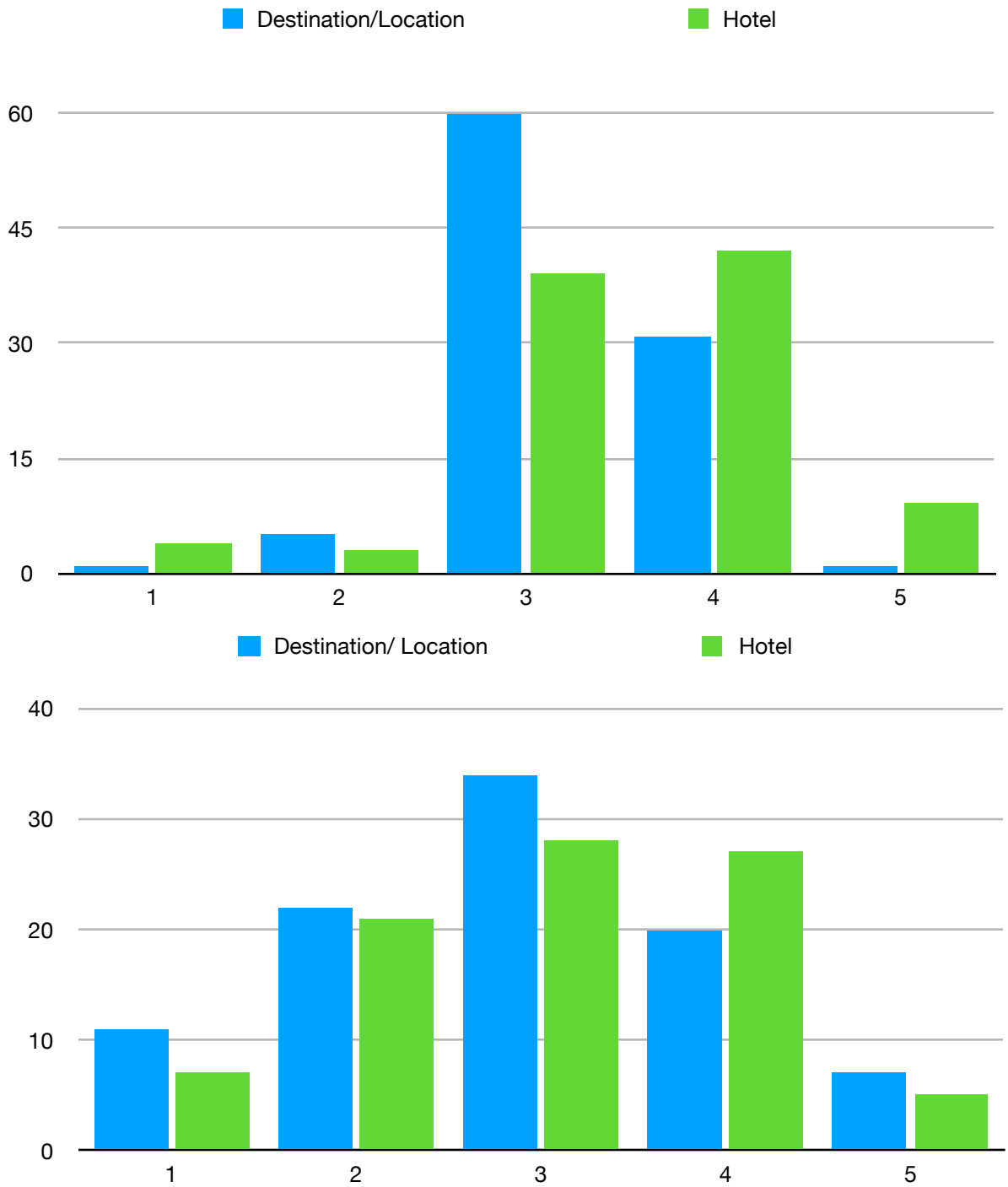


Figure 5: Trust levels on Social Influencers

Figure 6: Females mean and standard deviation of locations/destinations

Female Location/Destination	Mean	Standard Deviation
Pop-up ad.	1.77	0.74
App banner	1.83	0.92
Twitter promotion	1.85	0.81
Snapchat story	2.01	0.94
Hashtag on twitter	2.03	0.92
A TV commercial ad.	2.05	0.76
Facebook ad.	2.17	0.92
Location story on Snapchat	2.27	1.07
Instagram ad.	2.3	0.94
Sponsored text	2.31	2.63
Newspaper article	2.52	0.67
Instagram hashtag	2.53	0.97
A TV show featuring	2.62	0.78
Facebook page	2.62	0.93
Search engine results	2.81	0.73
Instagram location tag	2.82	1.02
Blog post	2.93	0.76
Social influencer's recommendation	2.97	1.09
Local tourist board	3.18	0.91
A YouTube video	3.22	0.78
Online review	3.26	0.6
Friend's recommendation	4.31	0.62

Figure 7: Females mean and standard deviation of hotels

Female Hotel	Mean	Standard Deviation
App banner	1.81	0.78
Twitter promotion	1.84	0.83
Pop-up ad.	1.95	0.87
Facebook ad.	2.1	0.93
Hashtag on twitter	2.12	1
Instagram ad.	2.24	1.01
Location story on Snapchat	2.26	1.08
A TV commercial ad.	2.28	0.85
Snapchat story	2.34	2.9
Sponsored text	2.45	4.05
A TV show featuring	2.48	0.84
Newspaper article	2.59	0.84
Facebook page	2.64	0.87
Search engine results	2.65	0.94
Instagram hashtag	2.76	1.05
Blog post	2.9	0.72
Instagram location tag	2.9	1.04
Social influencer's recommendation	2.96	0.98
A YouTube video	2.97	0.95
Local tourist board	3.11	1.05
Online review	3.55	0.65
Friend's recommendation	4.5	0.66

Figure 8: Male mean and standard deviation of locations/destination

Male Location/Destination	Mean	Standard deviation
Pop-up ad.	1.59	0.7
Twitter promotion	1.79	0.73
App banner	1.88	0.77
Sponsored text	1.97	0.9
Hashtag on twitter	1.97	0.92
Snapchat story	2.06	1.01
Location story on Snapchat	2.09	0.97
Facebook ad.	2.15	0.82
A TV commercial ad.	2.18	0.91
Instagram ad.	2.24	0.78
Instagram hashtag	2.41	0.99
A TV show featuring	2.65	0.77
Social influencer's recommendation	2.74	1.16
Instagram location tag	2.76	1.07
Facebook page	2.88	0.95
Blog post	2.91	0.71
Newspaper article	2.91	0.87
Local tourist board	3	0.65
Search engine results	3.15	1.1
Online review	3.32	0.59
A YouTube video	3.32	1
Friend's recommendation	4.12	0.77

Figure 9: Male mean and standard deviation of hotel

Male Hotel	Mean	Standard Deviation
Pop-up ad.	1.7	0.73
Twitter promotion	1.73	0.67
App banner	1.79	0.78
Snapchat story	1.82	0.77
Instagram ad.	1.91	0.63
Hashtag on twitter	1.91	0.91
Sponsored text	1.94	0.86
Facebook ad.	2	0.75
Instagram hashtag	2.13	0.83
Location story on Snapchat	2.13	1.07
Instagram location tag	2.39	0.97
A TV commercial ad.	2.51	0.91
Facebook page	2.79	0.89
Newspaper article	2.85	0.94
A TV show featuring	2.88	0.96
Social influencer's recommendation	2.94	1.32
Blog post	3.1	0.88
Search engine results	3.1	1.1
Local tourist board	3.18	0.87
A YouTube video	3.24	1

Male Hotel	Mean	Standard Deviation
Online review	3.76	0.79
Friend's recommendation	4.42	0.61

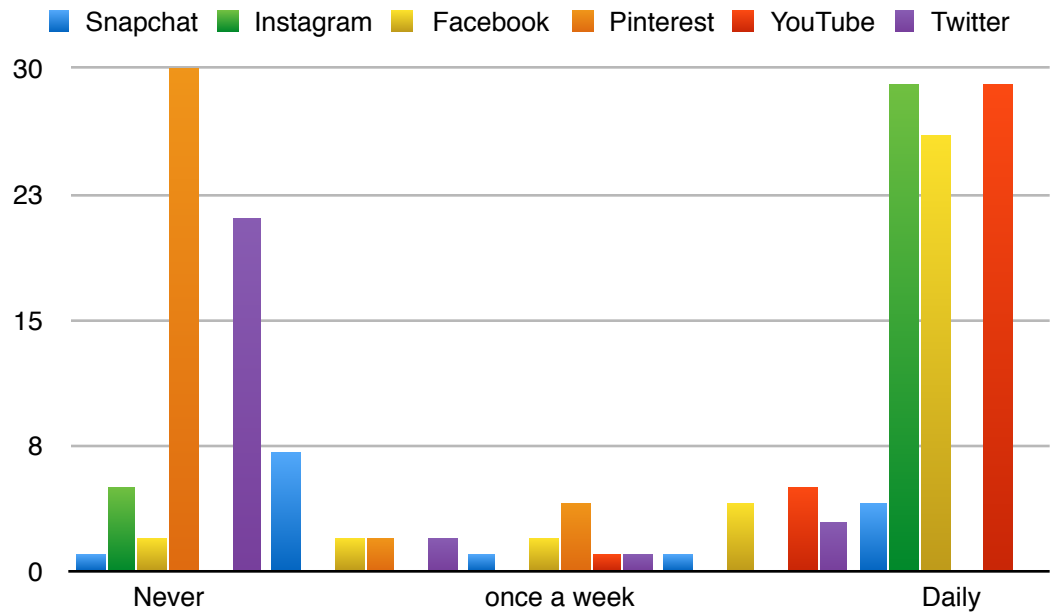


Figure 10: Social media platform usage of males

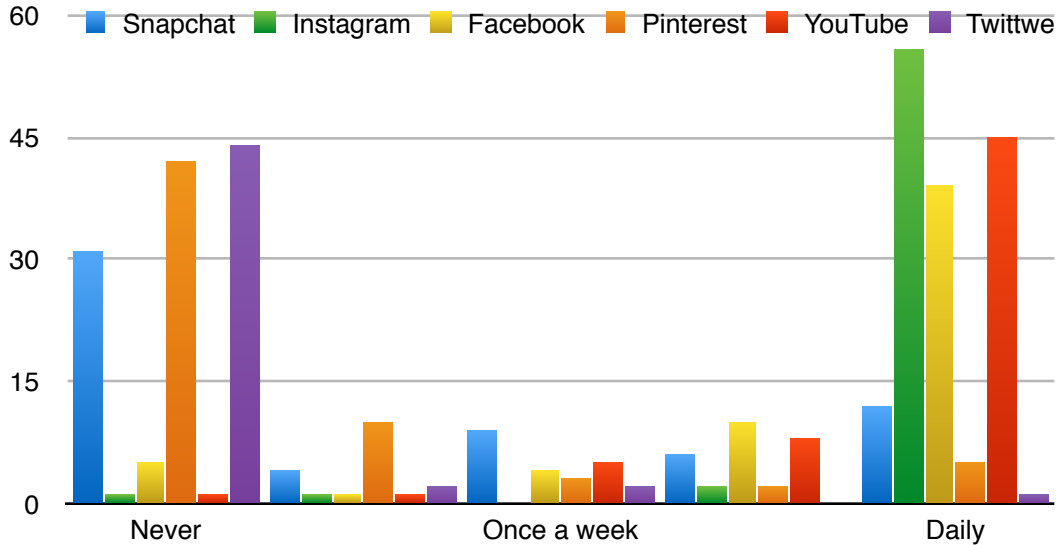


Figure 11: Social media usages of females

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