Generational differences in using social media for destination choice

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism, Hotel Management and Operations

Submitted to Dr. Marion Garaus

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Vienna, 29 January 2021

Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Social media has changed people's life and has become an important information source, when it comes to making decisions in their daily life. This research aims to identify whether there are generational differences in using social media as a destination choice. The study focuses only on two generations: Millennials and baby boomers. The literature review looks at how nowadays social media is used as a marketing tool and as a destination tool. Furthermore, the different generations that exist and their relationship to social media is being investigated. This paper also looks at the different advertisement appeals and the connection between it and cultural appeals, moreover it tries to identify whether there is a generational difference in the appeals of tourism advertisements. Different hypotheses have been developed by the author, in order to answer the research question. An online survey has been conducted, where respondents were asked questions related to their social media usage, their destination choice and last seen tourism advertisement. The survey was mostly multiple-choice questions, with only a few open-ended questions. Statistical analyses have been conducted in order to test the hypotheses and look at whether there are significant differences and if assumptions were met. The results proved that the older generation tend to spend less time on social media, share fewer personal photos on it. The statistical analyses showed that there are significant differences between both generation when it comes to the use of social media as a destination, but the frequency results also show that both generations seem to have similar opinions when choosing a destination, such as for example that many respondents of both generations would rather listen to the review of a person they know, than from online reviews made by 100 strangers. Regarding what appealed to the respondents of the last advertisement seen and their age, the assumptions were not met of there being a difference. Both generations mostly felt nostalgic when they saw the last tourism advertisement, due to the global pandemic of COVID-19. This study had also a few limitations, such as for example the target groups and the relatively small sample size. However, this study might serve as a basis for further studies, for example in the hospitality industry and on how to target the older generation better.

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List of Abbreviations

DMO – Destination Management Organization

DMOs – Destination Management Organizations

UGC - User-generated Content

1   Introduction

The way that people nowadays choose their holiday destination has changed in the last decade, as caused – among others – by the increasing role of internet in our daily lives. Before the internet has become as popular as it is now, people used to choose their destination based on travel brochures (Purser, 2018). In those booklets consumers can inform themselves about the different kind of hotel offerings in their destination choice. Now, hotels, recommendations, reviews and photos are only one click away (Temblador, 2019). Because of this convenience, younger generations were facilitated to making their destination choice based on online resources such as reviews while in contrast older generations do not rely on information found online, since they are not digital natives. The evolution of social media and the internet has caused the tourism industry to implement such technology (Ly & Ly 2020).

Millennials are one of the generations known of being tech-savvy who want to share their entire travel journey on social media. The planning of a trip for millennials is based on user-generated content (UGC), such as reviews from previous customers and travel websites (Ketter, 2020). Around 43% of millennials are influenced by user-generated content found on social media when deciding their destination. This number has risen in the year 2019 up to 59% (MacDonald, 2019).

Social media is nowadays being used for advertisements in different industries, since consumers are spending more time on such platforms (Sârbu et al., 2018). Advertising can be done by using different appeals, such as for example fear appeal, in order to gain a person's interest in purchasing a product. Research indicates that to have effective advertising it highly depends on cultural variations. These appeals can be divided into two different perspectives: the rational and the emotional perspective (Emercy & Tian, 2010). Mooij (2010) argues that advertising is shaped by the culture in which it is practiced, therefore appeals reflect the values of culture.

Different generations might differ in the way they perceive social media, which furthermore can also affect how these generations choose their travel destination. Bonn et al. (1999) suggest that difference in age, education and level of internet use, can explain variations in search behavior for travel information. There are different types of generations, but for the purpose of this thesis the main focus will be on millennials and baby boomers. Millennials are those that were born between 1981 and 1996 (Dimock, 2019). This generation was born when the internet started to revolutionize society. For this generation it is quite easy to adapt to new technology than previous generations. Since baby boomers were born in the immediate decades following World War II (Smith, 2020), they did not grow up with information technology. Thus, they would rather prefer having a face-to-face communication than online. The research question in this thesis is the following: Are there generational differences in using social media for destination choice?

The findings of this thesis will be contributing to extant literature in at least three ways. First, there will be a deeper understanding of the importance of social media marketing in tourism. Second, due to the vast increase in social media use, it will be shown how social media usage has become one of the biggest destination marketing tools. Third, there will be a deeper insight on differences in destination choice between baby boomers and millennials. Lastly, the research will focus on the different advertisement appeals in the tourism sector.

2   Literature Review

2.1   Social media marketing in tourism

Before defining social media marketing, it is important to define social media itself. According to Kaplan & Haenlein (2010) social media is defined as a group of internet-based applications that are built on the foundations of Web 2.0 and that allows the creation and exchange of user generated content. Social media use has grown extensively in the past years and has had an influence in the daily life of people, but has also impacted various industries, especially tourism and hospitality (Ayeh et al, 2012). What is more, it has also changed

the way people communicate with each other, how they collaborate together, how several products are being consumed and how things are created (Aral et al., 2013). It is important to understand the meaning of the term "social media marketing". It allows companies to communicate more directly with their costumers and allows customers to talk with each other (Saravanakumar & SuganthaLakshi, 2012). Social media marketing is a tool that creates content for different social media platforms in order to promote and gain engagement in the chosen industry. Khan & Jan (2015) concluded that social media marketing is a process of social media websites utilized for promotion of a brand, an organization, political parties, an idea or even an event.

There are several advantages, but also disadvantages when doing marketing via social media. The primary advantage of using social media marketing is that it is relatively cost effective and expands the reach of the company. Secondly it also helps firms to reach customers who may not be reachable due to time and location limitations of existing distribution channels (Nadaraja & Rashad, 2013). However, the online environment also creates complications and challenges for the marketing. Using social media marketing can be quite time intensive, there might also be trademark and copyright issues and finally there can be trust, privacy and security issues (Nadaraja & Rashad, 2013).

Since social media marketing enables the company to interact with the audience, the company might gain a better understanding of its client based on the feedback it receives (Eckstein, 2021). When wanting to promote a product it is important to take into consideration the timing of the post, what exact appeal will be used and what will be added into the text / headline. It is important to be creative and to tell a story. It should be interesting, so that potential customers will be more willing to buy the product (Dukart, 2018).

Social media has indeed influenced the marketing of tourism. The first step a person takes, when wanting to go on vacation, is to think about the travel destination Back in the days when people were used to plan their vacation using a travel agent, they would basically take care of everything, since people didn't have access to the necessary resources (Matt, 2020). In the 80s for example

traveling was very different to the way it is done now. Most trips were made by car, photos were taken with precautions, postcards were sent and lastly phone booth were used to communicate with friends and family members (Brokers, 2019). Social media also gives people the opportunities for tourists to show themselves, share reviews and experiences, which may be used as a reference for other tourists in their travel planning (Ráthonyi, 2013).

Sharing information on social media is nowadays recognized as an important source of information that could potentially help tourists´ travel planning or even influence the travelers' travel decision-making (Zeng & Gerritsen, 2014). In Facebook there is the feature to ask for recommendations, this tool is now used to receive information of which restaurant is the best when traveling to a country, or even which hotel would be the best to spend the holidays in. Thus, social media has changed the tourism marketing, by being able to give feedback, ask questions, leave comments, concerns and lastly ratings (Lang, 2017).

2.2   Social media as a destination tool

It is important to differentiate between social media and conversational media. Social media refers to websites and applications allowing people to share content in a quick way (Hudson, 2020). Social media can be used for many reasons, the most common of which are for social networks and for sharing certain moments in one's life. This tool is also used for discussion forums, consumer reviews, online shopping or even to communicate anonymously (Foreman, 2017). Conversational media is an application where an industry is able to transmit any kind of content in different forms, be it by words, pictures or even using audio. This can also be seen as a type of marketing, known as conversation marketing. In this concept employees look at the different possible forms of dialogue between their brand and customers (Chaffey, 2019).

Nowadays destinations of highly competitive travel markets add digital tools to their usual marketing practices to attract visitors. Destination management organizations (DMOs) play a key role merely as initiators and mediators: they can bring a flexible interface management system and promote several functions

such as self-responsibility of the destination network (Volgger & Pechlaner, 2014), thus, using destination management organizations is a very good way in order to engage on social networks. In the past years, there has been the recognition of the need of a planned management of tourism detitanation (World Tourism Organization 2019). By having an effective destination management organization (DMO), it also helps in ensuring sustainability, since this is one the main strategies and visions of an entity (World Tourism Organization, 2019). Another advantage of having a destination management organization, is that it helps building a tourism culture in the destination chosen by the tourists. This means that it is important to communicate with local communities within a destination, thus sustaining a destination in the long term (He, 2020).

In destination management organizations, it is possible to see the most current information about any destination's attraction. For leisure travelers, destination management organizations, are one of the most important sources in order to gain more travel information, therefore those websites should have a list of hotels, events and many other important information for leisure travelers. Destination management organizations use strategies depending on their own budget their target market (Figueroa, 2019). When using a destination management organization, the goal should be to build communities which show interest in their specific destination. It is easier to collect user generated content, since an individual can find comments, videos or photographs that people made of their trips. A strong reason why a person should consider looking into destination management organizations, is that they conduct polls and surveys on social networks about the different destinations they offer (Popesku, 2014).

A significant development in the past years was the increasing importance of social platforms which enable users to collaborate and connect through publishing original content, for example via blogs and videos (Hays et al., 2012). This helps the industry to build strong bonds with their costumers, which end up becoming more personal than they were before. Therefore, hotels and airlines have to have very good social media strategies, in order have a good tourist demand in the global world (Jashi, 2015). In order to have a good social

media marketing, there is a cycle that has been proposed by Hays et al. (2012, p.61). This cycle shows five different steps. First of all, the company should engage users' interest and participation, followed by retaining users and thus build loyalty. This way it is possible to learn about the customers preferences. Once that is done, the company will have to provide relevant, customized information to their customers. After this process, the company will be able to attract their customers (Björner, 2013).

Thus, the author suggests that:

H1: Millennials are more often influenced by online reviews when making their destination choice as compared to baby boomers.

2.3 Different generations and the use of social media

The differentiation between generations is important for a marketing context because it makes it easier to build relationships and to gain trust (Williams & Page, 2011). "Baby boomers" is the generation, where people were born between the years of 1946 and 1964. This generation feels that social media and technology is more of a disruption in their lifestyle (Marzullo, 2019). One can see that there is a connection to the "Diffusion of Innovation Model", since there the Laggards are also known as seeing technology as a disruption. Then come "Gen X", these people were born in early-to-mid 1965s to early 1980s. This generation was not exposed to modern technology in their childhood. Millennials or also known as "Gen Y", were born after 1981. They have a very strong opinion when it comes to injustice and have the need to change the future for the better. The last generation to be known until now is "Gen Z", they were born between 1996 and 2019, this is also the most tech-savvy generation (Marzullo, 2019). Table 1 shows an overview of the different generations that exist.

Table 1: Generational Overview

Name of the Generation	Range of Years	Age

Baby boomers	1946 – 1964	57 – 75
Generation X	1965 - 1980	41 – 56
Millennials / Generation Y	1981 - 1995	27 – 40
Generation Z	1996 – 2019	2 – 26

Source: Adapted from Marzullo, 2019, own creation

Figure 1 gives an overview of the percentage on internet usage depending on the age range. 100% of 18-29-year old's use the internet. 97% are in the age group of 30 to 49. There are 88% of internet users in the US ranging from 50 to 64 years. Furthermore, 73% of 65+ years old people use the internet in the United States (Statista, 2020). In order to see whether there is a generational difference in the use of social media and destination choice, this thesis specifically focuses on baby boomers and Gen Y.
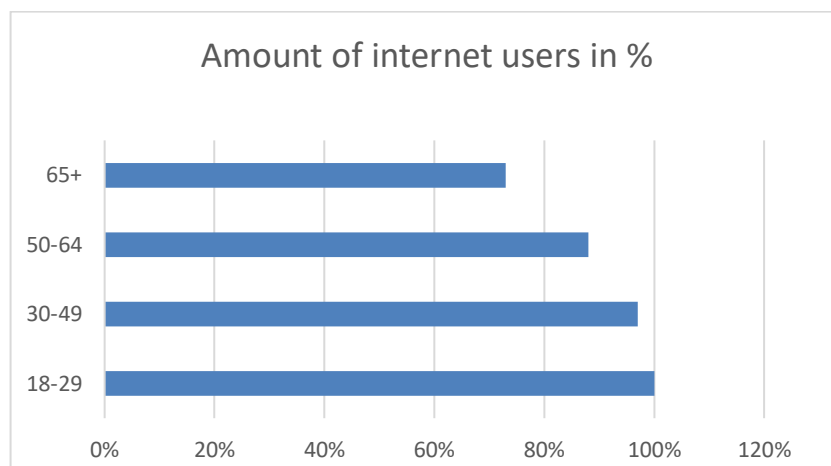
Figure 1 Percentage of internet usage in the United States with different age groups - year 2019 (Source: Statista, 2020).

Baby boomers are known to be the oldest generation, therefore when it comes to social media usage one would expect for that generation to not use social media or quite seldom. Millennials, who practically learnt the importance of the internet and social media throughout their childhood, would be expected to use social media the most. This cannot be generalized though, because baby

boomers also do use social media, but not for the same reason as millennials would. According to Cox (2019), Facebook is declining in their number of users, but 96% of baby boomers still use it, whereas 87% of millennials still care about that platform. When talking about Snapchat for example, only 5% of baby boomers use it and 52% of millennials use that application (Cox, 2019). A survey which was conducted in the U.S. in the year 2019, looking into the internet usage penetration by different age groups, one can conclude that baby boomers use the internet less, than millennials. Based on this background, the following hypotheses have been developed:

H2: Millennials have more advanced internet skills than baby boomers

H3: Millennials have more social media accounts than baby boomers

H4: Millennials spend more time on social media than baby boomers

H5: Millennials are more likely to share personal photos and videos on social media than baby boomers

H6: Millennials are more likely to share personal experiences on social media than baby boomers.

The different generations that exist have different motivations for using social media. An example would be that Generation Y have social media accounts as a need for interaction with others (Fietkiewicz et al., 2016). Therefore, when looking at the younger generation, social media networks are being replaced, thus, letters, phone and email are now more used as a communication form. In the Web industry there is a common agreement that the term Web 2.0 is referred to those platforms that are used for interaction and give users the ability to use photos, or videos for their creative content (Williams et al., 2012). The baby boomer generation mostly use their smartphones for communication, taking pictures and sharing them on social media or sending them over text messages to family and friends. Millennials, however, enjoy sharing their experience over social media and are easily influenced by it. This is since they have reached the image of maturity in the digital world (Hysa et al., 2021). Each generation is

known to grow up with a specific style of media usage and also culture, this is helpful when it comes to the differentiation of audience practices within generations. Generations also have a massive influence in defining the success of an application and whether it will be a popular one (Vittadini et al., 2013). According to McKay et al (2005), adolescents choose to use social media to have an easier relationship between groups in addition to interpersonal relationships. Individuals who have a feeling of not being part of a social identity and collective self-esteem mostly decided to distance themselves from the group they are part of at the moment and turn to social media, to feeling accepted, this was also shown in a study conducted by Barker (2009). In the younger generation, these people use the internet typically by using social media, upload things on social media and not to look up information about something specific (McKay et al., 2005). The use of social media has not only benefitted the different generations, but especially in the younger generations there has been some disadvantages. Examples of those would be the risks of psychological disorders and could also lead to anxiety, depression or even increasingly short attention spans (Omar et al., 2016) In a research conducted by Bowe & Wohn (2015), they concluded that there are significant differences between millennials and the older generation when it comes to media consumption, which also includes social media.

2.4 Social media and different appeals

2.4.1 Appeals in Advertising

Advertising appeals are strategies that are used by companies in order to create an atmosphere for the target audiences´ desires to be evoked to purchase their product or using their service (Akbari, 2015). There are two type of approaches, there can either be a marketing or an advertising strategy. Appeals are also changed so that they perfectly fit the target audience and so that they speak to each individuals' interest (Bhasin, 2020). The advertiser has the possibility to either choose between having an emotional appeal or a rational also known as informational appeal. Emotional appeals basically represent a psychological, social or even symbolic desire for consumers to purchase a product because of

the feelings the person gets when looking at such an advertisement. Rational (informational) appeals refer to how consumers react to a certain advertisement due to their logical beliefs and attitude towards the benefit or function of the product being advertised (Kim et al., 2020). In part of emotional advertising appeals there are various types used by common brands.

1. Personal Appeal: Marketing professionals use this appeal in order to persuade people to buy a product or pay for a service. It seeks specially to incite emotional responses in viewers that are strong enough to encourage them to buy or act on a specific cause (see Figure 2) Common emotions used in such an advertisement would be sadness, pity, anger, excitement and joy (Newbold, 2017). Most of these advertisements are used for non-profit organizations, since using a strong message and a sad photo, then people would directly feel different emotions, such as sadness.

Figure 2 Example of personal appeals used by UNICEF (Source: Newbold, 2017)

2. Social Appeal: The way that this appeal works is that it attracts audiences to buy a product or use a service by giving them a sense of being socially accepted. The main focus lies on finding joy in making new friends, felling included by society or even being affiliated with a particular group (Newbold, 2017).

Figure 3 Example of social appeal using the coke advertisement (Newbold, 2017)

An example of such social appeal of advertisement is in the Coca-Cola one, as seen in Figure 3. This shows how it is important to share a coke with friends or family. The main goal of the campaign mentioned above is to make others feel included when a person shares a coke with the person.

3. Humor Appeal: This appeal persuades people to like a company, brand or service by making them laugh and feel good (Newbold, 207).

Figure 4 An example of humor appeal using the scotch advertisement (Newbold, 2017)

A good example of a humor appeal used in advertisement be the use of scotch, which is a type of tape. Figure 4 represents how the product has been used to

keep hay from falling of the car. The fact that the amount of hay found on the car is exaggerated that it turns out to be funny to look at.

To all types of advertising appeals there are advantages and disadvantages. It is easier to connect with an audience since their purchasing decisions are based on feelings and emotions that they get from the advertisement (Belch & Belch, 2003). In the pharmaceutical industry for example, consumers tend to be demanding and often receiving due to prescription drug brands creating their advertisements based on emotional appeals (Huertas & Campomar, 2009), this can be seen as a disadvantage. Informational advertisements are used in order to facilitate the transfer of information to the long-term memory of consumers (Puto & Wells, 1984). A disadvantage of informational appeals is the fact that not everyone might want to know so much detail about a product, causing the consumer to get bored of that type of advertisement and thus not purchasing the product (Bangen, 2018). When it comes to having a good advertisement it is wouldn't be a bad idea to having a mix of both types of appeals, rational and emotional appeals. Another element that should also be taken into consideration is the appeal to credibility to trustworthiness (Wroblewski, 2020).

2.4.2   Advertising appeals and culture

According to Hofstede (2003, p.21) culture is defined as the followed: "collective programming of the mind which distinguishes the members of one group or category of people from those of another". One of the main cultural differences lie on the aspect of values. This is what advertisers take mostly into consideration, since it helps them understand their costumer's buying behavior. (Zhang & Gelb, 1996). There are two main distinctions between the different types of cultures, these are individualism and collectivism. Individualism means that a person wants to be independent and is allowed to make their own decisions. Collectivism refers to the principal of giving priority to a group or a society, rather than to an individual. Having law and order is very important in the aspect of collectivism since they believe that it is very difficult to live and act in a peaceful way without some sort of forms of control (Mageto, 2017). In the type of culture of individualism, people are seen as independent and

autonomous. This type of culture can be seen in North America and Western Europe. Being able to be independent is highly appreciated in that type of culture. It is important to them to stand out and being unique rather than being just like everyone else. In individualistic cultures are seen to be part of it, if they are strong, self-reliant, and assertive. Autonomy, self-sufficiency and uniqueness is highly appreciated in the individualistic culture. A few countries that have been considered of having individualistic cultures are for example United States, Germany, Ireland or Australia (Cherry, 2020). It is known that in China there is a collectivistic culture, since looking back at their history they focus a lot on family, social interests and collective actions, personal goals and accomplishments are not their main focus. In the collectivist cultures, relationships with other members of a group and being connected between people play a key role in each person's identity. This culture focuses on promoting selflessness and putting the community first rather than looking at individual needs. People are encouraged to do whatever is best for the society. Having common goals is the main emphasis rather than individual pursuits. This culture can influence a lot of society functions, such as how people ship, dress or even how they are supposed to conduct businesses (Cherry, 2020). All these types of cultures, values, norms and characteristics of a person are being used as advertising appeals so that advertisers can sell their product the right way to their consumers in order to satisfy them (Arens & Bovee, 1994). Therefore, according the literature, the author suggests the following hypothesis:

H7: There is a generational difference between age and the perceived advertising appeal

3 Methodology

The literature review shows the need for a deeper research in the topic of generational difference in social media and destination choice, in order to obtain a better and more detailed understanding of a possible connection between both topics. Such a topic is especially important to look into in the tourism and travel industry. The overall aim of this thesis is to explore the link between two

different generations (baby boomers and millennials / generation Y) and their use of social media when deciding on their next travel destination.

3.1 Research design

A research design is a framework which includes methods and different procedures in order to collect, analyze and interpret data (Bouchrika, 2020). A research design consists of two different types: quantitative and qualitative research. The first type of research refers to numbers and graphs and to test or confirm theories or assumptions. Qualitative research is conducted by gathering data to build concepts, hypotheses or theories (Merriam, 2002). There are three different methods that can be used in the quantitative research: conducting surveys, doing experiments or making observations (Creswell, 2014). For a qualitative research there are four different options in order to collect data. Interviews can be conducted by asking open ended questions in order to get more information about the topic one is writing about. Subsequently, focus groups, a group of people chosen to discuss a specific topic and gather opinions about it, in order to conduct further research (Morgan, 1996). Ethnography can also be used in order to collect data. This means that the researcher will participate in a community or an organization for a longer time of period in order to get to know it better and having gaining more information (Merriam, 2002). Literature review is the last method that can be used for data collection, this mean looking at surveys of published works instead of conducting them yourself (Streefkerk, 2021).

The research design chosen for this thesis is a quantitative online survey. When conducting online surveys, there are several advantages but also disadvantages. Conducting online surveys is convenient, because it is easy to get a lot of respondents. It is also convenient for those answering the survey, because they can answer the question on their own time and do not have any time pressure, compared to when one would conduct an interview for example (Evans & Marthur, 2005). The person creating the survey has the freedom of designing the survey the way he/she wants to. This is a good point, since it is important for the survey to not be too boring otherwise the respondent might not even want

to answer the survey. Online surveys are done to gather sample information as fast as possible, which can be seen as one of the advantages (Healey & Ilieva, 2002). Due to the fact that there are no interviewers, respondents have the possibility to open up when answering the survey, since sometimes interviewers have the possibility to influence the respondent's answers (Choudhury, 2015).

One of the biggest disadvantages of surveys is the fact of the survey being too long or confusing, so that the respondents would end up faking their answers just for the sake of completing the survey. Not having an interviewer can also be seen as a disadvantage, since questions that are being asked on the survey cannot be clarified by another person, which could lead the respondent to answering the questions in a wrongfully way. Some people might not like to answer a survey, therefore that might cause problems, in order to get enough respondents for a research (Choudhury, 2015).

3.2 Survey Development

The online survey was developed with purpose of testing the hypotheses stated in the literature review. The survey is divided into five parts and consists of 24 questions, including both open-ended and closed-ended questions.

The first part of the survey (see Table 2) consists of basic questions in order to get to know the population of the entire survey a little bit better. The most important part of this section is knowing the age of the respondent, because this is what will help the author to group the population into different generations. The goal would be to only ask baby boomers and generation Y, but this cannot be limited that easily, therefore the population will have to be grouped. This particular question will not be able to be skipped, because it is crucial to finishing the thesis. Question 3 refers to the nationality of the contestant which will be a question that needs to be answered as well.

Table 2 General questions to know the population of the survey

Question 1	How old are you?
Question 2	You gender is?
Question 3	Nationality
Question 4	What is the highest level of school you have completed or the highest degree you have received?
Question 5	Internet skills

The second part of the survey (see Table 3) focuses on the social media usage of the respondent. The respondent was asked which type of social media they use. The next question focuses on the reason why the respondent uses social media. With questions number 8 and 9, the author tried to understand how often and how many hours per week the respondent uses social media. The last two questions focus on whether the respondent use social media to share personal information. In this section of the survey no open-ended questions were asked.

Table 3 Questions related to the social media usage of the respondents

Question 6	Do you use the following social media accounts? (Please select the ones that apply)
Question 7	What do you usually use social media for? (You may tick more than one answer)
Question 8	How often do you connect to social media?

Question 9	How many hours do you spend on social media per week?
Question 10	Do you share photos & videos on social media?
Question 11	Do you share personal experiences on social media?

The third section of the survey (see Table 4) focuses the destination choice in the past of the respondents. In question 12 the author tries to identify the different motivations for traveling. Here there are three options, and is a multiple-choice question, meaning the respondent was able to choose more than one answer. The last question of this section is an important one, in order to see if there is a generational difference in destination choice. The author gave the respondent big variation of choice. Magazines, historical books and documentaries/movies were suggested as an option, since baby boomers might rather prefer those resources when choosing a vacation destination.

Table 4 Destination choice question in the past of the respondent

Question 12	What are your main motivations for traveling? (Please select the ones that apply)
Question 13	Thinking back to your most recent holiday, how did you find out about the destination you visited? (You may tick more than one answer)

In the fourth section (see Table 5) an array of statements is presented to the respondent, which focuses on the online travel behavior of the respondent. The respondents had the choice whether they strongly agree, only agree, are neutral

towards the statement, disagree with it or strongly disagree with the given statements.

Table 5 Array of statements to which the respondent had to strongly agree to strongly disagree with

Question 14
To make sure I choose the right destination, I often read other tourists' online reviews
I often consult other tourists' online travel review to choose an attractive destination
When I travel to a destination, tourists' online travel reviews make me more confidents about traveling to the destination
I would feel more comfortable basing my trip decision one 1 review from someone I know, rather than on 100 reviews from strangers

The last section of the survey relates to advertising appeals in the tourism industry. This section has two open ended questions. Respondents were first asked to describe the latest tourism advertisement they have seen, it can either be on social media or on print. The source is asked to be specified, this way the author can also analyze the source of tourism advertisement. The second question is related to advertising appeals. The respondent is asked to identify what appealed to them when looking at the advertisement and whether it was rather an emotional or informative appeal, this can be seen in Table 6.

Table 6 Open-ended questions

Question 15	Describe the latest tourism advertisement you have seen on social media or on print. Please specify the source of advertisement

Question 16	Describe what appealed to you (i.e., if it was emotional or rather informative, if cultural aspects had been mentioned)

3.3 Data Analysis

In order to be able to reach a large number of responses to the survey developed, it was distributed via social media. The survey was developed, as well as the data collection was done by using Microsoft Forms. The survey was distributed on the author's personal Facebook page, on the "MODUL University Vienna Community" Facebook page, on Instagram (where the author posted a story and had the link on its bio), on LinkedIn and lastly it was also distributed over WhatsApp and e-mail. The posts took place on the 7th of May 2021 between 9 and 10 pm. The sharing via WhatsApp and e-mail took place throughout a week. The link was shared on many platforms in order to gain a wide range of age. It was especially important to share it on LinkedIn, since the author had the possibility to gain an audience older than 27, since on Instagram the audience was rather younger, as well as the age range from the "MODUL University Vienna Community" Facebook page. By sending the survey over WhatsApp it was helpful to target the audience better, since the author knew who to contact in order to get enough responses. The survey was available for 15 days, until the 22nd of May 2021, at 16:15. While the survey was open, the access to the survey was possible via the posted link on the different social media platforms. Since there was no limit on the number of respondents, everyone was able to respond by clicking on the link posted over the social media platforms. There was a limit to the target audience, since the author is only looking at two different generations, therefore it was between 27 and 75 years. This was as well clarified in the introduction of the survey, in case someone wasn't 27, they were able to quit the survey. The author also made sure to let everyone know that there is a specific age range needed for answering the survey when sharing the link of the survey on the different social media platforms. On the survey it was also

explained why the survey is being conducted, the way the questions are grouped and a statement making sure that the participant knows that the collected data will solely be used for the survey. Besides the age, nationality and the highest educational level the participant has, no further question about the participant is being asked, therefore at the introduction of the survey it is explained that the survey will be conducted anonymously.

The two published Facebook posts can be found in Appendix 1 & 2, the Instagram post in Appendix 3 and the LinkedIn post in Appendix 4 Overall, there were 81 valid responses collected in the given time frame, since in order to finish the survey the last two open ended questions had to be answered. All questions were fully responded from the survey by the different participants, even those not being mandatory. Once the data was collected, the results will be analyzed by using Excel, through which the researcher will be able to create different diagrams which will range from different pie charts to bar charts. After the creation of the necessary figures, several descriptive data analyses will be carried out in order to analyze the hypotheses which will be explained further in the research paper, the program being used will be SPSS.

The aim of this analysis is to see whether there is a generational influence on the destination choice caused by social media.

Before being able to interpret the results from the survey there were several steps that needed to be done. First of all, it was important to go through the answers of the participants in order to see if all questions were answered, since not all were mandatory. The author noted that all questions were answered, and none was left out. The researcher also looked at the answers of the last two open ended questions of the survey, this helped to have a clearer understanding about the answers given, whether the participants understood the question and if the answers made sense. The online platform used for the survey, had the option to download the results as an excel file, therefore making it easier to create pie and bar charts for the interpretation. The analytical program SPSS only is able to make its calculations with numbers. Therefore, the author had to replace the answers into numerical data. This was done for the age, gender, education and

the internet skills of the participants using the replace function on excel. For the multiple-choice questions, a specific formula was used, and the different options for the answers of the questions were split into different cells.

The last question of the survey was an open-ended question, referring to whether the last advertisement the respondent had seen, was informative, emotional or whether cultural appeals where mentioned. In order to analyze this question, the author created a table with the three answer options, and identifying from each answer whether it was informative, emotional or cultural aspects were mentioned. If the respondent mentioned the word "cultural aspects", "informative" and/or "emotional", the author put a 1 in the corresponding tabs, if not a 0 was placed. Furthermore, a crosstab with a Chi-Square analysis on SPSS was conducted to check if there are differences in referring to the different appeals between the two age groups

3.4 Results and interpretation

3.4.1 Profile of the respondents

The respondents ranged from the age 27-75. Since the main focus was on the generations the were grouped. There were 36 people who responded that were Millennials (representing 45%), 10 were part of generation X (representing 12.5% of the whole population) and 34 were baby boomers. Table 7, shows an overview of the generations that took part in the survey.

Table 7 The different generations participating in the survey

The different Generations		
	Count	Percentage (%)
Millennials	36	45.0%
Generation X	10	12.5%
Baby boomers	34	42.5%

Since there were only 10 participants who were part of generation X and the main focus was on millennials and baby boomers, only the responses of those two generations were used for the statistical analysis. Once the generation X was taken out, there were a total of 70 respondents, where 33 were male and 37 were female respondent, 36 were millennials and 34 were baby boomers. Figure 5 and Figure 6 show the distribution between the gender and the age / generation of the respondents. There was a 50/50 participation of male respondents being millennials and baby boomers. There were 46% of female baby boomers and 56% of them were millennials.
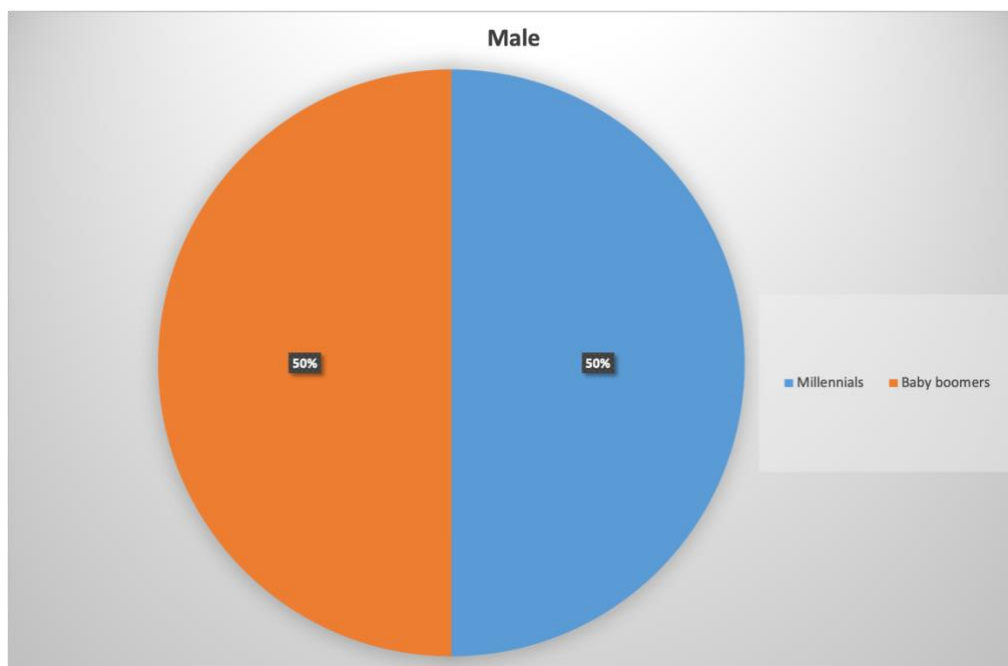
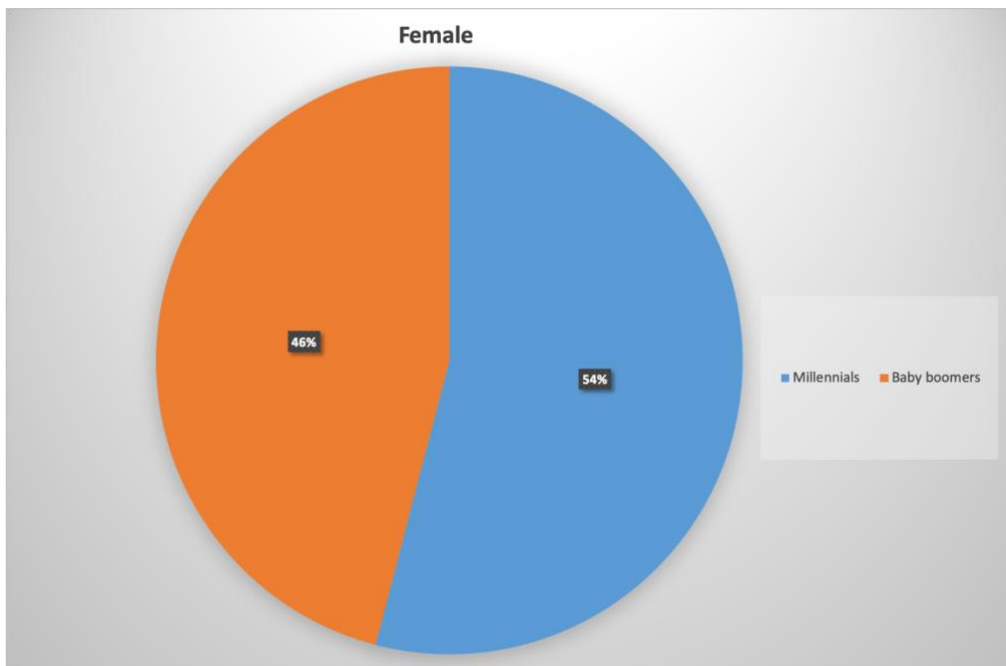*Figure 5 Male respondents divided into millennials and baby boomers*

Figure 6 Female respondents divided into millennials and baby boomers

When asking about the nationality of the respondents, the author identified some writing mistakes from the respondents or them having a double citizenship, some nationalities are being listed twice according to SPSS. Due to those mistakes, the author has grouped them in one. For the double citizenship it was decided to take the first nationality mentioned (E.g.: USA & Venezuela). Table 8 shows a new data set, with no nationalities being repeated. There are 19 different nationalities from the respondents. Most respondents were Austrian (35.7%), followed with a large amount coming from Colombia (12.9%). There was the same amount of German and respondents coming for the USA (8.6%). 4 respondents came from the UK (5.7%), following with 3 Cubans (4.3%). There was 2.9% of each of the following nationalities: American, Bulgarian, Italian and Spanish. Finally in the questionnaire there are respondents from Brazil (1.4%), the Philippines (1.4%), Hungary (1.4%), India (1.4%), Malaysia (1.4%), Mexico (1.4%), Peru (1.4%), Portugal (1.4%) and Switzerland (1.4%).

Table 8 Final nationality count and percentage of respondents

Nationalities	Count	%
American	2	2.9%

Austrian	25	35.7%
Brazilian	1	1.4%
Bulgarian	2	2.9%
Colombian	9	12.9%
Cuban	3	4.3%
Filipino	1	1.4%
German	6	8.6%
Hungarian	1	1.4%
Indian	1	1.4%
Italian	2	2.9%
Malaysian	1	1.4%
Mexican	1	1.4%
Peruvian	1	1.4%
Portuguese	1	1.4%
Spanish	2	2.9%
Swiss	1	1.4%
UK	4	5.7%
USA	*6*	*8.6%*

When it comes in terms of the respondents' education level, Table 9 gives an overview of it and the data also expressed in percentages. Most of the respondents have a graduate degree (41.4%) as their highest education level and a Bachelor degree (33.6%). Only 10 people have a school degree or equivalent.

Table 9 Education level of the respondents

EDUCATION LEVEL	COUNT	%
LESS THAN HIGH SCHOOL DEGREE	1	1.4%
HIGH SCHOOL DEGREE OR EQUIVALENT	10	14.3%
SOME COLLEGE BUT NO DEGREE	2	2.9%
ASSOCIATE DEGREE	1	1.4%
BACHELOR DEGREE	27	38.6%
GRADUATE DEGREE	29	41.4%

3.4.2 Descriptive statistics

In this section descriptive statistics will be demonstrated in order to investigative whether there are differences between age and certain factors asked in the survey.

The first hypothesis to be tested looks at the internet skills among the two generations, therefore in the questionnaire the author asked the respondents about their internet skills. Figure 7 gives an overview of the results found. Out of 36 who were millennials there were 13 that identified themselves as an intermediate user, 18 as an advanced user and 5 who saw themselves as an expert level in the internet skills. None of them said that they are at a novice level of internet usage. Regarding baby boomers 10 were novice, 16 intermediate users, 8 advanced users and 0 saw themselves as experts. With the

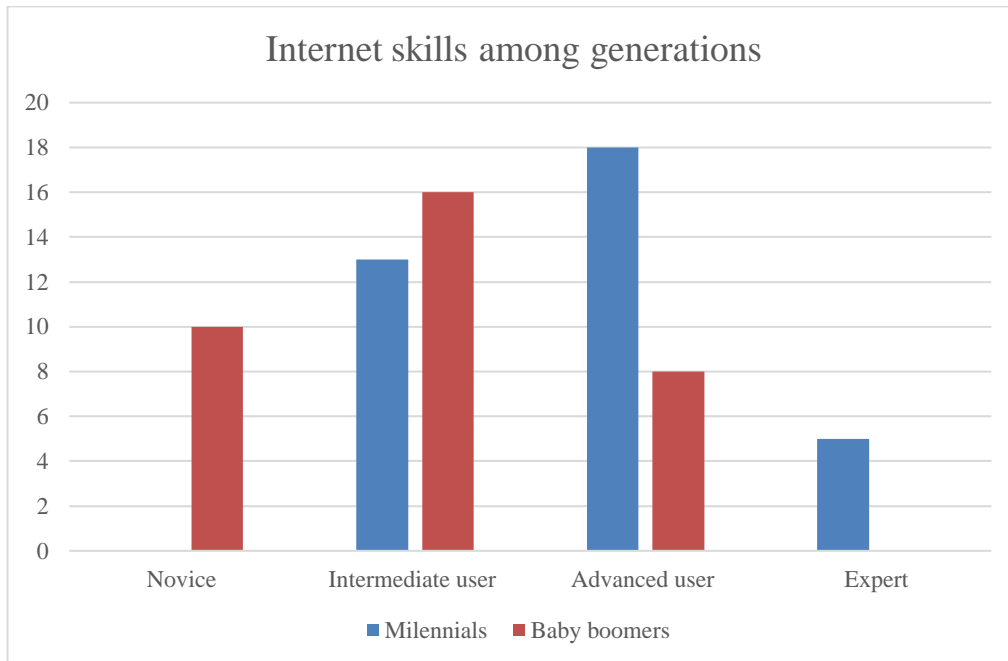results given, one could generalize that millennials are much more experienced users than baby boomers.

Figure 7 Overview of the internet skills of the respondents

In order to statistically investigate whether there are differences among the internet skills of the respondents and their age, an ANOVA testing is conducted (see Table 10). It is important that in this analysis the term "age" is being used, which takes into consideration both generations (millennials and baby boomers). The ANOVA results show that they are significant $F(1,68) = 24.402$, $p = <0.001$. The partial Eta squared has a value of 0.264, shows that 26% of all variance in age is attributable to the total internet skills the different age groups have. The p-value is less than 0.05, hence, the null hypothesis is rejected. Therefore, there is a difference between age and the internet skills of the respondents, meaning that a significant difference does exist.

Table 10 ANOVA test results of internet skills among age

ANOVA Test Results

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	12.238[a]	1	12.238	24.402	<0.001	0.264
Intercept	389.381	1	389.381	776.374	<0.001	0.919
Age	12.238	1	12.238	24.402	<0.001	0.264
Error	34.105	68	0.502			
Total	440.000	70				
Corrected Total	46,343	69				
a. R Squared = .264 (Adjusted R Squared = .253)						

The second hypothesis developed was looking at the amount of social media accounts the respondents had and see whether there is a difference between that and age. The options the respondents had regarding social media account are the following: Instagram, Facebook, TikTok, Twitter, LinkedIn, YouTube, WhatsApp or none of the mentioned social media accounts.

Figure 8 gives an overview of the two generations and total amount of social media accounts they had. Nearly every one of the millennials have WhatsApp with the exception of one person. Most of baby boomers also use WhatsApp (23 people), which was interesting to observe. 31 out of 36 millennials have use YouTube and have a Facebook account. Facebook has become less and less popular, therefore it was remarkable to see that many still have a Facebook account. 22 of baby boomer respondents use YouTube and 15 only use Facebook. Approximately the same amount of baby boomers and millennials use LinkedIn. The author had assumed that more of both generations would use LinkedIn, since this application has evolved a lot in the past years. When it comes to Instagram, 28 of the millennials have an account and 12 baby boomers too. Only four baby boomers have either no social media account or none of the mentioned social media accounts. No millennials have either none or other mentioned social media accounts. Twitter seems to be very unpopular in both generations since only four baby boomers use it and six millennials. What

surprised the author the most was the amount of people that have TikTok. Only six millennials use it, although the author thought that at least more than 50% of the millennial's respondents would have TikTok, since also this app has been growing tremendously in the past two years. What was also interesting to observe is the fact that one baby boomer uses TikTok.
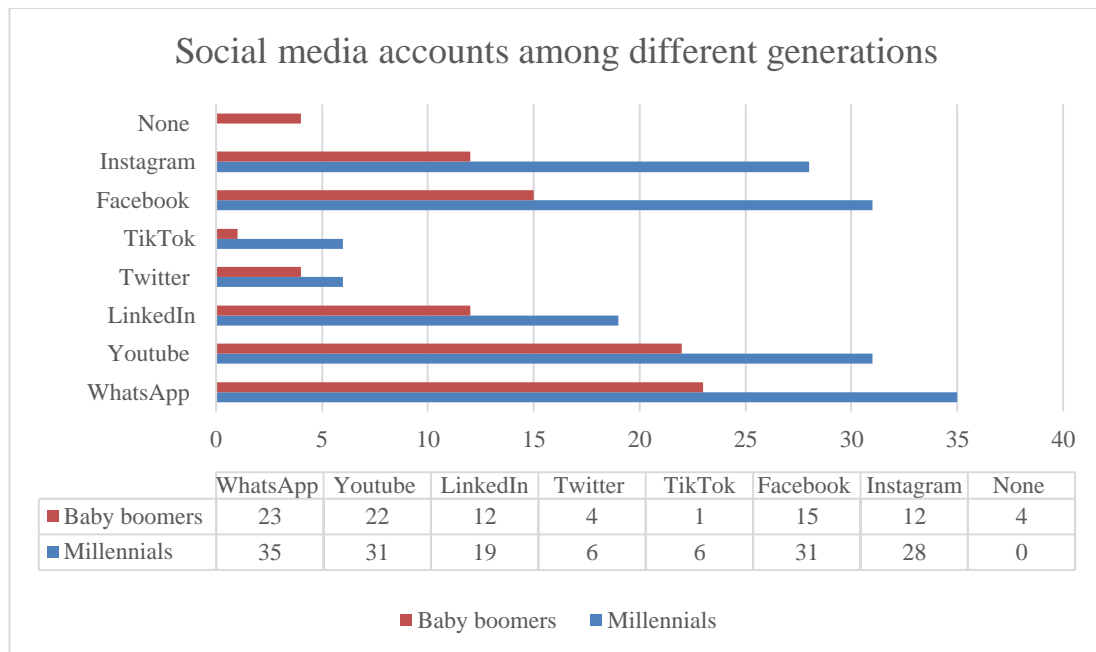

Figure 8 Total social media accounts of millennials vs. baby boomers

The second ANOVA testing looks at whether there is a difference between the total number of social media accounts the respondents had and their age.

Table 11 Statistical results: Total media accounts among different generations

ANOVA Test Results						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	45.112[a]	1	45.112	19.680	<0.001	0.224
Intercept	804.426	1	804.426	350.930	<0.001	0.838
Age	45.112	1	45.112	19.680	<0.001	0.224
Error	155.874	68	2.292			
Total	1017.000	70				

Corrected Total	200.986	69				
a. R Squared = .224 (Adjusted R Squared = .213)						

Table 11 shows the significant results of the ANOVA test F (1,68) = 45.112, p = <0.001. The partial Eta squared has a value of 0.224, shows that 22% of all variance in age is attributable to the total social media accounts the different age groups have. The p-value is less than 0.05, hence, the null hypothesis is rejected. Therefore, there is a difference between age and the amount of social media accounts of the respondents, meaning that a significant difference does exist.

Figure 9 shows the ANOVA test results, which investigates the differences between the two generations and the amount spent on social media. The respondents had the choice between the following weekly time spent: either 35 hours, 14 hours, five hours, less than five hours or no time spent at all on social media. Most of the millennials indicated that they spend five hours per week on social media (16 people). Most baby boomers spend less than five hours on social media platforms per week (13). All millennials spend time on social media, whereas four baby boomers spend no time on social media. There is only a very little amount of both generations that spend 35 hours on social media. This being one baby boomer and two millennials.
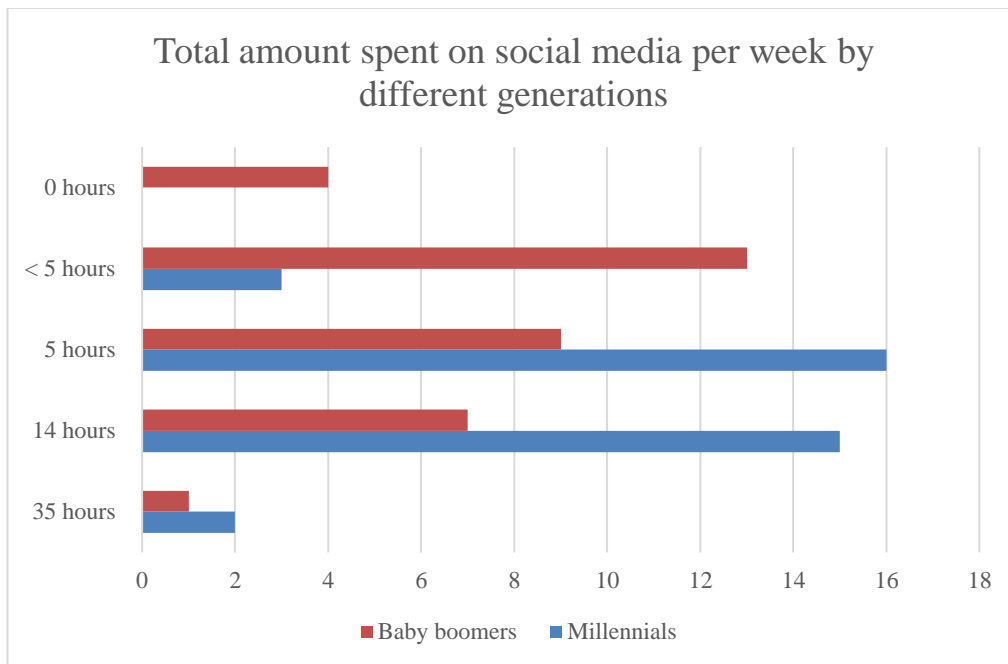
Figure 9 Baby boomers & millennials: their amount of time spent on social media platforms per week

The next hypothesis that the author has looked into is by investigating the differences between the time spent on social media by the respondents and their age.

Table 12 Statistical results: Weekly hours spent during the week on social media among the different generations

ANOVA Test Results					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	11.118[a]	1	11.118	13.833	<0.001	0.169
Intercept	610.432	1	610.432	759.500	<0.001	0.918
Age	11.118	1	11.118	13.833	<0.001	0.169
Error	54.654	68	0.804			
Total	672.000	70				
Corrected Total	65.771	69				
a. R Squared = .169 (Adjusted R Squared = .157)						

The ANOVA test results, which can be seen in Table 12, was significant: $F_{(1,68)}$ = 13.833, p = <0.001. The partial Eta squared has a value of 0.169, shows that around 17% of all variance in age is attributable to the weekly hours spent on social media by baby boomers and millennials. The p-value is less than 0.05, the null hypothesis is rejected. Therefore, there is indeed a difference between age and the amount of time spent on social media platforms, a significant difference does exist.

The fourth analysis that needed to be done looks at whether the younger generation share photos and videos more over social media than the older generation. Figure 10 gives an overview of the distribution of the data for the hypothesis. When comparing both generations there is a difference, since 26 millennials out of 36 do share photos and videos over social media. Whereas only 16 out of 34 do the same. Only 10 respondents being millennials do not share things on social media and 16 baby boomers also don't do so.
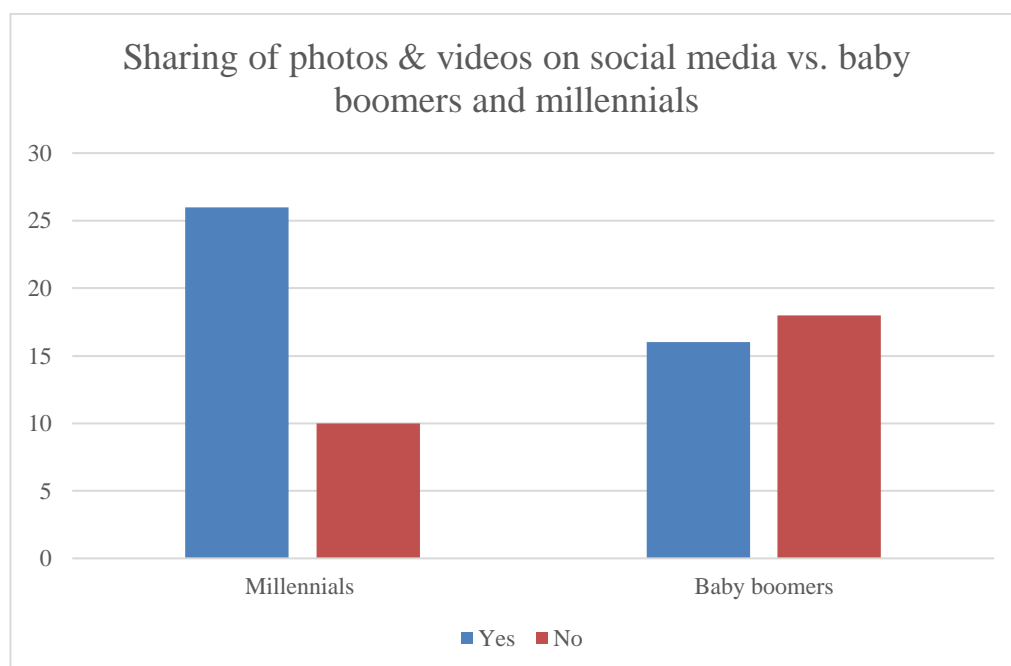
Figure 10 Social media sharing of photos and videos: Millennials vs. baby boomers

The fourth statistical analysis looks at whether the younger generation is more likely to share personal photos and videos via social media than the older

generations, due to social media being more popularly used within the millennials.

Table 13 Sharing of photos and videos on social media among different generations

				ANOVA Test Results		
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1.107[a]	1	1.107	4.798	0.032	0.066
Intercept	137.793	1	137.793	597.083	<0.001	0.898
Age	1.107	1	1.107	4.798	0.032	0.066
Error	15.693	68	0.231			
Total	154.000	70				
Corrected Total	16.800	69				
a. R Squared = .066 (Adjusted R Squared = .052)						

According to the ANOVA test results (see Table 13) show the following: $F(1,68) = 4.798$, $p = 0.032$ (Significant). 0.066 is the partial Eta squared value, which shows that around 7% of all variances in age is attributable to the sharing of photos and videos on social media. The p-value is therefore less than 0.05, which therefore rejects the null hypothesis. The author can therefore conclude that a significant difference does exist between age and the sharing of photos and videos via social media.

Another hypothesis which was important to be done, was whether there is a difference between age and the sharing of personal information on social media. Figure 11 shows that many of the baby boomers (25 out of 34) do not share personal experiences on social media, and only 9 do so. There is a very big difference in that generation. For the Millennials there is more of a normal distribution of sharing personal experiences on social media. 21 respondents say they do share personal experiences whereas 15 say they don't. It is interesting to see that nearly half of the millennials don't and half do, whereas the author thought that most of millennials would prefer to share such experiences on

social media. It was of no surprise to see that such a big amount of baby boomers prefer not to share personal experiences on social media. From the previous hypothesis it is also possible to conclude that baby boomers would rather share photos and videos on social media than personal experiences, this is surprising to see since the author expected that generation to rather stay anonymous and not give out much information about personal life. The problem here is that there is no specification of what type of photos or videos are being shared, but it is assumed that no matter what type it will be, once doing so the audience on social media will be able to get to know the person better. For millennials there is not such a big difference, since nearly the same amount wouldn't share photos and videos and also wouldn't share personal experiences on social media, the same goes for doing so.
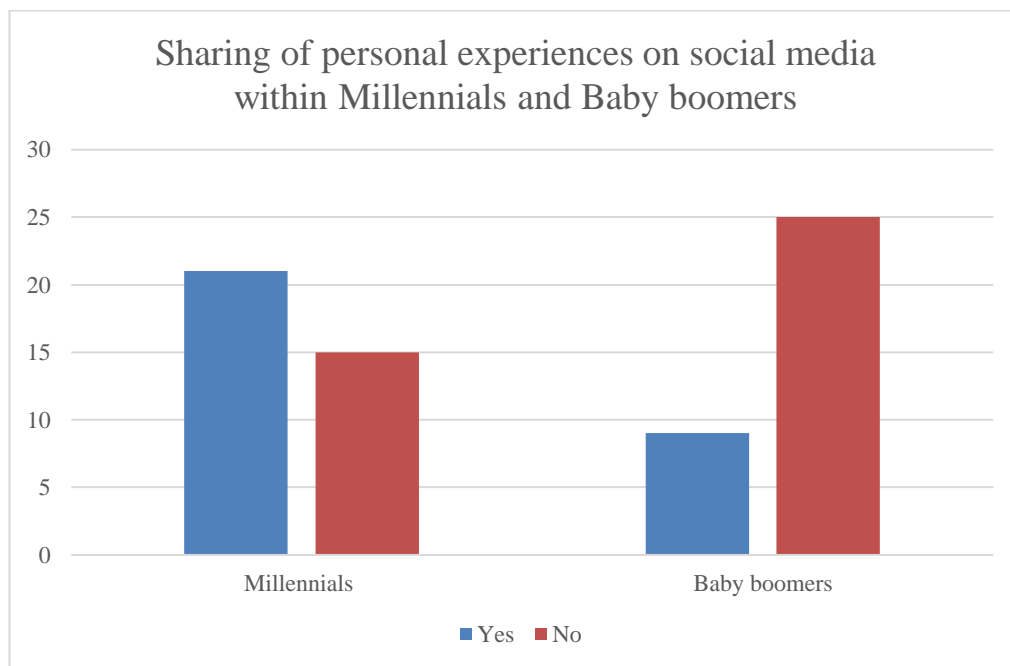
Figure 11 Millennials vs baby boomers: The sharing of personal experiences on social media

Table 14 ANOVA results when looking at sharing personal experiences on social media and age

	ANOVA Test Results					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1.775[a]	1	1.775	7.855	0.007	0.104
Intercept	173.718	1	173.718	768.682	<0.001	0.919
Age	1.775	1	1.775	7.855	0.007	0.104
Error	15.368	68	0.226			
Total	190.000	70				
Corrected Total	17.143	69				
a. R Squared = .104 (Adjusted R Squared = .090)						

The ANOVA test results see in Table 14 can be interpreted as followed: F (1,68) = 1,775, p = 0.007 (significant). The partial eta squared value is of 0.104, showing that 10% of all variances in age is attributable to the sharing of personal experiences on social media. Since the p-value is less than 0.05, the null hypothesis can be rejected. In order to conclude, there is a significant difference between age and the sharing of personal experiences on social media.

The last statistical analysis that has been done is regarding some statements given to the respondents where they had the options to either strongly agree, agree, neutral, disagree and strongly disagree.

The 1st statement was the following: <u>To make sure I choose the right destination, I often read other tourists' online reviews.</u> Figure 12 Figure 12 gives an overview of the overall responses from the millennials and baby boomers.
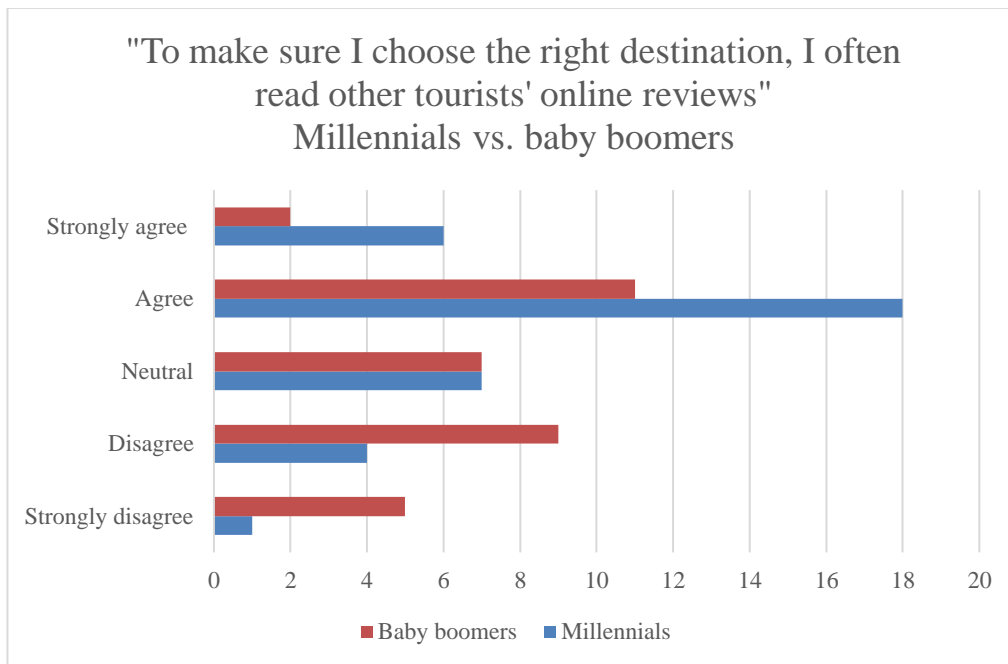
Figure 12 Different generations and other tourists' review in making sure of choosing the right destination

The majority of the millennials agreed with this statement (18 respondents) but also most baby boomers agreed with the statement (11 respondents). Only six millennials strongly agreed with this statement and two baby boomers as well. The same amount of both generations had a neutral approach towards the statement given (seven each). After most of the baby boomers agreeing, 9 baby boomers also disagreed with the statement and only four millennials disagreed with the statement. For the strongly disagree answer, there is nearly the same amount of baby boomers and millennials choosing that answer, only that it was inverted. This means, five baby boomers strongly disagreed with it and only one baby millennial did so too.

The second statement to which the respondents had to give their opinion is the following: <u>I often consult other tourists' online travel reviews to choose an attractive destination.</u> Figure 13 gives an overview on how both generations reacted to the statement.

"I often consult other tourists' online travel reviews
to choose an attractive destination"
Millennials vs Baby boomers
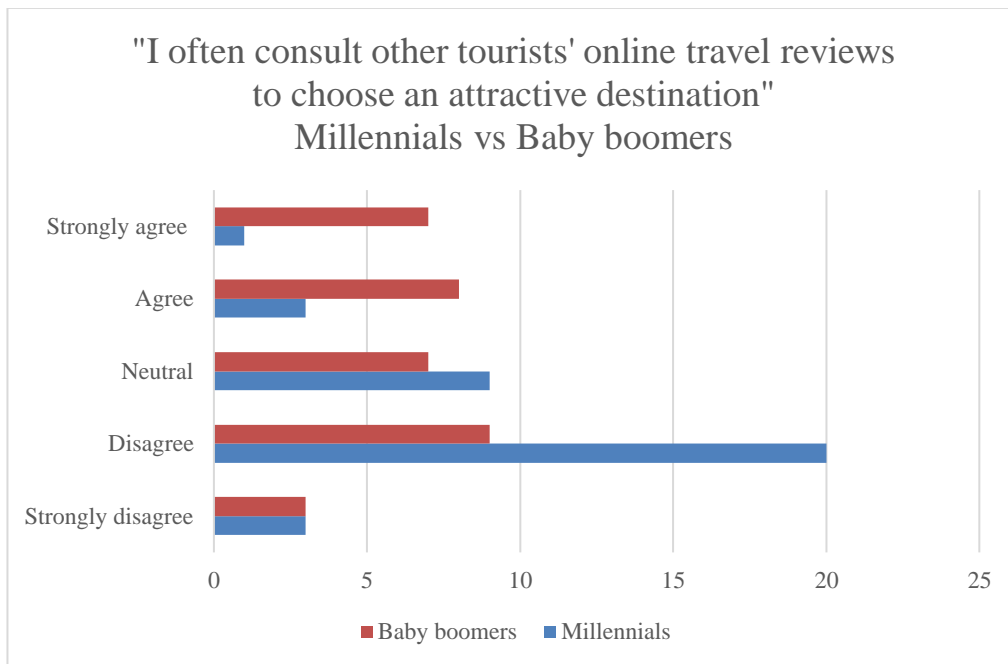
Figure 13 Different generations and their consultation of other tourists' online travel reviews to choosing an attractive destination

Many millennials disagreed with the statement given (20 respondents), therefore also only three of them strongly agreed it. For the baby boomers generations there was a bigger variation going from agree to strongly disagree. Nine agreed with the statement, eight disagreed with it and seven strongly disagreed with the statement. Nine millennials were neutral, and the same number of millennials also only agreed with the given statement (three respondents).

In the third statement the respondents were asked to decide on how much they agree or disagree with the following: <u>When I travel to a destination, tourists' online travel reviews make me more confident about traveling to the destination.</u> Figure 14 gives an overview of the results on how the respondents answered the statement.

Most of both generations agreed that tourists' online reviews make them more confident about travelling to a certain destination (14 millennials and 12 baby boomers). The same number of millennials strongly agreed with the statement and where neutral towards it (eight millennials each). It was also interesting to note that the same amount of baby boomers and millennials disagreed with the

statement, these being fives respondents each. Only one baby boomer strongly agreed with the statement and one millennial strongly disagreed with it.
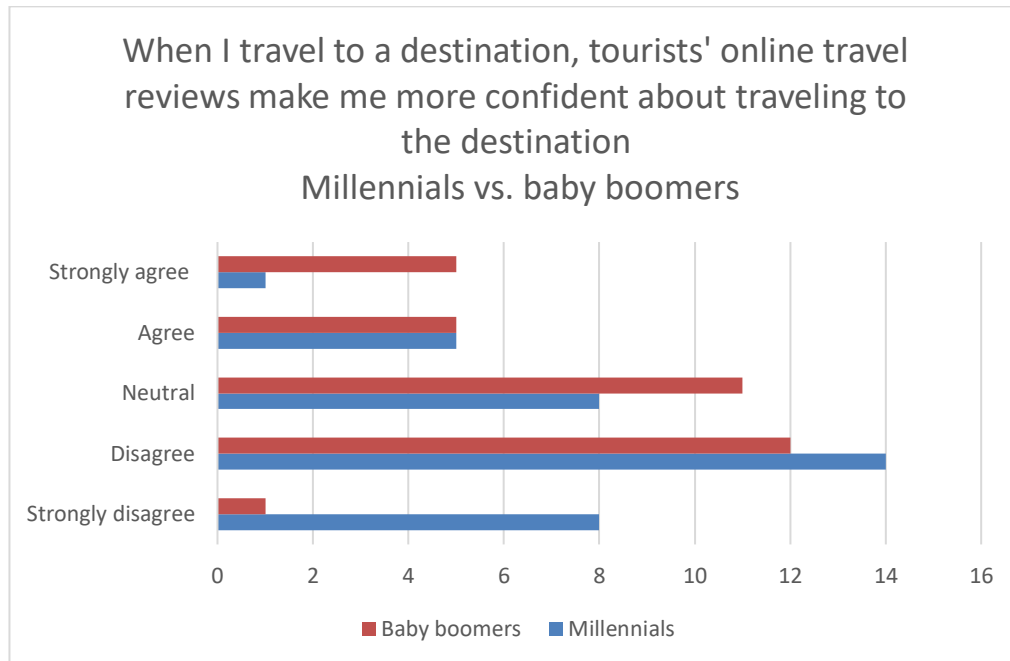
Figure 14 Different generations and their confidence of tourists' online travel reviews for traveling to the destination

The last statement the respondents had to give their opinion on was the following: I would feel more comfortable basing my trip decision on 1 review from someone I know, rather than on 100 reviews from strangers. Figure 15 shows an overview of the results given by the respondents.

None of both generations strongly disagreed with the statement given, this would mean that no one would base their decision on 100 reviews from strangers. Nearly the same amount of both generations agreed with the statement, these being 15 millennials and 16 baby boomers. Also, nearly the same amount of both generations strongly agreed with the statement (eight millennials & nine baby boomers). Only one baby boomers disagreed with the statement and six millennials as well. There were seven millennials and eight baby boomers which had a neutral view towards the given statement.
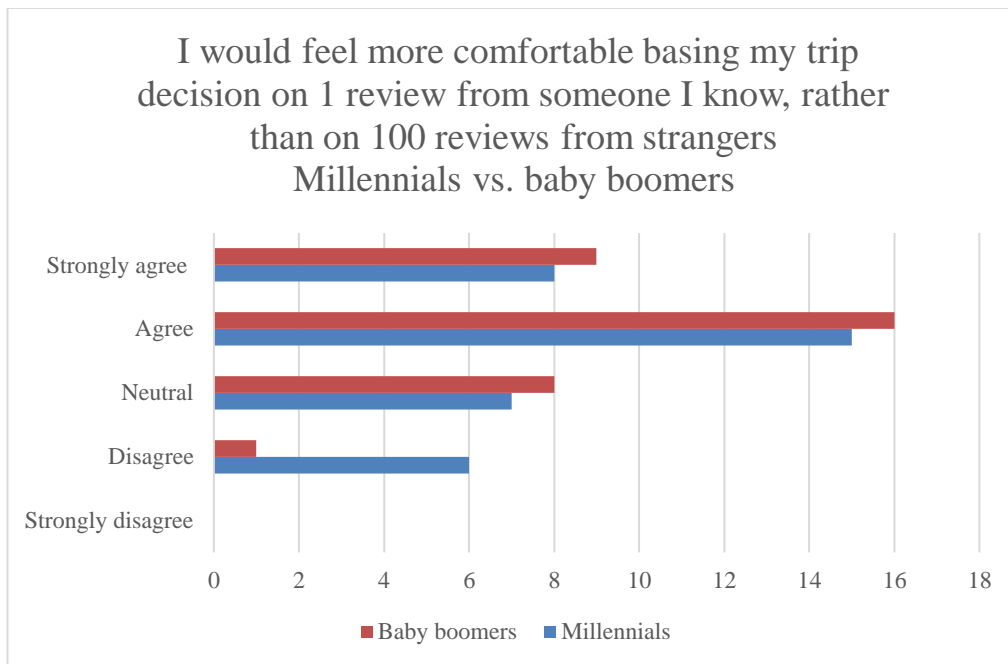
Figure 15 Destination choice based on 1 person rather than on 100 online reviews from strangers: Millennials vs. baby boomers

In order to do the statistical analysis, it was important to add up the mean of each of the three questions. Once the total mean was calculated using SPSS, it was possible to continue with the ANOVA testing, looks at the differences between age and the influence of online reviews when choosing the respondents' next travel destination, which is shown in Table 15.

Table 15 ANOVA test results of online reviews influence on age

ANOVA Test Results					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	4.223ª	1	4.223	8.311	0.005	0.109
Intercept	808.598	1	808.598	1591.511	<0.001	0.959
Age	4.223	1	4.223	8.311	0.005	0.109
Error	34.549	68	0.508			
Total	851.375	70				

Corrected Total	38,771	69				
a. R Squared = .109 (Adjusted R Squared = .096)						

The ANOVA results show the following: $F(1,68) = 4.223$, $p = 0.005$ (significant). The partial eta squared is of 0.109, meaning that nearly 11% of all variance in age in attributable to the online review influences of the respondents. Since the p-value is less than 0.05, the null hypothesis is rejected. Therefore, it can be concluded that there is a significant difference between age and the influence of online reviews when making a destination choice.

3.4.3 Frequency overview

In the survey there were four questions asked, for which the frequencies were calculated.

The first question was related to what the respondents usually use their social media accounts for. This question was a multiple-choice question and they had the choice between using social media for searching up information, for socializing and creating relationships, for updating about news or for none of the mentioned reasons. Due to the fact that they could choose several answers, the author had to look into each respondent's response and calculate the total of each possible variable, while separating millennials and baby boomers. This is represented in Table 16.

Table 16 Reasons for using social media accounts within Millennials and Baby boomers

	Information search	Socializing and creating relationships	Updating news	None
Millennials	24	27	20	3
Baby boomers	21	16	17	6

The most said reasons for millennials to be using social media is firstly for socializing and creating relationships. This is of no surprise, since millennials do care mostly to networking with each other and to stay in touch with their loved ones. Quite a big percentage of millennials also use social media for information search (67%). Millennials do also use social media for updating media, more than half of the millennial's respondents use it for that. For baby boomers the top priority in using social media is information search (62%). After that half of the baby boomers' respondents use social media for updating news. In the last priority baby boomers put the use of social media for socializing and creating relationships. From the overview given in Figure 16, it is possible to see that both generations use their social media accounts for the same reasons, yet given priority to other compared to the other generation.

The second question that was asked is related to how often the respondents connect to social media. Here there might be a connection to how many hours they spend on social media, which was investigated in the Hypothesis 3. There the conclusion was made that age plays a role when looking at how many hours the respondents spent on social media weekly. The respondents had the options to either say they spend more than five times per week on social media, twice a week, only when absolutely necessary or never. The overview can be seen in Figure 17.

Millennials' and Baby boomers' reasons for using social media
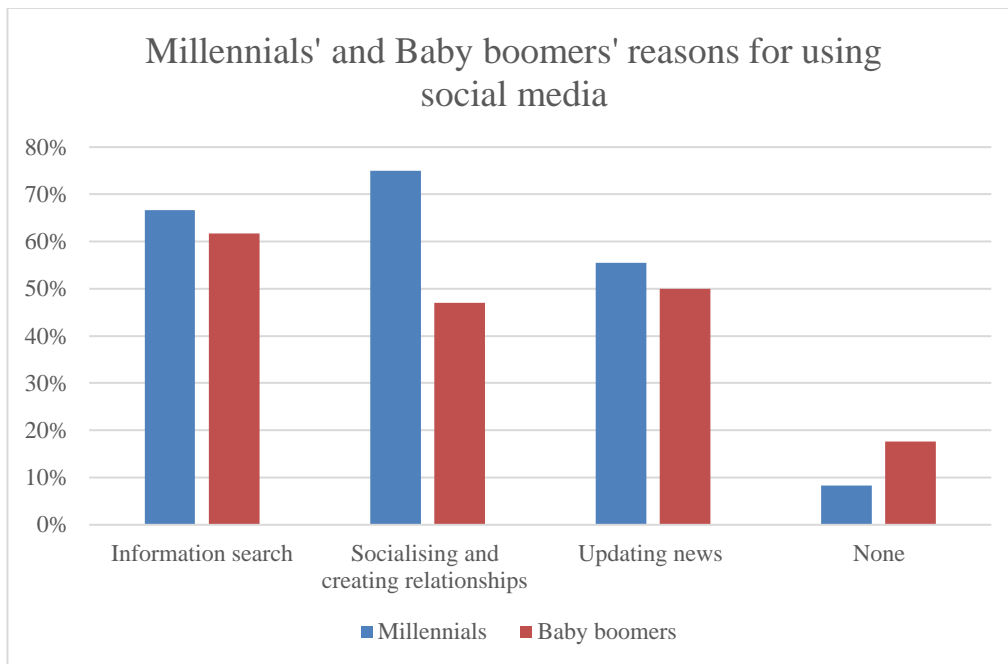
Figure 16 Percentage overview of what baby boomers and millennials usually use social media for

Connection behavior on social media per week between Millennials and Baby boomers
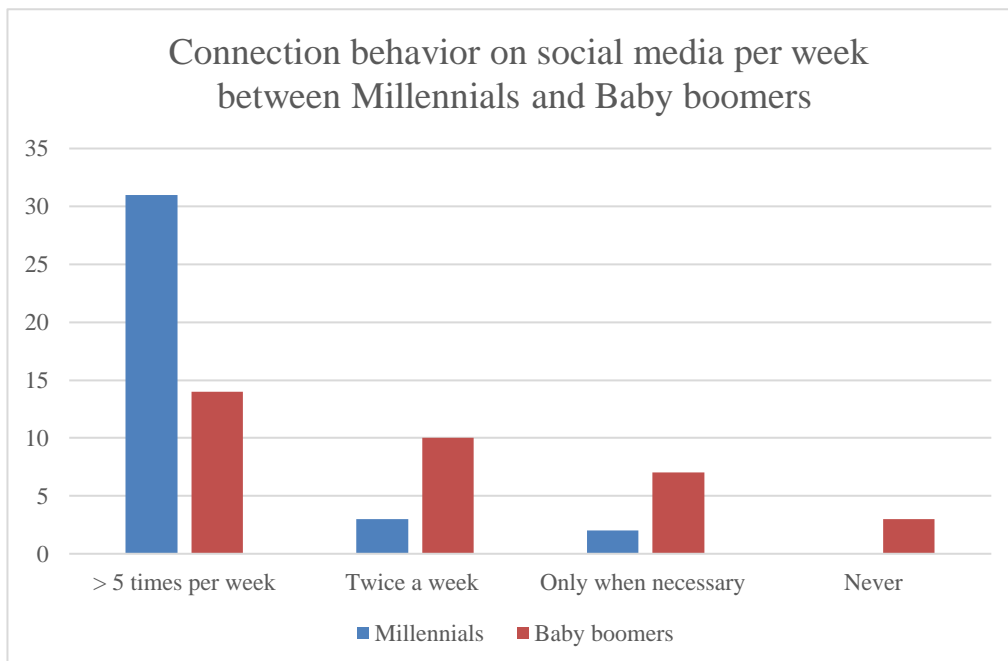
Figure 17 Amount of times baby boomers and millennials connect to social media per week

Looking at the results of the answers given by the respondents there is a very big difference that can be noticed. Firstly, that nearly every one of the millennials, with exception of five respondents connect on social media more than five times per week. This would also explain why the majority of the millennials also spend around 14 hours on social media. Out of the 34 baby

boomers, 14 connect to social media more than five times per week. 10 baby boomers connect twice a week and seven only when absolutely necessary and three never connect to social media. This also confirms the fact that most baby boomers said that they connect to social media less than for 5 hours per week. Looking at both results of how much time the respondents spent on social media and connect to it per week, it is important to notice that the respondents were coherent with their answers which helps the author to see that the respondents went through the answers carefully and honestly.

The last two questions that were asked focused more on the travel behavior that the respondents had. The third question was the following: What are your main motivations for travelling? The respondents had the options to choose between going for vacation due to business trips, for visiting family and friends and for leisure. The respondents could choose several answers, since only because a person has to go on business trips, doesn't mean they can't go on leisure trips. Table 17, shows the total amount of each generation going on vacation for leisure, business or visiting family and friends.

Table 17 Overview of number of Millennials' and Baby boomers' reasons for traveling

	Leisure	Visiting family & friends	Business trips
Millennials	24	27	20
Baby boomers	21	16	17

Figure 18 give an overview of the total percentage distribution of travel reasons between millennials and baby boomers. The majority of millennials go on a vacation for leisure (81%), whereas the majority of baby boomers go on vacation to visit their family and friends (74%). Only a little majority of both generations go on vacation for business reasons. It makes sense why only 12% of baby boomers go on business trips, this generation is currently between 57 and 75 years old, therefore most of these people must be in pension already.

33% of millennials have said that they go on business trips which is the smallest amount out of all other options. One of the reasons to why only such a little number of millennials go on business trips, could be due to maybe having master students as the majority of respondents, another reason though cause also be the worldwide pandemic, which has affected the travel industry a lot and also being the reason why many business trips did not take place.
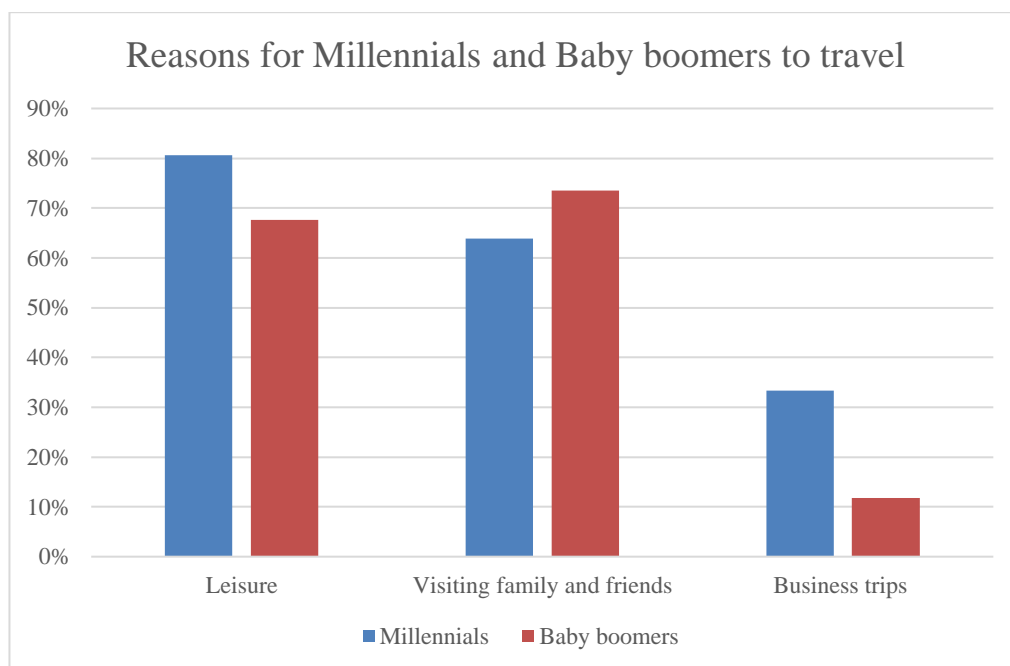
Figure 18 Percentage distribution of the travel choice between Millennials and Baby boomers

The fourth question which was looked at to in order to see its frequency as previously mentioned as well looks at the travel behavior of the respondents. Participants indicated how they found out about the last destination they went to. Here, just as the previous mentioned question, the respondent had the opportunity to choose more than one answer. In Table 18 there is an overview of the different answers available and the count of how the two generations answered the question. This was also a multiple-choice question and therefore several answers were possible. The author made sure to take into consideration both generations, therefore there were ten possible options the respondents were able to choose from. Guide books, newspaper travel supplements or TV/Radio programs, brochures or posters and setting for film, TV program or book, were mentioned while thinking of the older generation. The author had thought that

these would be typical ways of looking for a destination by baby boomers. Figure 19, gives an overview of the overall percentages of each mentioned decision options by millennials and baby boomers.

Table 18 Travel decisions of previously visited destination by Millennials and Baby boomers

	Millennials	Baby boomers
Knowledge from previous visits	13	10
Word-of-mouth	18	12
Search engine (Google)	22	10
Travel agents	4	3
Website organized by tour company	2	2
Website organized by travel information company (i.e., TripAdvisor)	9	3
Guide books	5	7
Newspaper travel supplements or TV/Radio programs	4	8
Brochures or posters	3	8
Setting for film, TV program or book	5	9
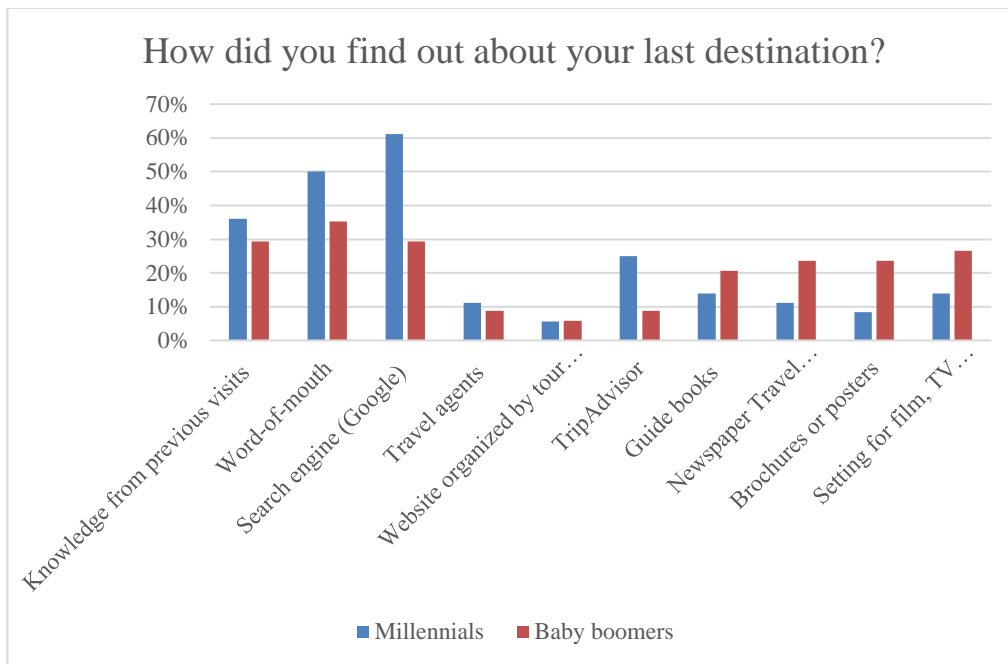
Figure 19 Percentage overview of lastly visited destination by Millennials and Baby boomers

61% of millennials chose their last destination based on search engines such as Google. This means that millennials tend to type for example the place they want to travel to on Google, and then might look at photos from the place or hotels, and then see whether they would actually like to travel to that destination. Word-of-mouth seems to be the most common way of destination choice by baby boomers (35%). This was also the second most popular answer from millennials (50%). This shows that both generations do care about what external people have to say about the next destination they would like to travel to. For both generations it is equally important to choose their destination from knowledge from previous visits, this would be 36% of millennials and 29% of baby boomers. Travel agents and websites organized by tour company were not very popular choices among both generations. TripAdvisor was only used by 9% of the older generation whereas 25% of the younger generation did look at TripAdvisor when choosing their last destination. A similar difference was found with the option of brochures/posters, only that it was the other way around. This time 8% of millennials chose that option and 24% of baby boomers chose their last destination based on brochures/posters they had seen. For the

options "guide books" and "setting for film, TV program or book", 14% chose those two options as an answer, 21% of baby boomers chose guide books and 26% of that generation chose the second previously mentioned option.

3.4.4 Open-ended questions

There were two open ended questions, which were related to advertising appeals and the description of the last advertisement ads related to tourism that the respondents lastly remembered looking at.

Table 19 Respondents' source of advertisement

Google	11
Instagram	10
TV Advertisement	8
Brochure	4
Newspaper	4
Specific website	3
Print Advertisement	3
Facebook	3
Magazine	2
E-mail	2
Youtube	2
Wallpaper	1
Article	1
Flyer	1
Family (Word-of-mouth)	1

Historical book	1

The first open-ended question was the following: <u>Describe the latest tourism advertisement you have seen on social media or on print. Please specify source of the advertisement.</u> Table gives an overview of the summarized sources mentioned by the respondents. 13 out of 70 respondents (19%) unfortunately did not fully answer the question. There were several types of sources that were mentioned by the respondents, when it comes to the last tourism advertisement they have seen. Google was one of the most common answers, here it means that the respondents saw the advertisement on it, some also said they googled the destination and got the advertisement directly from it. Instagram was also one of the most popular answer, having nine millennials writing about it and even one baby boomer. Instagram has changed a lot in the past few years and has shown more and more advertisements in the past few years. Not only are there advertisements that randomly appear, but the hotel industry has also taken advantage of promoting themselves on it. One of the newest additions on Instagram is "Reels", these are short videos, that can be cut together in different frequencies, this works similarly to TikTok, one respondent mentioned that she saw the advertisement on a reel video. TV advertisements have also been mentioned by eight respondents, more specially by six baby boomers and two millennials. Other interesting sources of advertisement mentioned by the respondents is an historical book that a respondent read about France, which made the respondent curious and decided to plan their next vacation in France. Word-of-mouth advertisement has also been mentioned by a respondent, who said that they got to visit Switzerland due to a campaign made by a family member of the respondent.

The last question that was asked to the respondents was also an open-ended question and said the following: Describe what appealed to you (i.e., if it was emotional or rather informative, if cultural aspects had been mentioned). This question refers to the last question regarding the last advertisement the respondent had seen. Here the author looks at two different appeals: informative

and emotional. Furthermore, it is also looked at whether cultural appeals were mentioned in the advertisement. The author mentions a hypothesis looking at the differences between advertisement appeals and age. Figure, show the answer results given from the respondents. From the graph, not a lot of differences can be seen when comparing both generations, since nearly the same number of responses were given to the different available options. Exactly 10 millennials and baby boomers each identified the advertisement to be more informative rather than appealing to them emotionally. In those advertisements there was information about price and location, some respondents also mentioned that images from the destination were also found. Due to that information, this is what made the respondents also want to travel to that destination. For the emotional appeal, there was also no big difference between the generations. 14 millennials and 15 baby boomers said that the advertisement they lastly saw appealed to them emotionally. This appeal has also been the most common answer within both generations. Many respondents connected the advertisement to past memories, for example having been to that destination because the respondent got married there and felt nostalgic. The second most answered reason to why the advertisement appealed to them emotionally was because of the world wide pandemic COVID-19. At the time the questionnaire was sent out flying has started to be allowed again; hotels also slowly started opening up. Therefore, it is understandable that many connected to the advertisement emotionally, because freedom has started again, which was impossible to even think about in the past one and a half years. Cultural appeals were not mentioned a lot according to the respondents. Only six millennials and seven baby boomers noticed that cultural aspects were mentioned in the advertisement. Only a few said that they wanted to travel to that destination because cultural aspects were mentioned.
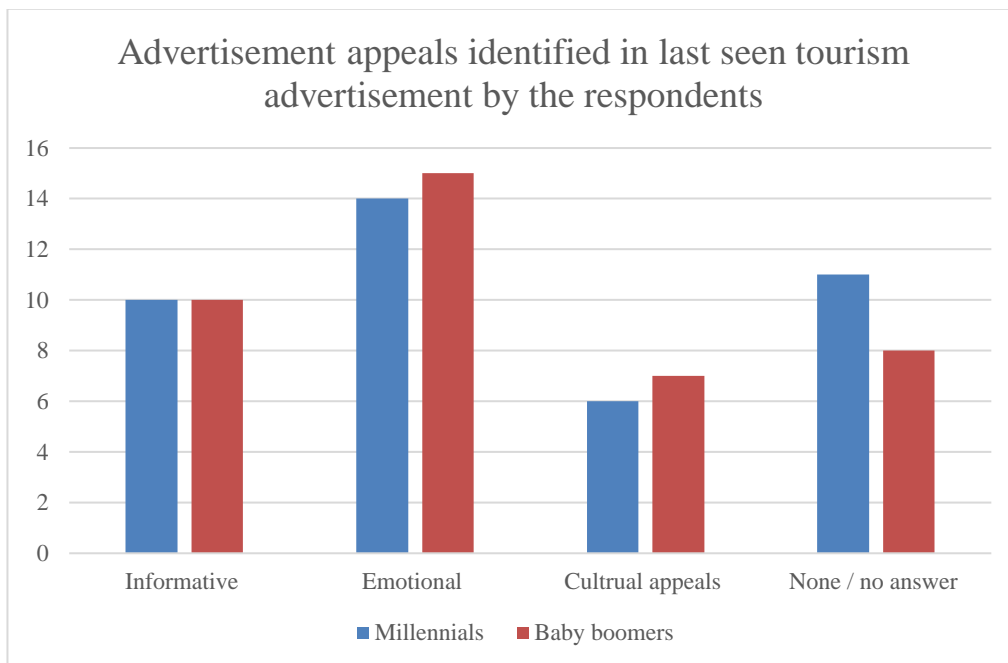
The Chi-square test of Independence is tested in order to look whether two variables are not independent from each other or can also be interpreted as being associated with each other. In this case, the Chi-square test looks at whether informative advertisement appeals and age can be associated with each other. Table 20, shows the results of the Chi-square tests.

Table 20 Chi-square tests results: Informative advertisement appeals and different generations

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.300[a]	1	0.584		
Continuity Correction[b]	0.091	1	0.763		
Likelihood Ratio	0.300	1	0.584		
Fisher's Exact Test				0.629873784	0.381765237
Linear-by-Linear Association	0.295	1	0.586774581		
N of Valid Cases	70.000				

56

| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.11. |
| b. Computed only for a 2x2 table |

From the Chi-square test results the value of the statistic is 0.300 The footnote "a" states no cells had an expected count less than five, therefore this assumption was met. The p-value of the statistical test is at 0.584, which is greater than 0.05, therefore there was no significant association between informative advertisement appeals and age.

Table 21 Chi-square tests results: Emotional advertisement appeals and different generations

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.549[a]	1	0.459		
Continuity Correction[b]	0.251	1	0.617		
Likelihood Ratio	0.549	1	0.459		
Fisher's Exact Test				0.482343017	0.308555579
Linear-by-Linear Association	0.541	1	0.462129759		
N of Valid Cases	70.000				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.54.					
b. Computed only for a 2x2 table					

The Chi-square tests results (see Table 21) show that the value of the statistic is 0.549 The footnote "a" states no cells had an expected count less than five, therefore this assumption was met. The p-value of the statistical test is at 0.459, which is greater than 0.05, therefore there was no significant association between emotional advertisement appeals and age.

The third analysis that needed to be made was whether there is a significant association between cultural appeals in advertisement and age. Table shows the statistical results made by doing a Chi-square test.

Table 22 Chi-square tests results: Cultural advertisement appeals and different generations

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.021[a]	1	0.886		
Continuity Correction[b]	0.000	1	1.000		
Likelihood Ratio	0.021	1	0.886		
Fisher's Exact Test				1	0.554242804
Linear-by-Linear Association	0.020	1	0.886781165		
N of Valid Cases	70.000				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.26.					
b. Computed only for a 2x2 table					

The Chi-square tests results (see Table 22) show that the value of the statistic is 0.021 The footnote "a" states no cells had an expected count less than five, therefore this assumption was met. The p-value of the statistical test is at 0.886, which is greater than 0.05, therefore there was no significant association between cultural advertisement appeals and age.

4   Conclusion and limitations

The aim of this thesis was to look at the differences between two generations and their use of social media as a destination choice. Another goal was to look at whether there is an association between the different advertisement appeals mentioned in the literature and the different generations. Therefore, all these topics had been looked at in the literature review. In order to have an deeper understanding of the topics that this thesis examined a survey was conducted.

The most common social media account used by millennials is WhatsApp and very few only use Twitter. Baby boomers also mostly use WhatsApp and their least used application is TikTok. Millennials tend to also spend more time on

social media than baby boomers, since they spend less than five hours per week on it, thus it confirms what was found in the literature. Looking at the results from the survey, millennials are the have more advanced internet skills than baby boomers, they also tend to share photos, videos and personal experiences on social media compared to baby boomers. Both generations agreed to the statement that they make sure to choose the right destination by consulting other tourists' reviews. For the statement about consulting other tourists' online review in order to choose an attractive destination both generations disagreed with the statement, but more millennials did than baby boomers. Feeling more confidents when traveling due to tourists' online reviews, were disagreed with by both generations. When it comes to basing a trip decision on one review, rather than by 100 strangers was strongly agreed within both generations. Most millennials use social media for socializing and creating new relationships, whereas baby boomers prefer to use social media for information search, this is in line with the findings of Fietkiewicz et al. (2016). The most mentioned reason for baby boomers to travel is to visit family and friends and millennials mostly travel for leisure. When talking about the last destination, the source for going there mentioned by millennials was by using google. Baby boomers rather choose their destination by word-of-mouth. Social media is being used a lot among the younger generations and they are also influenced by it, when it comes to their destination, this has also been seen by the research made my Ayeh et al., (2019).

Social media use has grown extensively in the past years and has had an influence in the daily life of people, but has also impacted various industries, especially tourism and hospitality (Ayeh et al, 2012)

There were two different types of statistical analyses that were done, first there were several ANOVA tests in order to look at the differences between age and other variables and secondly Chi-square tests were conducted in order to look at the association between age and the different advertising appeals. From the ANOVA all hypotheses were confirmed, therefore this research paper concludes that there are generational differences in social media use as a destination

choice. The Chi-square tests are the only ones that do not meet the author's assumptions, since there is no significant association between age and the different advertisement appeals.

Regarding the limitations of this study, there were a few that can be mentioned. First of all, the sample size data was little, therefore it would have been better to have at least 100 respondents. Limiting the survey to only those two types of generations was a challenge because it was difficult to find enough baby boomers, therefore the author could have not limited the survey to only those two generations and more all three generations. Furthermore, the author should have given more specific questions, when it comes to agreeing or strongly disagreeing to the statements, since they seemed to be very similar. Two different types of survey's could have been conducted, for example having also an interview with people, might have helped to get more data. Moreover, with the limitations mentioned above, there it is encouraged to have further research with the topic of generational differences in social media as a destination choice.

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6 Appendices

6.1 Facebook post about the survey on the MODUL University Community page

6.2 Facebook post about the survey on personal Facebook page

6.3   Instagram post about the survey
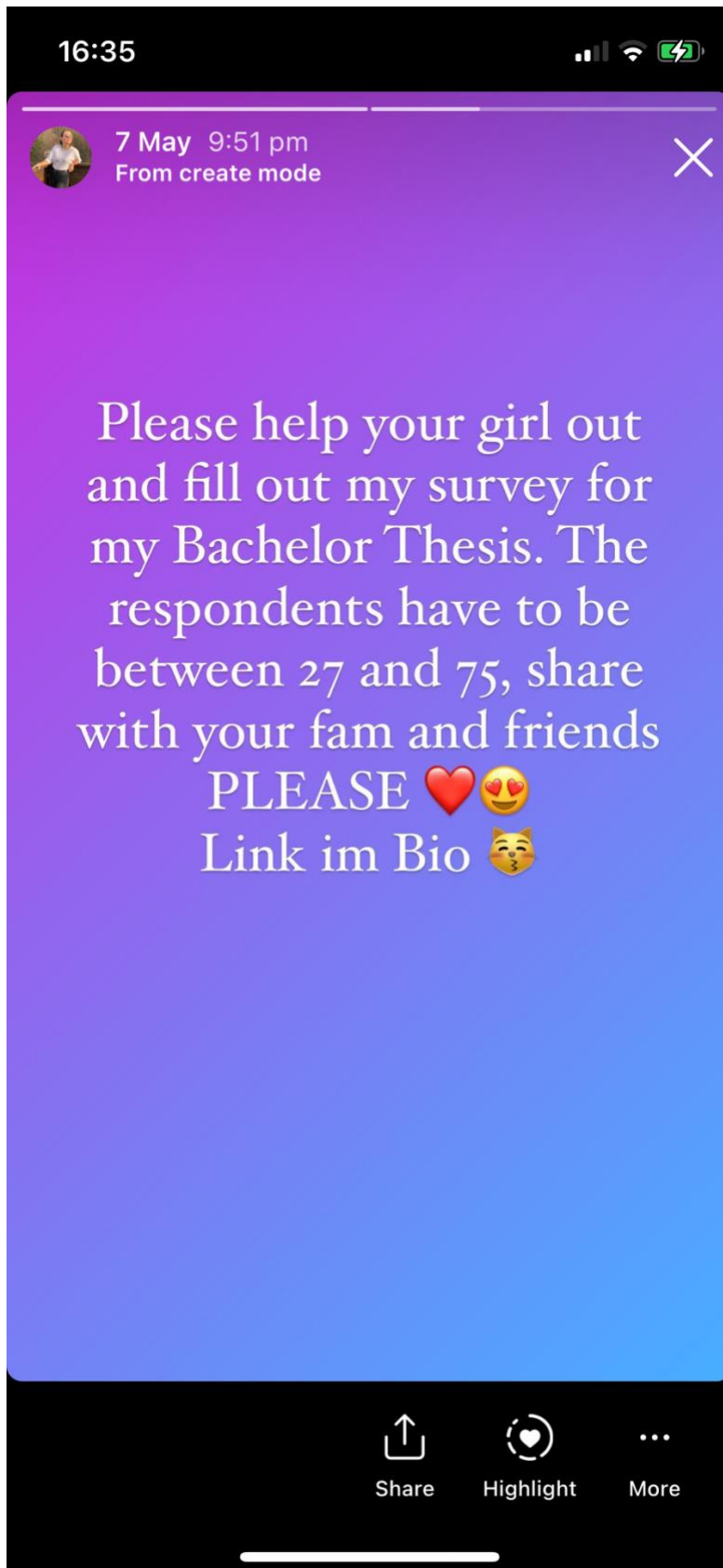
6.4 LinkedIn post about the survey