



Original Article

If I don't share my unforgettable journey, I'll lose it! Young travellers' propensity to share e-WOM on social media

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Abstract: This study investigates what makes young people want to share photos, videos, and live streams of their travels on social media sites, such as Instagram, Facebook, and TikTok. In this study, the propensity of young travellers to share their travel experiences on social media is influenced by four factors: a need for uniqueness; self-actualization; travel experience; and a reflected appraisal of self. These four factors are considered significant predictors of the propensity to share on social media. This study uses a quantitative approach through a questionnaire and online surveys (Google Forms). The research population comprises young travellers between 16 and 25 who enjoy posting about their travels on social media. The study included 150 people, 146 of whom qualified for further examination. The data were analysed using multiple regression analysis. The results indicated that the need for uniqueness, self-actualization, travel experience, and reflected appraisal of self all positively and significantly impact the propensity to share travel experiences on social media. The implications of this study include both practical and empirical contributions. In practice, a good understanding of the behaviour of young tourists will enable destination managers to increase their involvement in electronic word-of-mouth (e-WOM). This study adds to what we know about what makes young consumers share their e-WOM experiences.

Keywords: need for uniqueness, self-actualization, travel experience, reflected appraisal of self, electronic word of mouth (e-WOM)



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1. Introduction

The advancement of technology and information has changed the consumption patterns of various groups of people, especially young people. Young people also tend to share information that is useful to others socially. This phenomenon reflects how they want to be seen by their peers (Eastman et al., 2014). Everyone can share their information and experiences related to the product with friends and family, and a larger audience. Therefore, online consumer reviews about restaurants, travel or tourism destinations and hotels have become an essential source of information for consumers (Jeong & Jang, 2011). When tourists post online about a tourist destination they have visited,

unwittingly or unintentionally, the tourist has shared information with others through electronic word of mouth (Goldsmith & Horowitz, 2006).

The propensity to share an electronic word of mouth is one of the information technology revolutions that allows consumers to share advice and consumption-related exchanges quickly and conveniently. This new habit is influenced by the emergence of online friendship media networks like Facebook, Instagram, WhatsApp, and Line (Litvin et al., 2008). Therefore, it is necessary to understand tourists posting or sharing content on social media and investigate why they choose to do so (Bronner & de Hoog, 2011). While most e-WOM studies related to tourism have focused on travel review and comparison sites such as TripAdvisor (Bronner & de Hoog, 2011), there is still a lack of e-WOM research that invites social media networks such as Facebook, Instagram, and other social media (Kim et al., 2015). Tourists not only post information and review related tourism when they are on tour. Many factors determine a person's tendency to share on social media or e-WOM, including need for uniqueness, self-actualization, travel experience, and reflected self-appraisal. Munar & Jacobsen (2013) stated that the value of travelling consumption influences the propensity to share positively.

Ek Styvén & Foster (2018) also stated the same in their research on young travellers in three different countries. They found that reflected appraisal of self, opinion leadership, and travel experience significantly correlates with the propensity to share. In addition, Wojnicki & Godes (2008) demonstrated the self-enhancement motive behind e-WOM by showing that consumers are more likely to engage in e-WOM when enhancing the performance of their skills and increasing self-esteem. Kim et al. (2015) found that self-actualization was significantly related to the propensity to share (e-WOM) in their research conducted on café consumers in Korea. This study aims to determine the phenomenon in which tourists seek objective and reliable information to plan their trips and vacations (Ek Styvén & Foster, 2018). Tourist preferences in making travel decisions will be shaped by the credible sources of information that they typically find on social media (Filieri et al., 2021; Litvin et al., 2008). However, research on tourist behaviour using social media to share information, videos, and photos about their travel experiences in real time during the trip and after they return home is still limited (Arica et al., 2022). As a result, this study investigates the effects of the need for uniqueness, self-actualization, travel experience, and reflected appraisal of self on the proclivity to share e-WOM on social media.

2. Literature Review

2.1. Propensity to Share (e-WOM)

e-WOM is all informal consumer-directed communications via internet-based technologies related to the use or sale of certain goods and services (Litvin et al., 2008). eWOM has become a "venue" or a very important place for consumers to give their opinions and is considered more effective than word-of-mouth (WOM) because of the level of accessibility and wider reach than traditional word-of-mouth (WOM), which is more direct (Reza Jalilvand & Samiei, 2012). E-WOM communication through electronic media can make consumers get information about related products and services from people they know and from a group of people from different geographic areas who have experience with the product or service in question (Cheung & Lee, 2012). There is a difference between word-of-mouth (WOM) and electronic word-of-mouth (e-WOM). This difference becomes the uniqueness and characteristic of eWOM communication. The unique characteristics of e-WOM communication are (Pursiainen, 2010):

1. E-WOM communication occurs without face-to-face communication. All personal experiences and opinions are presented in written form so that the receiver only knows opinions without knowing the characteristics of e-WOM communicators.
2. E-WOM communication is not limited to space and time. People do not have to be directly involved to understand information because the information can be accessed from anywhere and anytime.
3. The e-WOM communication network is larger than traditional WOM. The reason is that the internet can connect people without geographical restrictions with unlimited numbers, so it has the power of mass media.
4. Individual intimacy is not very important in e-WOM communication, so they do not need to reveal identity. Consumers become free to express opinions about products.
5. Consumers find it difficult to determine the quality of product recommendations because they do not know each other.
6. E-WOM communication is presented in written form so that consumers can re-access information as needed.
7. Virtual communities have a big impact. Recommendations can be made virtually, and consumers do not have to spend money. The information can be spread quickly inside and outside the virtual community.

2.2. Factor that influence the social media

Social media begins to influence tourists during the decision-making process before a trip, such as when researching information about destinations, attractions, and flights. During the trip, tourists can refer to the latest local news on social media to make or modify travel plans. After the trip is completed, they may share travel experiences, videos and photos that reflect their experiences on websites and reviews on social media. Using advances in mobile

technology, such as smartphones, tablets, computers, and smartwatches, travellers can share live content and interact with others for the first time and can document their experiences for later revisiting. They may feel more when they observe and document this content on social media, which can inspire others to explore and explore. (Cahyanto et al., 2016) show that the media plays an important role in travel planning, especially information seeking behaviour and post-trip experience sharing. For example, they found that the more frequently a community used Facebook, the more likely they were to read the newspaper's travel section, get advice, and share their travel experiences online.

According to Lee et al. (2011), the strongest motivation for an individual to share news on social media is to inform the intended recipient, followed by socialising and seeking status. Kim et al. (2015) discovered that the main factors influencing information sharing on social media among students were the expectation of positive social outcomes, individual factors such as information self-efficacy, and shared feelings of pleasure. Social media users associate content sharing with self-actualization and social interaction (Lee et al., 2019). Customers are willing to share content voluntarily because social media allows for the rapid and direct distribution of content to many people. Marketers and advertisers must also consider the motivation behind a customer's desire to share marketer-generated content on social media (Chu et al., 2020).

Research has shown that customers share this material with others for several reasons, such as reflected appraisal of self, travel experience, self-actualization, and the need for uniqueness. Sharing daily consumption via social media is an important part of modern life and the construction of one's self-image. Reflected Appraisal of Self also known as reflected self-assessment or self-reflection, refers to the processes in which people's self-views are influenced by their perceptions of how others perceive them (Leary & Tangney, 2003).

Reflected Appraisal of Self affects the assessment of the views of others, and the assessment of the views of others affects the view of self. The concept of Reflected Appraisal of Self demonstrates the importance of how we imagine others (Schlenker, 1980). Individuals can use online social networks to not only post information about themselves but also interact with others, thereby expanding their online identity (D. Kim et al., 2015). Consumers are more likely to engage in e-WOM when the product or consumption experience is meaningful to them, as demonstrated by Kim et al. (2015). Reflective self-appraisal allows virtual self-presentation using digital rather than physical references (D. Kim et al., 2015).

This study proposes that, in addition to self-relevant constructs, travel experience has the potential to influence the propensity to share travel experiences (i.e., content) on social media while travelling. Previous experience is one of the most frequently studied factors influencing decision-making in tourism, and it can be defined as a previous visit to a destination or previous travel experience in general (Teichmann, 2011). In this study, we looked into "common" travel experiences that were self-evaluated and unrelated to any specific purpose. The greater a person's experience, the greater their understanding of that experience.

In the modern era of mass production, mass media, and mass consumption, people frequently seek ways to feel unique and distinguish themselves from others, in addition to being concerned with how others perceive them (Song & Lee, 2013). Consumers frequently choose and use products and services to express their individuality and uniqueness in the present day (Song & Lee, 2013). Therefore, selecting a vacation destination can be a way to express yourself, which can then be shared on social media. Consumers' need for self-assessment has resulted in a greater desire to pursue personal uniqueness in their purchasing selections (Park et al., 2021); that is, desire for uniqueness (Ruvio et al., 2008). It is the desire for individuality that drives people to seek out differences from others through consuming to establish and improve distinctive self and societal images (Park et al., 2021). This study suggests that young tourists' social media sharing is influenced by reflected self-appraisal, travel experience, self-actualization, and need for uniqueness.

2.3. Research Framework and Hypotheses

This study formulates the following hypothesis:

- H1: A reflected appraisal of self affects the propensity to share e-WOM.
- H2: Desire for Experience Travel affects the propensity to share e-WOM.
- H3: Self-actualization affects the propensity to share e-WOM.
- H4: The Need for Uniqueness affects the propensity to share e-WOM.

On the basis of the research hypothesis developed, the proposed research framework is as follows:

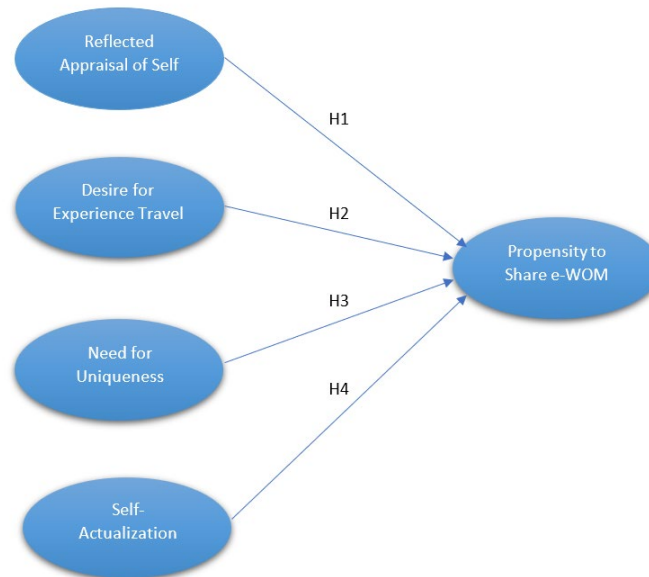


Figure 1. Research Framework

3. Materials and Methods

This type of research uses quantitative research because there is hypothesis testing. It is hoped that a solution can be found to address the problem by testing the hypothesis and confirming the approximate relationship. The data needed in this study is primary data (Sekaran, 2006). Data will be collected from each respondent, which is used as a source of information for research. Based on the time dimension, this research is categorized as a cross-sectional study (Sekaran, 2006).

Table 1. Operationalization of Variables

Definition(s)	Indicator(s)	Source(s)
Reflected appraisal of self is a self-assessment which refers to the processes in which people's self-views are influenced by their perceptions of how others view them concerning popular tourist destinations.	I sometimes talk about popular destinations I visit to let others know what kind of person I am. After I visit a destination like the one my friends have visited, I want to tell them. I often attach importance to people's impressions of the destinations I visit.	Kim et al., (2015)
The desire for travel experience is a travel experience a tourist has after visiting a certain destination.	Except for the travel experience, I still try to live a simple life. I like various travel products and experiences in my life I admire people who have great travel experiences I don't care about the number of products and tourist experiences that other people have as a particular advantage My life would be better if I had certain travel products and experiences Sometimes I can't avoid buying certain tourist destinations because it annoys me	Batra, (2009); Teichmann, (2011); Munar & Jacobsen, (2013)
Self-actualization refers to fully realising one's potential, as well as fully developing one's abilities and enjoyment for life	It is important to me that people know I travel. I like to transmit what I want people to think of me. I want to be more recognized for my experience.	Arica et al., (2022)
The need for uniqueness is an inherent personality trait where tourists look for differences in products and brands to develop a different self-image and social	I often avoid tourist destinations that I know are often consumed by the public The more common a tourist destination is in the eyes of the public, the less interest I have in buying it.	Tian et al., (2001); Kim et al., (2015)

image.	Consuming interesting or unusual tourist destinations can build my experience and understanding of certain cultures I often immerse myself in new tourist destinations that can add to my creative options	
Propensity to share e-WOM is a person's tendency to share something online related to popular tourist destinations through social media	I want to post about popular tourist destinations that I visit on social media or personal websites. I want to add information about popular tourist destinations I visit in my post. I want to update my social media or personal website about this popular tourist destination that I will visit in the future.	Kim et al., (2015)

The population in this study were all young tourists who had visited popular tourist destinations in Indonesia. The sample is an element of the population selected to represent the population in the study (Cooper et al., 2003). The sampling technique used in this study is included in the category of non-probability sampling (Cooper et al., 2003). The non-probability sampling technique chosen in this study uses a purposive sampling technique, which is limited to certain types of people who can provide the desired information (Sekaran, 2006)). The sample criteria needed in this study were to share information about popular tourism in Indonesia on social media. The method of data collection in this research is by distributing questionnaires online. The researchers took steps to get the right respondents. First, the researchers trained the enumerator team to find a community or group of travellers on social media. Furthermore, the enumerator team joined the available traveller groups. The data needed in this study is primary data. The data collection method used in this study is the distribution of online questionnaires by entering the questionnaire into the Google Form. The online questionnaire is distributed through social media such as Facebook, Instagram, and WhatsApp. The enumerator team will further purify the collected data to see the feasibility of the data obtained and prepared for analysis. The data obtained were then analysed using multiple linear regression analysis. Multiple linear regression analysis aims to estimate changes in the dependent variable respondents to the independent variables (Hair et al., 2010).

4. Results and Discussion

4.1. Demographic Respondents

A total of 146 respondents' data can be processed for further analysis. Based on the answers from respondents in this study, male respondents were 82 respondents with a percentage of 56.16%, and female respondents were 64 respondents with a percentage of 43.84%. The data shows no significant gap in respondents based on gender. Based on the answers from 146 respondents in this study, most of the respondents' last education was Senior High School, as many as 71 respondents with a percentage of 48.6%, and Bachelor by 58 respondents with a percentage of 39.7%. This is because young tourists generally still have free time and do not have life dependents, so they can still travel to popular destinations they want at any time. In addition, the questionnaire is also intended for young tourists, where young tourists are the tourists who travel the most. The work of respondents is dominated by students, with as many as 95 respondents with a percentage of 65%. This follows the age criteria that researchers want to get young tourist respondents where the average job of the respondent is a student and college student. The income of the respondents in this study was the majority Rp1,000,000 – 2,500,000, namely as many as 81 respondents with a percentage of 55.47%. This is because the average respondent has a student job, which generally is still not working, and the money earned is support from parents. Only a few respondents in the student or student category are still looking for identity while doing some small business and looking for a side job.

4.2. Result of Hypothesis Testing

Multiple linear analysis methods were used to examine the effect of reflected appraisal of self, desired for experience travel, self-actualization and need for uniqueness as independent variables and the propensity to share e-WOM as the dependent variable using IBM SPSS-25 which can be seen in the Table below:

Table 2. Results of Hypothesis Testing

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.562	0.882		2.464	0.008
Reflected Appraisal of Self	0.258	0.043	0.341	5.646	0.000
Desired for Experience Travel	0.269	0.048	0.376	5.892	0.000
Self-Actualization	0.148	0.038	0.192	3.12	0.000
Need for Uniqueness	-0.04	0.033	-0.094	-1.256	0.198

a. Dependent Variable: EWOM

Table 2 captures the result of hypothesis testing. The result indicates that reflected appraisal of self, desired for experience travel and self-actualization have significant positive effect on eWOM.

Table 3. Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.752a	0.568	0.546	1.244

Table 2 shows that three of the four hypotheses in this study were accepted, while the other one was rejected. Table 3 shows that the coefficient of determination has an R² of 0.568. These results indicate that 56.8% propensity to share e-WOM can be explained by independent variables, namely Reflected Appraisal of Self, Desired for Experience Travel, Self-Actualization, and Need for Uniqueness. At the same time, the rest (100% - 56.8% = 43.2%) is explained by other variables outside the model that are not explained in this study. The result follows the opinion of Ghozali, (2013), who states that the coefficient of determination (R²) essentially measures how far the model can explain the dependent variable while other variables outside the model influence the rest.

5. Discussion

This study found that reflected self-appraisal positively and significantly affects the propensity to share e-WOM. This result is supported by research conducted by Kim et al., (2015), who stated that reflected appraisal of self significantly affects the propensity to share (e-WOM) in their research on café consumers in Korea. (Russell & Schau, 2014) also show similar results that the reflected appraisal of self significantly affects the propensity to share (e-WOM). (Ek Styvén & Foster, 2018) say that the reflected appraisal of self positively affects the propensity to share (e-WOM) in their research on young tourists in three different countries. Based on the results of the research that has been done, the respondent's assessment of the reflected appraisal of self is high. This result shows that most respondents in this study have an attitude of reflected appraisal of self. Namely, they attach importance to people's impressions of the popular tourist destinations they visit, and respondents think that the reflection of self-assessment from others is very important.

Based on the results of the research that has been done, the respondents' assessment of the Reflected Appraisal of Self is quite high. Respondents tend to express personal opinions when sharing information about popular Indonesian tourist destinations on social media. Travellers with a high opinion leadership attitude often express their personal opinions when sharing information about popular tourist destinations they visit on social media in order to influence potential tourists. The strategy that tourism companies and tourist areas can do is to provide a web related to popular tourist destinations to accommodate tourists who want to share information and their opinions regarding the popular tourist destinations on offer. With this tourism web, tourists can join and share information and opinions according to the popular tourist destinations they have experienced. This result can help potential tourists in making decisions when determining their tourist destination.

The desire for travel experience positively and significantly impacts the propensity to share e-WOM. This result is supported by research conducted by Kang & Schuett (2013) which states that travel experience positively influences the propensity to share. Another study from Kim & Brown (2012) states that someone uses social media to publish aspects of themselves to convey excellence among peers positively. Their study stated that travel experience positively influences the propensity to share. Munar & Jacobsen (2013) also said that travel experience positively influences the propensity to share. Based on the results of the research that has been done, the respondents' assessment of travel experience is high. The result shows that most respondents in this study have travel experience, namely the experience they share after visiting popular Indonesian tourist destinations on social media. Respondents hope their shared experiences can help potential tourists avoid bad experiences when traveling.

Self-actualization positively and significantly affects the propensity to share e-WOM. This result is supported by Ortiz et al. (2017), who stated that self-image congruity positively influences the propensity to share. Prayag et al. (2017) said that self-actualization encourages someone to communicate messages through social media. Their study states that self-image congruity positively influences the propensity to share. Wang & Fesenmaier (2004) also showed that the similar result that self-actualization makes bloggers share their information on blogs. The result shows that self-actualization affects the propensity to share (e-WOM). Based on the results of the research that has been done, the respondents' assessment of self-actualization is quite high. The result shows that most respondents in this study have self-actualization. Namely, the suitability of their personality with the characteristics of the popular tourist destination they aim for is very important. Conformity of self-actualization with the image or characteristics of a popular tourist destination makes tourists feel that their destinations are appropriate or compatible with their self-image and can reflect themselves to others when they share on social media.

6. Conclusions

Tourism companies and destination developers can attract potential tourists using social media as a communication tool that has been integrated into daily human life. This study concludes that reflected self-appraisal, desire for travel experience and self-actualization has a positive and significant effect on the propensity to share e-WOM. Besides that, need for uniqueness does not significant effect on the propensity to share e-WOM. Tourist behaviour patterns can be identified through various information they post on social media. Related agencies and agencies can also facilitate by providing certain websites and channels for tourists who visit their area to convey their impressions and suggestions for destination development. The web and social media should also be used to exchange information and opinions for tourists to make it easier for tourists to share information based on what they have felt after visiting popular tourist destinations and help potential tourists when looking for information related to the destination. Social media can help tourists who have visited popular tourist destinations to share and exchange information with fellow tourists in one place. It is easier for prospective tourists to visit the social media of travellers who are members of the discussion on the web and social media.

The strategy that tourism companies and tourist areas can do is to see what the market needs, providing facilities under what is needed by tourists—matching the needs of tourists with the tourist destinations on offer. Arranging tourist destinations in such a way according to the state of the tourist location, such as if the tourist destination is in the form of the natural beauty of the mountains, tourism companies and tourist areas can provide access to mountain climbing that can attract tourists who have a self-image as adventurers and like challenges if a tourist destination in the form of a beach can provide snorkelling, surfing, and others. If potential tourists feel that the popular tourist destinations offered are appropriate for them, they will visit these popular tourist destinations. Moreover, when they share their travel impressions on social media, they can show that their destinations align with their ideals. Future researchers who want to research self-image congruity and propensity to share can further expand the research sample, not only to young tourists in Indonesia. To examine the effect of self-image congruity on the tendency to share on social media more deeply. Adding more literature and question indicators so that the research conducted will be better for the future.

In addition, this can reach a wider range of potential tourists because potential tourists can view the information on the web provided. Utilizing the internet or social media helps potential tourists find information more quickly and precisely. Creating websites and social media, Instagram and Facebook, specifically for popular tourist destinations offered, can accommodate reviews from tourists who have visited popular tourist destinations and assist potential tourists in determining the choice of destination tourist destinations. This solution is important, especially for tourists with self-relevant values and a desire for a travel experience that can convey complete and trustworthy information on tourist destinations. In this study, some limitations are expected to be improved by future researchers. This research was conducted during the COVID-19 pandemic, so researchers cannot predict the future development of tourism in Indonesia. Researchers who want to conduct similar research are advised to use different objects and respondents to strengthen the research. Future researchers are expected to examine other variables or more deeply about the tendency to share popular tourist destinations in Indonesia on social media. Further researchers are also expected to add more relevant literature, expand the sample, and use moderating variables or modifications with other variables so that the research conducted can be even better.

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