WINNING OVER THE GEN Z: EMPIRICAL INSIGHTS INTO SOCIAL MEDIA BEHAVIOUR DURING TRAVEL

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ARTICLE INFO	ABSTRACT
  	Objective: The objective of this study is to investigate the social media behavior of Generation Z during travel, focusing on their product and service choices, as well as the environmental motivations behind these choices. The aim is to understand how social media influences their travel decisions and promotes responsible tourist behavior. **Theoretical Framework:** This research is grounded in theories of digital marketing and consumer behavior, particularly in the context of social media's impact on tourism. Concepts such as interactive marketing, online reviews, and social media influence are central to this investigation, providing a solid basis for understanding the dynamics of Gen Z's travel behavior. **Method:** The methodology adopted for this research comprises a mixed-method approach. Questionnaires were distributed, yielding 301 valid responses from Gen Z individuals born between 1995 and 2015, who had traveled at least twice a year and been active on social media for at least two years. The data collection was supplemented by interviews to gain deeper insights into their social media usage and travel preferences. Statistical tools were employed to analyze the data. **Results and Discussion:** The results revealed key social media preferences and usage patterns among Gen Z travelers. Notably, positive online reviews and social media influence were significant factors in their travel decisions. The discussion contextualizes these findings within the theoretical framework, highlighting the implications for effective marketing strategies. Discrepancies and limitations of the study are also considered, providing a comprehensive understanding of the research outcomes. **Research Implications:** The practical and theoretical implications of this research are significant, offering insights into how social media can be leveraged to foster responsible tourist behavior. These findings can influence practices in the tourism industry, particularly in marketing strategies aimed at Gen Z. The implications extend to benefiting local communities and the environment while enhancing tourist satisfaction. **Originality/Value:** This study contributes to the literature by highlighting the innovative approach of examining social media's role in shaping responsible travel behavior among Gen Z. The relevance and value of this research are evidenced by its potential to impact marketing practices in the tourism sector, promoting sustainable tourism and benefiting both travelers and local destinations. Doi: https://doi.org/10.26668/businessreview/2024.v9i8.4884

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CONQUISTANDO A GERAÇÃO Z: PERCEPÇÕES EMPÍRICAS SOBRE O COMPORTAMENTO NAS MÍDIAS SOCIAIS DURANTE VIAGENS

RESUMO

Objetivo: O objetivo deste estudo é investigar o comportamento de mídia social da Geração Z durante viagens, com foco em suas escolhas de produtos e serviços, bem como as motivações ambientais por trás dessas escolhas. O objetivo é entender como a mídia social influencia suas decisões de viagem e promove um comportamento turístico responsável.

Estrutura Teórica: Esta pesquisa está fundamentada em teorias de marketing digital e comportamento do consumidor, especialmente no contexto do impacto da mídia social no turismo. Conceitos como marketing interativo, avaliações on-line e influência da mídia social são fundamentais para esta investigação, fornecendo uma base sólida para entender a dinâmica do comportamento de viagem da Geração Z.

Método: A metodologia adotada para esta pesquisa compreende uma abordagem de método misto. Foram distribuídos questionários, que resultaram em 301 respostas válidas de indivíduos da Geração Z nascidos entre 1995 e 2015, que viajaram pelo menos duas vezes por ano e estiveram ativos nas mídias sociais por pelo menos dois anos. A coleta de dados foi complementada por entrevistas para obter insights mais profundos sobre o uso da mídia social e as preferências de viagem. Ferramentas estatísticas foram empregadas para analisar os dados.

Resultados e Discussão: Os resultados revelaram as principais preferências de mídia social e os padrões de uso entre os viajantes da Geração Z. Notadamente, as avaliações on-line positivas e a influência da mídia social foram fatores significativos em suas decisões de viagem. A discussão contextualiza essas descobertas dentro da estrutura teórica, destacando as implicações para estratégias de marketing eficazes. As discrepâncias e limitações do estudo também são consideradas, proporcionando uma compreensão abrangente dos resultados da pesquisa.

Implicações da Pesquisa: As implicações práticas e teóricas desta pesquisa são significativas, oferecendo percepções sobre como a mídia social pode ser aproveitada para promover o comportamento responsável do turista. Essas descobertas podem influenciar as práticas no setor de turismo, especialmente nas estratégias de marketing voltadas para a Geração Z. As implicações se estendem ao benefício das comunidades locais e do meio ambiente, ao mesmo tempo em que aumentam a satisfação do turista.

Originalidade/Valor: Este estudo contribui para a literatura ao destacar a abordagem inovadora de examinar o papel da mídia social na formação do comportamento de viagem responsável entre a Geração Z. A relevância e o valor desta pesquisa são evidenciados por seu potencial para impactar as práticas de marketing no setor de turismo, promovendo o turismo sustentável e beneficiando tanto os viajantes quanto os destinos locais.

Palavras-chave: Mídia Social, Geração Z, Comportamento, Viagens.

CONQUISTAR A LA GENERACIÓN Z: PERSPECTIVAS EMPÍRICAS SOBRE EL COMPORTAMIENTO EN LAS REDES SOCIALES DURANTE LOS VIAJES

RESUMEN

Objetivo: El objetivo de este estudio es investigar el comportamiento en los medios sociales de la Generación Z durante los viajes, centrándose en sus elecciones de productos y servicios, así como en las motivaciones ambientales que subyacen a estas elecciones. El objetivo es comprender cómo los medios sociales influyen en sus decisiones de viaje y promueven un comportamiento turístico responsable.

Marco Teórico: Esta investigación se basa en las teorías del marketing digital y el comportamiento del consumidor, especialmente en el contexto del impacto de las redes sociales en el turismo. Conceptos como el marketing interactivo, las reseñas en línea y la influencia de las redes sociales son fundamentales en esta investigación y proporcionan una base sólida para comprender la dinámica del comportamiento de la Generación Z en materia de viajes.

Método: La metodología adoptada para esta investigación comprende un enfoque de método mixto. Se distribuyeron cuestionarios, obteniéndose 301 respuestas válidas de individuos de la Generación Z nacidos entre 1995 y 2015, que habían viajado al menos dos veces al año y habían sido activos en las redes sociales durante al menos dos años. La recopilación de datos se complementó con entrevistas para profundizar en el uso que hacían de las redes sociales y sus preferencias de viaje. Se emplearon herramientas estadísticas para analizar los datos.

Resultados y Debate: Los resultados revelaron las principales preferencias y patrones de uso de las redes sociales entre los viajeros de la Generación Z. En particular, los comentarios positivos en línea y la influencia de las redes sociales fueron factores significativos en sus decisiones de viaje. La discusión contextualiza estos resultados dentro del marco teórico, destacando las implicaciones para las estrategias de marketing eficaces. También se consideran las discrepancias y limitaciones del estudio, lo que proporciona una comprensión global de los resultados de la investigación.

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Implicaciones de la Investigación: Las implicaciones prácticas y teóricas de esta investigación son significativas, ya que ofrecen una visión de cómo pueden aprovecharse las redes sociales para fomentar un comportamiento turístico responsable. Estas conclusiones pueden influir en las prácticas del sector turístico, especialmente en las estrategias de marketing dirigidas a la Generación Z. Las implicaciones se extienden al beneficio de las comunidades locales y el medio ambiente, al tiempo que mejoran la satisfacción de los turistas.
Originalidad/Valor: Este estudio contribuye a la literatura destacando el enfoque innovador de examinar el papel de los medios sociales en la formación de un comportamiento responsable de viaje entre la Generación Z. La relevancia y el valor de esta investigación se evidencian por su potencial para influir en las prácticas de marketing en el sector turístico, promoviendo el turismo sostenible y beneficiando tanto a los viajeros como a los destinos locales.

Palabras clave: Medios Sociales, Gen Z, Comportamiento, Viajes.

1 INTRODUCTION

In the last decade, the association of social media with the business strategies of star-rated hotels felt quite awkward. The shift began when social media usage extended beyond merely "updating status" to encompass strategic reasons (Christou, 2015; Kaul et al., 2015). Currently, social media as part of online marketing refers to the process of driving traffic to websites through links. Therefore, social media marketing usually focuses on efforts to create engaging content that captures attention and encourages readers to share it within their social networks.

Every business relies on marketing to establish customer relationships, promote brand recall, and improve sales. The advent of social media has drastically changed the business landscape and leveled the playing field. Social media marketing has become the trend, providing marketing opportunities for big and small companies alike. While it previously required much effort and capital to create and implement marketing strategies, this new online platform has broken boundaries to provide a more efficient yet cheaper form of engaging customers. Thus, social media has transformed from a tool for personal updates to a strategic asset in business marketing, driving traffic, enhancing customer engagement, and facilitating brand promotion more effectively and economically than traditional methods (Jansson, 2018; Kim et al., 2015; Kiráľová & Pavlíčeka, 2015; Pitanatri & Priyanto, 2022).

Social media has become a platform easily accessible to anyone via the internet. This accessibility has revolutionized how organizations communicate, allowing for enhanced brand awareness and improved customer service (Zeng & Gerritsen, 2014). Social media is not just a tool for interaction; it serves as a relatively inexpensive platform for organizations to conduct marketing campaigns, making it an invaluable asset for both large and small businesses.

Gen-Z in Indonesia, who are heavy users of social media, spend a considerable amount of time on these platforms (Damanik et al., 2020, 2022). This presents a unique opportunity for

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businesses to leverage social media to introduce and sell products. Instagram, in particular, can be used as a communication tool to engage with customers and potential customers, fostering a more personal and direct connection (Andayana & Pitanatri, 2023; Pitanatri et al., 2019; Shayaa et al., 2017). The widespread use of social media in Indonesia opens up numerous possibilities for businesses. Companies can use these platforms to run targeted advertising campaigns, share engaging content, and interact directly with their audience. This approach not only helps in building brand loyalty but also in driving sales and generating leads.

Furthermore, social media allows businesses to gather valuable insights about their customers. Through analytics and feedback, companies can understand customer preferences, behaviors, and trends, enabling them to tailor their marketing strategies more effectively. This data-driven approach can lead to more successful marketing outcomes and a better return on investment.

While the literature extensively discusses the motivations and preferences of Gen Z in socializing on social media, there remains a significant gap in understanding how social media creates a sense of time and place for this generation, particularly in the context of travel. Despite the wealth of information on general social media usage by Gen Z, there is limited research on how these platforms influence their behavior and experience when traveling. This gap is critical as it pertains to the unique ways in which Gen Z engages with social media to document, share, and enhance their travel experiences. Understanding this aspect could provide valuable insights into developing more effective marketing strategies and improving the overall travel experience for Gen Z tourists.

2 THEORETICAL FRAMEWORK

2.1 SOCIAL MEDIA

Social media tools are changing the way people communicate. Advances in mobile technology have made social media more accessible, allowing to become a part of people's daily lives and routines. It is a very broad term and no universal definition among scholars and researchers exists. A commonly accepted definition of social media seems to be difficult particularly due to the existence of other concepts that came along with social media. Being closely related but not exactly synonymous a distinction between all these new concepts and terms often seems to be difficult, to the extent of being used interchangeably

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Social media as the internet-based applications that carry consumer generated content that is relevant to the past experiences or any source or online information issues (Ek Styvén & Foster, 2018; Narangajavana et al., 2017; Pitanatri et al., 2020). Individuals and groups create and exchange content and engage in person-to-person conversations. They appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence. There are lots of well-known sites such as TikTok, LinkedIn, MySpace, Twitter, YouTube, Instagram, Facebook and many others. Allowing two-way communication, interaction, and creation and exchange of user-generated content (UGC), the social web has completely changed the world marketing landscape by revealing some significant opportunities for word of mouth and viral marketing (Gulbahar & Yildirim, 2015; Hasnat & Hasan, 2018).

Social media presents a golden opportunity for the hospitality industry to make greater contact with its customers, with an ultimate goal of developing a partnership for brand growth and development (He et al., 2016; Monaco, 2018). Underlying that opportunity is the twin dangers that hospitality operators will mishandle their social media connections or that customer (and the media themselves) will move on, leaving the industry behind. So, just as hotels and some restaurants have built their websites, they now have to make sure that their site is optimized for search engines, have mobile apps, and, more to the point, keep customers involved in a conversation about the operation.

People are motivated to use and engage in social media for several reasons. Many studies have applied the theory of uses and gratifications to explain the reasons for the use of social media. The uses and gratifications approach seems to be applicable for analyzing people's use of social media as the approach is particularly appropriate for examining the usage of new types of media such as the Internet (Hasnat & Hasan, 2018; Werenowska & Rzepka, 2020).

2.2 SOCIAL MEDIA & GEN Z

Leveraging social media to market tourism products has proven to be an excellent strategy, particularly in engaging Gen Z travelers. Gen Z, the cohort born between 1995 and 2015, is characterized by their digital nativeness, extensive use of technology, and significant presence on social media platforms. This generation is highly influenced by online content and peer recommendations, making social media a crucial tool for reaching and engaging them.

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Many countries regard social media as an important tool to promote their tourism industries. With top-down information, from the company to the consumer, the information is limited in size, with a restricted choice of destinations. For decades in hospitality management, it was said that once you do one thing bad, ten people will know by word of mouth. Social media has changed that proverb overnight to the "word of a million mouths." So rapid it spread of communication that it can make or break businesses, governments, or any agency. It is not just plain communication; it leads to an interactive dialogue, which creates a viral impact.

Social media has the advantage of reaching a global audience, even in remote corners of the world, with immediacy and no time lag (Rasul et al., 2020; Sano et al., 2024). It is easily accessible by those receiving the communication, as long as they can get their hands on a computer keyboard. It operates twenty-four hours a day, seven days a week, thereby overcoming time differences. Additionally, it offers versatility for interactive exchanges.

For Gen Z, social media is more than a communication tool; it is an integral part of their lifestyle and travel planning process. This generation values authenticity, immediacy, and personalized experiences, all of which are facilitated by social media platforms. The ability to share real-time updates, reviews, and travel experiences not only enhances their travel experience but also influences their peers, creating a ripple effect that can significantly impact tourism trends and preferences.

The complexity of the social media has created some issues with the hospitality industry. Since the content of social media is largely consumer-based, it can make it difficult to filter through all the information that is available for consumers. Searching for information through the Internet has been greatly influenced by large search engines that limit search results to only include the most "popular" social media sites (Pitanatri et al., 2022).

The attractiveness and impact of social media has exploded in popularity as consumers turn to online networking to share ideas, suggestions, photos, videos and diaries, while developing friendships within a virtual community (Ek Styvén & Foster, 2018; Fu et al., 2024; Saputra & Pitanatri, 2023). While social networking can help strengthen guest loyalty and satisfaction, it can also lead to unfair negativity, inaccurate information and undue criticism.

3 METHODOLOGY

This research was analyzed through mix method, both quantitative and qualitatively. Methodology used for the data collections are the articles centered on tourism and non-tourism

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academic journals, which provided full-length articles and books. In the end, a convenience sample of 46 articles, 3 books and 15 reports was collected. Once the grounded theory was being formulated, next step was to formulate questionnaire that was distributed to participants.

Out of 310 questionnaires only 301, coming from Gen Z with the following criteria 1) between 1997 and 2015, 2) has travelled at least twice within a year 3) active user in social media for at least 2 years. The study used questionnaire as the main gathering instrument in order to obtain the necessary information that pertains to the use of social media by millennial traveller in the tourism industry. Interview is also used to support and validate the data taken.

All data were gathered, tallied, encoded and interpreted using different statistical tools. These include percentage, frequency of distribution and weighted mean that were used based on the objectives of the study. Percentage and frequency distribution were also used in first part of questions such as identifying what social applications the respondents used and the social networking websites that they used most often.

4 RESULTS AND DISCUSSIONS

4.1 RESPONDENT'S PROFILE

On this research, 56% were females and 44% males who are born between 1997 to 2015. 65% of our respondents are full time worker majoring in tourism and hospitality industry. 23% worked as a part timer, while the remaining 12% is a freelancer. Around 78% of the respondents has graduated from Diploma, 18% are pursuing Master degree, while only 4% is graduated from high school.

Most of our respondents (96%) uses the social media on their mobile phone, and only 4% of them uses PC to access their social media. All respondents are smartphone owner, in which 34% has more than one gadjets, and 57% carry three to four different gadgets on their daily life.

The provided table presents a detailed breakdown of the respondents' profile, categorized by gender, employment status, education level, social media access device, and the number of gadgets owned, which can be viewed on Table 1.

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Table 1

Respondent's Profile

Category	Subcategory	Percentage
Gender	Female	56
	Male	44
Employment Status	Full-time Worker	65
	Part-time Worker	23
	Freelancer	12
Education Level	Diploma Graduate	78
	Pursuing Master Degree	18
	High School Graduate	4
Social Media Access Device	Mobile Phone	96
	PC	4
Number of Gadgets	One or two	34
	Three to Four	57
	More than four	9

Source: Research Results, 2024

A significant majority of the respondents are full-time workers, particularly in the tourism and hospitality industry. This demographic might be more stable financially and hence more likely to travel frequently. Part-time workers and freelancers, who together make up 35% of respondents, also contribute to the travel market, possibly due to their flexible work schedules.

The high percentage of diploma graduates suggests that most respondents have completed a substantial level of education. This high level of education might correlate with higher awareness and engagement in travel planning and social media usage. A smaller percentage are pursuing master's degrees or have only high school education, indicating a diverse range of educational backgrounds.

4.2 GEN-Z USAGE OF SOCIAL MEDIA

As per the frequency of daily use during travel, this study shows that during travel, most respondents prefer going online through social media for 5-15 minutes per login session (40%). This suggests that Gen-Z travelers favor short, frequent interactions on social media rather than prolonged sessions. Only 10% of the respondents spend more than 30 minutes per session, indicating that extended use is less common among this group. Additionally, 33% of Gen-Z

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prefer to access their social media accounts multiple times throughout the day, while 29% access their accounts sporadically. This pattern reflects a continuous and integrated approach to social media usage, where Gen-Z travelers stay connected and updated in real-time.

Regarding social media usage, 100% of respondents have at least one social media account, highlighting the near-universal adoption of these platforms among Gen-Z travelers. Among them, 49% have 3-5 accounts, showcasing a preference for diversifying their social media presence across multiple platforms. This could be due to different platforms serving varied purposes, such as networking, sharing visual content, or staying updated with news and trends. Meanwhile, 26% have 1-3 accounts, indicating a more selective approach to social media, possibly focusing on the most relevant or useful platforms. Interestingly, 24% of respondents have more than 5 accounts, demonstrating a high level of engagement and the desire to explore and interact on a wide range of social networks.

All respondents visit their social networking sites daily through applications installed on their smartphones, emphasizing the importance of mobile accessibility. This trend underlines the necessity for travel-related businesses to optimize their online presence for mobile devices, ensuring that content is easily accessible, engaging, and shareable. The reliance on smartphones for social media access also suggests that Gen-Z travelers value convenience and the ability to stay connected on the go. The study also reveals key insights into the duration and timing of social media sessions among respondents, as illustrated in the charts below.

Figure 1

Duration and timing of social media sessions among respondents.
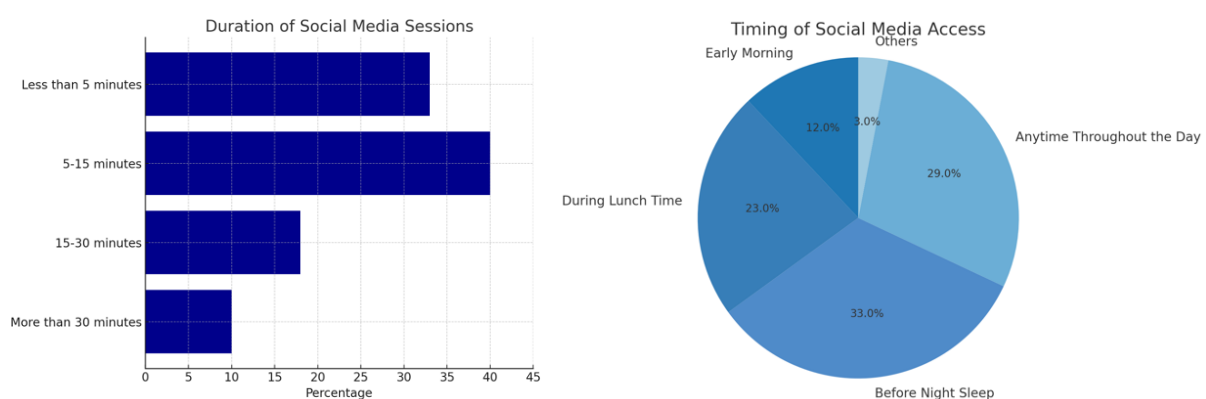
Source: Research Results, 2024

The bar chart indicates that the majority of respondents favor shorter social media sessions. Specifically, 33% of respondents spend less than 5 minutes per login session, while 40% spend between 5-15 minutes. This preference for brief interactions suggests that Gen-Z

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travelers tend to engage in quick check-ins and updates rather than prolonged periods on social media. This behavior likely reflects their desire to stay connected and informed without dedicating excessive time, allowing them to focus on their travel experiences.

Conversely, only 18% of respondents spend between 15-30 minutes per session, and a mere 10% spend more than 30 minutes. This indicates that extended use of social media is less common among this group, reinforcing the idea that short, frequent interactions are more typical. This pattern might be influenced by the fast-paced nature of travel and the availability of numerous activities and attractions that compete for their attention.

The pie chart illustrates the preferred times of day when respondents access social media. The data reveals that 29% of respondents access their social media accounts throughout the day, reflecting continuous engagement and the integration of social media into their daily routines. This behavior highlights the importance of maintaining a consistent online presence to capture their attention at various times.

Notably, social media usage peaks before night sleep (33%) and during lunchtime (23%). These periods likely represent downtime when respondents are more relaxed and have the opportunity to catch up on social media. The evening peak suggests that checking social media is part of their winding down routine, while lunchtime access indicates a break from daily activities to stay updated. 12% of respondents access social media in the early morning, indicating that checking social media is part of their morning routine. This early engagement offers an opportunity for businesses to reach this audience with fresh content at the start of the day. A small percentage (3%) fall into the 'Others' category, suggesting varied usage patterns that do not fit into the common time slots.

The data further reveals that social media plays a crucial role in the travel experiences of Gen-Z. They use these platforms not only to share their experiences but also to gather information, seek recommendations, and stay connected with their social circles. The preference for short, frequent social media sessions indicates a continuous engagement with their online communities, allowing them to share real-time updates and stay informed about their peers' activities.

The high number of social media accounts among respondents suggests a diverse social media strategy where different platforms are utilized for specific needs. For instance, Instagram might be used for sharing visual content and travel photos, while Twitter could be for quick updates and interactions. LinkedIn might serve professional networking needs, and Facebook

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could be for staying connected with friends and family. This multi-platform usage reflects the varied interests and social media habits of Gen-Z travelers.

4.3 SOCIAL MEDIA INFLUENCE ON TRIP PLANS

Respondents were then asked to evaluate the level of the influence of information sources on holiday planning in connection with destination and accommodation choice. The perceived level of influence on destination and accommodation choice was measured on a 7-point Likert scale, where: 1 = Not influential at all, 7 = Very influential on the basis of Fotis et al., (2012).

As means can be seen in Table 2., friends and relatives are the most influential sources of information at both planning process (accommodation, destination). Influence of each source of information in connection with accommodation choice is at higher level among respondents except social media.

Table 2

*Gen-Z Social media influence on trip plans*

Information Source	Accommodation Choice (Mean Influence)	Destination Choice (Mean Influence)
Friends and Relatives	6,2	6,5
Social Media	4,5	6
Official Destination Websites	5,8	5
Travel Agencies	4,7	4
Travel Blogs	5	5,5
Online Reviews	5,3	5

Source: Research Results, 2024

The reason of this result is that respondents rather use the information of these sites for selecting the destination than selecting the accommodation of their holiday. This result is in agreement with of Cox et al. (2009) who found that social media are predominantly used for information search purposes before the trip. As regards the official website of destination, the difference is significant, statistically support. It means that respondents rather use this source of information during the selection of accommodation. Analysis did not reveal any significant difference in gender and job of the respondents.

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Figure 2

Mean influence on Accommodation and Destination choice.
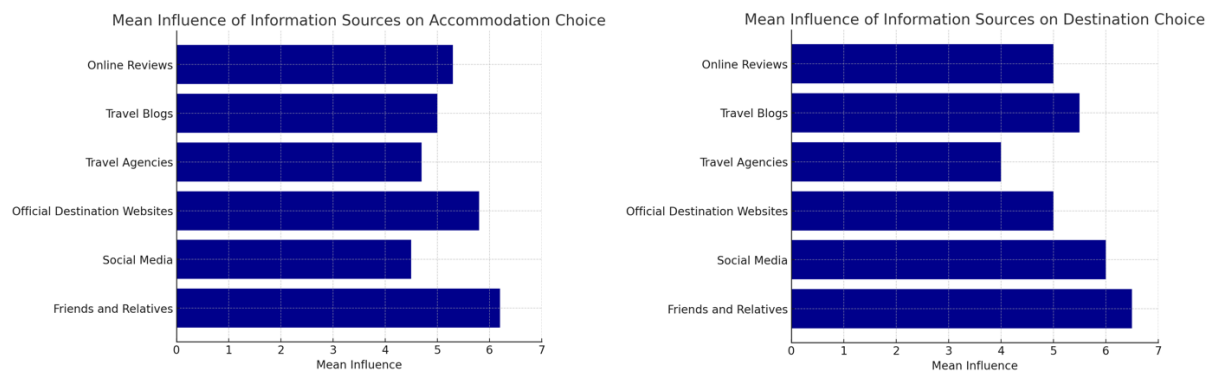
Source: Research Results, 2024

The bar charts provide a visual representation of the mean influence of various information sources on both accommodation and destination choices among respondents. For accommodation choices, friends and relatives are the most influential, with a mean influence score of 6.2. This highlights the critical role of personal recommendations in making accommodation decisions. Official destination websites and online reviews also exert significant influence, with scores of 5.8 and 5.3, respectively, indicating that detailed information and customer feedback are essential factors. Social media, while still impactful, has a lower influence score of 4.5 compared to other sources, yet it remains a noteworthy factor.

In terms of destination choices, friends and relatives again emerge as the most influential, with a mean score of 6.5. This reinforces their strong impact on travel decisions. Social media has a considerably higher influence on destination selection, with a score of 6.0, reflecting its role in providing inspiration and information before travel. Travel blogs also play a notable role, scoring 5.5, likely due to their in-depth and experiential content.

4.4 GENDER TO SOCIAL MEDIA USAGE

To understand further on Gen-Z usage to social media, crosstabs calculation was engaged. Through the outcome below, it is clear to see that there is a significance between male and female social media usage. Female tend to use social media more but within very limited period; ranging from less than 5 minutes to no more than 15 minutes. Chi-Square test also revealed that gender is significantly influence time spent in using social media by 0,128. It means that gender difference has a positive impact in how gen-z behave when accessing their account through social media.

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Figure 3

Crosstab & Chi-Square Test

Crosstab

Count

		TIME_SPENT				
		LESS THAN 5 MINNUTES	5-15 MINNUTES	15-30 MINNUTES	MORE THAN 30 MINNUTES	Total
GENDER	MALE	34	56	25	17	132
	FEMALE	62	66	29	12	169
Total		96	122	54	29	301

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.682[a]	3	.128
Likelihood Ratio	5.710	3	.127
Linear-by-Linear Association	4.937	1	.026
N of Valid Cases	301		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.72.

Source: Research Results, 2024

To gain a deeper understanding of Gen-Z's social media usage, a crosstab calculation was performed. The results provide insights into the differences in social media usage between male and female respondents. The analysis shows that females are more likely to use social media for shorter durations, with a majority spending less than 5 minutes to no more than 15 minutes per session. Specifically, 56 females compared to 34 males spend less than 5 minutes per session, and an equal number of males and females (66 each) spend 5-15 minutes per session. In contrast, males exhibit a slightly more balanced distribution across different time intervals. For instance, 25 males and 29 females spend 15-30 minutes per session, while 17 males and only 8 females spend more than 30 minutes per session.

The Chi-Square test results provide further insights. The Pearson Chi-Square value is 5.862 with a p-value of 0.128, and the Likelihood Ratio is 5.710 with a p-value of 0.127. Although these p-values suggest marginal significance, they indicate that there is some level of influence of gender on the time spent using social media. Additionally, the Linear-by-Linear Association value is 4.937 with a p-value of 0.026, suggesting a more significant linear relationship between gender and time spent on social media.

From these results, it is evident that gender differences do impact social media behavior among Gen-Z. Females tend to have quick social media sessions, likely preferring brief check-ins and updates. In contrast, while males also engage in short sessions, they show a more varied pattern, with some spending longer durations on social media.

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Understanding these gender-based behavioral patterns is crucial for marketers and social media platforms aiming to tailor their strategies effectively. By recognizing that females are more likely to engage in shorter, frequent social media sessions, content can be optimized for quick consumption. On the other hand, acknowledging that a segment of males spend longer periods on social media allows for the development of more engaging and in-depth content to cater to this audience.

4.5 RELATIONSHIP BETWEEN NUMBER OF SOCIAL MEDIA ACCOUNTS AND TRAVEL BEHAVIOR

Gen Z travel behavior is aligned to numbers of social media account that they have. However during travel, not all Gen Z tend to use their social media more than what they use to do before traveling. The study found that Gen Z does not have the tendency to increase numbers of social media login during their travel period. On the contrary, the study found that numbers of account has a significant role in increasing time spent per one time login by 0,643 while also increasing the search of free wifi by 0,48.

Figure 4

Number of Account and Gen'Z Social Media Behaviour

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.304	.235		9.812	.000
	NUMBERS__OF_DAILY_ ACCESS_TO_SOCMED	.236	.054	.246	4.378	.000
	TIME_SPENT	-.020	.044	-.026	-.465	.643
	WIFI_DURING_TRAVELI NG	-.092	.046	-.113	-1.985	.048

a. Dependent Variable: NUMBERS_OF_ACCOUNT

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2227	3.2261	2.9668	.20210	301
Residual	-1.98089	1.37814	.00000	.70099	301
Std. Predicted Value	-3.682	1.283	.000	1.000	301
Std. Residual	-2.812	1.956	.000	.995	301

a. Dependent Variable: NUMBERS_OF_ACCOUNT

Source: Research Results, 2024

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The analysis of Gen Z travel behavior reveals a complex relationship between the number of social media accounts they possess and their usage patterns during travel. The study found that while the number of social media accounts Gen Z individuals have is aligned with their travel behavior, not all tend to use social media more frequently during their travels compared to their usual habits.

Interestingly, the study highlighted that Gen Z does not exhibit a significant increase in the number of social media logins during their travel period. This suggests that travel does not necessarily prompt more frequent social media usage in terms of the number of logins. However, the analysis showed that the number of social media accounts has a notable impact on the time spent per login session and the search for free Wi-Fi. Specifically, the data indicates that the number of social media accounts significantly increases the time spent per one-time login, with a beta coefficient of 0.643. This finding suggests that Gen Z individuals with more social media accounts are likely to spend more time during each login session while traveling. Additionally, the search for free Wi-Fi during travel is also influenced by the number of social media accounts, with a beta coefficient of 0.48. This indicates that those with more social media accounts are more likely to seek out free Wi-Fi to stay connected.

These findings underscore the importance of social media in the travel experiences of Gen Z. While the frequency of social media logins may not increase, the depth of engagement per session and the need for connectivity are heightened. Travel marketers and hospitality providers can leverage this insight by ensuring that free Wi-Fi is readily available and by creating engaging content that encourages longer interactions on social media platforms. This approach can enhance the travel experience for Gen Z and cater to their digital connectivity needs.

5 CONCLUSION

After a careful review of the literature on the use of social media among businesses, an argument was made about how customers of these businesses perceive this approach to marketing and brand formulation and management. All in all, results of different studies show the importance of social media in tourism. On the one hand, these platforms offer opportunities for tourists to express themselves, share opinions, reviews, and experiences which other tourists may use as a reference in their travel planning. An opinion or recommendation from an acquaintance or friend has a huge impact on tourists' travel decision-making processes, which can significantly alter the original plans of tourists.

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Findings of the study reveal that while the vast majority of Gen-Z use social networking sites every day, they do not heavily rely on these platforms during their trip planning process. Among Gen-Z, friends and relatives are the most important source of information (84%), followed by information provided by travel guide books or travel magazines during the travel planning process. The third most important information source during the trip planning process is the opinions and reviews of other travelers on travel review sites such as TripAdvisor or other similar platforms. However, the reliability of user-generated content on these sites among Gen-Z is not as highly regarded as other sources.

In terms of reliability, information provided by official websites of destinations, travel agents, and travel guide books/magazines is considered more trustworthy by Gen-Z than information provided by other travelers. During the holiday planning process, the most trustworthy information for Gen-Z comes from friends and relatives.

In connection with the level of influence of information sources on holiday planning (accommodation, destination), only 16% of Gen-Z claimed that there were few or significant changes in their original holiday plans. Additionally, the study found that Gen-Z does not significantly increase the number of social media logins during their travel period, contrary to what might be expected. Instead, it was found that the number of social media accounts a person has plays a significant role in increasing the time spent per login session (beta coefficient of 0.643) and the likelihood of searching for free Wi-Fi (beta coefficient of 0.48). This indicates that while the frequency of logins may not increase, the depth of engagement per session does, and there is a heightened need for connectivity.

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