

**YANGON UNIVERSITY OF ECONOMICS  
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MASTER OF HOSPITALITY AND TOURISM MANAGEMENT PROGRAMME**

**THE EFFECT OF SOCIAL MEDIA ON VISIT INTENTION OF  
UNIVERSITY STUDENTS**

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# **THE EFFECT OF SOCIAL MEDIA ON VISIT INTENTION OF UNIVERSITY STUDENTS**

A thesis submitted as a partial fulfilment towards the requirements  
for the degree of Master of Hospitality and Tourism Management (MHTM)

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## **ABSTRACT**

This study mainly focuses on the effect of social media on the credibility and visit intention of University Students. The study used both primary data and secondary data. The primary data were collected by using a questionnaire survey. The sample size of the study is 240 students who are attending Myanmar Imperial University and they were selected by using a simple random sampling method. Descriptive research methods and Multiple Linear Regression analysis were used to find out in this study. The social media variables included in the study are information platforms, engagements, and social media reach. The credibility of social media is measured by its trustworthiness and attractiveness. Regression analysis indicated that all the social media variables have a positively significant effect on credibility. Moreover, engagement and social media reach also have a positively significant effect on visit intention. It can be proved that the credibility factor of attractiveness is also having a positive effect on visit intention. Therefore, social media companies should deliver reliable information and create useful content to get the commitment of the users. Moreover, the media companies should create posters and pictures with a pre-announcement of the event and post them on relevant social media platforms. In addition, social media companies should participate in travel-related events such as international travel exhibitions, and travel road shows.

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# CHAPTER I

## INTRODUCTION

With growing globalization, people are increasingly traveling beyond their usual environment for relaxation, business, or other reasons. The World Tourism Organization (UNWTO) estimated that there were 1.5 billion international tourist arrivals worldwide in 2019, and the tourism sector has directly and indirectly generated 300 million jobs globally (WTTC, 2019). The tourism industry is a smokeless industry and is closely connected to the hotel industry, the hospitality industry, and the transport industry, and much of it is based on providing information to tourists. The two main industries that comprise the activities called tourism are the hospitality industry and Travel industries.

Tourism is part of hospitality, offering services for people traveling either for pleasure or business. Tourism is vital for the success of many economies around the world. However, since 2020, as the world is facing an unprecedented global health, social, and economic emergency with the COVID-19 pandemic, export revenues from tourism could fall by \$910 billion to \$1.2 trillion in 2020. 195 million job losses 14.7% jobless in America, 6.2% in Australia, and 9% in Europe. This will have a wider impact and could reduce global GDP by 1.5 % to 2.8% according to UNWTO. At the same time, Myanmar's Tourism Revenue reached 30 USD mn in Dec 2021, compared with 545 USD mn in the previous year (Balli et al., 2019).

Myanmar is one of the tourist popular destinations in South East Asia with several rich cultures and histories. It is surrounded by majestic landscapes, a unique mix of untouched nature - Snow-capped, mountains, unspoiled beaches, national parks, endemic wildlife, and flora. Myanmar is an ethnically diverse nation with 135 distinct ethnic groups and thousands of heritage sites. There is a land of beauty and wonder to discover for visitors. The most popular destinations for tourists are the commercial cities such as the commercial center city that balances tradition, culture, and modernity, Yangon, the last dynasty before the British annexed the country in 1886 Mandalay, the large archeological zone Bagan, and the unique Inle Lake as well as the beautiful Myanmar's premier beaches like Ngapali, Ngwe Saung, Chaungtha, Maungmagan and Admen Sea Kawthaung. Myanmar's tourism sector has a strong potential for growth,

based on its diverse natural landscape and its rich cultural heritage (Hall and Ringer, 2012).

Tourism has had a tremendous impact on information technology innovation. Social media is vital in the tourist industry for decision-making and data searches to identify client expectations. As a consequence, the tourist industry will evaluate comments and feedback on online communities such as Trip Advisor and tourism industry to obtain a better knowledge of customer interests and demands in order to improve its quality when consumer preferences are obvious. (Nezakati, et al, 2015).

Social media has revolutionized consumer behavior in the tourism industry, transforming how travelers engage with destinations, make decisions, and share experiences. Today, social media platforms play a pivotal role in destination discovery and inspiration, with travelers relying on visually appealing content, user-generated posts, and travel influencers' recommendations to select their next destination (Papathanassis & Knolle, 2011).

After Covid-19, most of the people are traveling in order to escape from the stress. Therefore, traveling is one of the trends among young people and they are seeking information sources to explore interesting places by using social media. Social media are growing rapidly among the young generation all over the world. Despite public views concerning the misuse of social media among students in society, most of the students are interested in using social media for their travel. The impact of social media among undergraduate students appeared to be higher. Students are using social media as informational and communicational tools to ease and improve planning the process of traveling. Therefore, this study examines the effect of social media on traveler visit intention towards University students in Yangon.

## **1.1 Rationale of the Study**

Social media usage is one of the trends among young people and they have revealed that social media can be used to connect with other people for sharing information, opportunities for connection, learning, and professional development and to make new friends who love traveling. The relationship between students and social media needs is significant, as social media plays a critical role in the lives of many young people (Perrin, 2015).

Social Connection maintains relationships, makes new friends, and stays connected with friends who may be at a distance. Self-expression and Identity Development: Social media allows youth to express their thoughts, opinions, and creativity. Support and Advice can find like-minded communities, where they can discuss personal challenges, mental health concerns, relationship issues, or other topics. It can serve as a platform for peer support and guidance. As information and education, social media platforms are often used by young people to access information, news, and educational resources. Social media offers a wide range of entertainment options for youth (Perrin, 2015). They can watch videos, listen to music, play games, and engage with memes and other forms of online content. Therefore, social media can be a powerful tool for youth, offering numerous benefits and opportunities.

Nowadays, the youth, especially university students, are one of the tourism income portion for the country because they are always trying to seek new destinations and are eager to spend in traveling. Use of information platforms, receive engagement, reach to know information is important for social media in tourism. Different social media platforms have distinct user demographics, features, and communication styles. Choosing the right platform for sharing university student theses can impact credibility and visit intention (Ellison et al, 2014).

In the context of tourism, tourist behavioral intentions include the intention to visit a place, defined as a willingness to visit the destination (Sigala & Christou, 2002, 2006; Chen, Shang, & Li, 2014), and the intention to suggest a location. The decision to visit a location is seen as a realistic assessment of the benefits of a collection of varied locations acquired from external sources of information, such as social media. (Chen et al., 2014).

Consumer behavior in the context of social media and its impact on visit intention in the tourism industry has become a critical area of study in recent years (Fotis,2015). With the widespread adoption of social media platforms, consumers now have easy access to a wealth of information, reviews, and recommendations from fellow travelers, influencers, and official tourism accounts. This information significantly influences their decision-making process and visit intentions for various tourist destinations (Gursoy, Chi & Lu, 2011).

Social media plays a pivotal role in shaping consumers' perceptions of destinations and their overall travel experiences. Social media platforms have also become essential tools for travel planning and research. Travelers can access real-time

updates, reviews, and recommendations from other users, allowing them to make more informed choices about accommodations, attractions, and activities (Xiang & Gretzel, 2010). Moreover, social media has transformed consumer behavior in the tourism industry. It serves as a powerful tool for destination discovery, travel planning, and decision-making, while also shaping travelers' perceptions through user-generated content and self-presentation. Therefore, it becomes one of the tech tools to connect consumers and marketers to promote the product.

Tour companies are promoting and selling the destination's dynamic package to the public in various ways by using social media tools and advertising the travel post on Facebook, X (formerly named Twitter), Instagram, YouTube, etc. Promoting travel destinations on social media is a common way for travel companies to promote the business as well as the company. As social media continues to evolve, businesses in the tourism sector must adapt their strategies to harness its potential and meet the ever-changing demands and preferences of modern-day travelers (Chen et al., 2014).

According to Salcido (2015), social media has several merits and some of these advantages include, global reach, simplicity, flexibility, contact building, measurability, keeping in touch with family, professional networking, and guaranteed meeting places among many others. It is crystal clear that Social media up to date has helped family and friends from across the world to connect and keep in touch with each other. Furthermore, social media is very simple to use and gives information quickly thus everyone can have access to one or several social platforms easily, hence is the most useful means for marketing purposes.

However, social media comes with its disadvantages, especially for tourism firms. One of the deadly and most common disadvantages of social networks is hacking. Hacking has gone a long way in distorting the image of companies where some individuals may gain access to control and post on other users' platforms. False claims can also tarnish the image of a company where a viral message or video can be posted inciting that a certain product is not good thereby resulting in great losses to the company.

In Myanmar, the use of social media which has been used by the youths, especially university students has been rapidly rising during the last few years. With such broad acceptance of social media platforms from young people, new trends appear with new creations and tourism companies follow the trends and try to attract clients, promoting competitive prices based on their trends. These facts cause service providers

in the tourism sector a ripple effect. Therefore, social media influences the travel decisions of University students and this study examines the effect of social media on traveler visit intention towards University students in Yangon. There is no surprise that social media affects the way university students travel.

## **1.2 Objectives of the Study**

The main objectives of this study are to analyze the effect of social media on the visit intention of University Students. The specific objectives are:

- (1) To identify the social media variables effect of University Students.
- (2) To examine the effect of social media on credibility and visit intention of University Students.
- (3) To analyze the effect of credibility on visit intention of University Students.

## **1.3 Scope and Method of the Study**

The study emphasizes the social media of tourism and how effective for the university's students for traveler visits intention. This study has an especially survey to private University students (MIU) in Yangon. Moreover, this study uses qualitative and quantitative research methods. The 240 students are selected by using a simple random sampling method within the 2021 to 2023 academic years. The respondents are selected by using Cochran (1977) sampling formula. Both primary data and secondary were used in this study. Primary data was collected with face-to-face interviews and a structured questionnaire survey. In questionnaires, survey used a five-point Linkert scale method. The secondary data were collected from local and international research papers, relevant journals, published textbooks, survey reports, articles and websites.

## **1.4 Organization of the Study**

The study is organized as follows: Chapter 1 provides an introduction to the study, presents the rationale for the study, objectives of the study, scope and method of the study, and organization of the study. Chapter 2 provides a review of the existing literature on social media, credibility, and visit intention. Chapter 3 describes the Overview the social media usage in Myanmar. Chapter 4 presents the results of the data analysis for the effect of social media on the visit intention of University students, and finally, Chapter 5 provides a discussion of the findings and suggestion, and present the suggested areas for future research.

## **CHAPTER II**

### **THEORETICAL BACKGROUND**

This chapter describes the theoretical background and this is important for the basis of this study. This chapter includes six parts. These are the concept of social media, the concept of credibility and the concept of visit intention, background theory, previous study, and conceptual framework of the study.

#### **2.1 Social Media**

Social media has revolutionized the way information is shared and consumed. News, trends, and events spread rapidly through platforms like Twitter and Facebook, providing real-time updates and allowing users to stay informed about global and local affairs. Social media platforms have enabled people from different parts of the world to connect and communicate with each other easily. It has bridged geographical barriers, allowing individuals to interact, share ideas, and form communities based on shared interests. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks (Tuten and Solomon ,2015).

Social media has become a powerful tool in the tourism industry, how travel-related information is shared and accessed. It has transformed the way tourists plan their trips, discover new destinations, and seek recommendations from fellow travelers (Gohil,2015). Tourism businesses, including travel agencies, hotels, and tour operators, have embraced social media to promote their offerings, engage with potential customers, and build brand loyalty. Social media's pervasive impact on the tourism industry continues to shape how tourists engage with destinations and businesses, making it an indispensable tool for modern travel experiences. By leveraging social media marketing strategies, such as influencer collaborations, user-generated content, and targeted advertising, tourism businesses can effectively reach their target audience and create personalized travel experiences (Sigala, 2017).

The consumer behavior of social media significantly influences visit intention in the tourism industry (Gohil,2015). The power of user-generated content, influencer marketing, and real-time communication on social media platforms can either drive or deter travelers' interest in a destination. To succeed in this digital landscape, tourism

businesses must harness the potential of social media by providing engaging and authentic content, leveraging influencers, and actively managing their online reputation (Phelan, Chen & Williams,2011). In social media, several factors are important to achieve social media effectiveness (Yoong & Lian,2019). Some of the tools of social media are information platforms, engagement, and reach.

**(a) Information Platforms**

Several platforms of social networks have been introduced up to date and the rate at which the number is increasing is amazingly high. Some popular social media platforms that tourism businesses often use to connect with university students:

1. Instagram: A social networking platform that was created by Systrom and Krieger in 2010 and allows users to share and/or edit their videos, photos, and texts Instagram is a visually-focused platform that allows businesses to showcase attractive travel destinations, experiences, and deals. Instagram's popularity among young adults, including university students, makes it an ideal platform for tourism businesses.
2. Facebook: Zarella (2010) also argued that Facebook contains very suitable features that are most useful for marketing online. Facebook remains one of the most widely used social media platforms across age groups, including university students. Tourism businesses can create a Facebook page to share travel-related content, events, and promotions.
3. Twitter: Initially at its introduction in 2006, was designed for the sole purpose of domestic instant messaging communication within a company. Hay (2010) defined, Twitter's real-time nature can be beneficial for tourism businesses to share timely updates, and travel tips, and interact with potential customers, including university students.
4. TikTok: It has gained significant popularity among young audiences, making it an effective platform for tourism businesses to showcase travel destinations and experiences in short, engaging videos.
5. YouTube: According to Akar (2010), YouTube is by far the most popular platform of social networks that enables users to upload videos and for followers of different YouTube to subscribe and comment on the uploaded videos. Meriç (2010) argued that YouTube is now being owned by Google after having been bought from its founders, the internet investors of 2005 and has been very

successful up to date. YouTube is a video-centric platform where tourism businesses can upload travel vlogs, destination guides, and promotional videos to appeal to university students' interests.

6. Snapchat: While not as dominant as it once was, Snapchat is still used by a significant number of young users, making it an option for tourism businesses to reach university students through temporary content and geotagged filters.
7. LinkedIn: For more professional-oriented tourism services, like travel agencies or internship opportunities in the tourism industry, LinkedIn can be valuable for reaching university students seeking career-related information. According to Akar (2010) LinkedIn was basically developed to serve professional purposes of business people, recruiters and jobseekers to share their information amongst each other.

However, it's essential for tourism businesses to have a clear understanding of their target audience and the type of content that resonates with university students. Regularly analyzing social media metrics and engagement can help businesses assess the effectiveness of their social media marketing strategies and make necessary adjustments to optimize their reach to university students.

#### **(b) Engagement**

Engagement refers to the interactions users have with the content, such as likes, shares, comments, and retweets (Khan, 2017). Higher engagement levels on social media can positively impact credibility. When content receives positive engagement, such as likes, shares, and comments, it can create a sense of validation and trustworthiness. Users tend to trust content that has been widely accepted and interacted with by others (Yoon, Lee & Lee, 2019).

Engagement on social media can have a significant impact on the credibility of a business. When a business actively engages with its audience and receives positive interactions, it reinforces its credibility and trustworthiness among potential customers. Firstly, engagement demonstrates that the business is attentive and responsive to its customers' needs and feedback. When a business promptly responds to comments, messages, and inquiries from its audience, it signals that the company values its customers and is committed to providing excellent customer service. This responsiveness fosters a sense of reliability and accountability, enhancing the business's credibility (Smith et al ,2012).

Secondly, positive engagement, such as likes, shares, and comments, serves as a form of social proof. When potential customers see that others are actively engaging with the business's content and expressing positive sentiments, they are more likely to perceive the business as reputable and trustworthy. Additionally, engagement allows businesses to showcase their expertise and authority within their industry. By sharing valuable and informative content, businesses can position themselves as knowledgeable and reliable sources of information. This expertise builds credibility and encourages customers to view the business as a reputable source for products or services (VanNoort et al, 2012).

Furthermore, user-generated content and testimonials play a crucial role in building credibility through engagement. When satisfied customers share their positive experiences and recommendations on social media, it strengthens the business's credibility, as potential customers are more likely to trust the opinions of their peers (Phua, Jin, & Kim, 2017).

### **(c) Social Media Reach**

"Reach" in the context of social media and digital marketing refers to the total number of unique users who have seen a particular piece of content or advertisement. It represents the potential audience size that a piece of content has reached or exposed to. The reach metric is crucial for understanding the visibility and effectiveness of content. It helps marketers and content creators gauge the extent of their message's exposure and how many people it has the potential to influence (Smith & Lasslop, 2019).

There are different types of reach metrics:

1. Organic Reach: The number of unique users who saw content or post through non-paid means, such as through their news feed or by visiting their profile directly.
2. Paid Reach: The number of unique users who saw content or advertisement as a result of paid promotion or advertising efforts.
3. Potential Reach: The total number of unique users who have the potential to see content based on the platform's algorithms, followers, and engagement history.
4. Impressions: The total number of times in content or ad was displayed, regardless of whether it was seen by unique users or the same user multiple times.

Increasing reach is a common goal in social media marketing because a higher reach indicates that the content is being seen by more people, potentially increasing brand awareness, engagement, and conversions.

To improve reach, marketers often focus on various strategies, including creating shareable and engaging content, using relevant hashtags, posting at optimal times for the target audience, leveraging paid advertising to extend the content's reach, and collaborating with influencers or partners to tap into their followers.

## **2.2 Concept of Credibility**

Credibility refers to the perceived trustworthiness, reliability, and believability of a source, person, or organization (Savolainen, 2007). In various contexts, credibility is a critical factor influencing decision-making, information acceptance, and the establishment of relationships. When a source or entity is considered credible, individuals are more likely to believe the information it provides, trust its expertise, and rely on it for guidance or support (Fogg et al, 2003). In the context of credibility, trustworthiness and attractiveness are two essential dimensions (Djafarova & Trofimenko, 2019) that influence how individuals perceive and evaluate a source, person, or organization.

### **Trustworthiness**

Trustworthiness refers to the perceived reliability, honesty, and credibility of a source or entity (Teven, 2008). When a source is deemed trustworthy, individuals are more likely to believe the information it provides and rely on it for guidance or decision-making (Metzger & Flanagin, 2015). Several factors contribute to trustworthiness:

- a. **Expertise:** Demonstrating expertise and knowledge in a particular field or industry enhances trustworthiness. When a source is recognized as an authority in a subject, people are more likely to trust their information and insights.
- b. **Transparency:** Being transparent about sources, methodologies, and potential biases builds trust. Openness in communication fosters credibility and helps individuals understand the basis of the information presented.
- c. **Consistency:** Consistency in delivering accurate and reliable information over time reinforces trust. When a source consistently provides credible and verifiable content, it bolsters its reputation as a trustworthy entity.

- d. Accountability: Taking responsibility for errors, rectifying mistakes, and acknowledging limitations contribute to trustworthiness. A source that is accountable for its actions is perceived as more credible.

### **Attractiveness**

Attractiveness, in the context of credibility, refers to the perceived likability, appeal, and persuasiveness of a source or message. Attractive sources can positively influence how individuals perceive information and may be more successful in gaining attention and acceptance (Chaiken, 1979). Several factors contribute to attractiveness:

- a. Physical attractiveness: In certain situations, the physical appearance of a communicator can influence perceptions of attractiveness. However, attractiveness extends beyond physical appearance and can also relate to charisma and communication skills (Chaiken, 1979).
- b. Emotional appeal: Messages that evoke positive emotions, such as humor, empathy, or inspiration, can be more attractive to audiences. Emotional appeal can enhance the relatability of the source.
- c. Likeability and relatability: Sources who are relatable and likable are often perceived as more attractive. Building a connection with the audience through shared values or interests can increase attractiveness.
- d. Presentation style: The manner in which information is presented can impact attractiveness. Engaging and compelling presentation styles can captivate audiences and enhance credibility.

Both trustworthiness and attractiveness play crucial roles in shaping credibility. A source that is both trustworthy and attractive is more likely to be perceived as credible, making it more effective in influencing attitudes, behaviors, and decision-making.

### **2.3 Concept of Visit Intention**

Visit intention refers to an individual's anticipated inclination to visit a particular destination, attraction, event, or establishment (Moutinho, 1987). It is a critical construct in the field of tourism and hospitality as it reflects the likelihood of a person converting their interest into an actual visit. Understanding visit intention is crucial for businesses and destination marketers as it helps them assess the potential demand and plan strategies to attract and retain visitors (Chen & Tsai, 2007).

Travel visit intention is influenced by various factors, including destination attractiveness, prior travel experiences, credibility, social influences, and external marketing efforts. Positive destination images, appealing tourism products and activities, and favorable perceptions of safety and security contribute to a higher likelihood of travel visit intention (Kim & Ritchie, 2014).

For destinations and tourism businesses, having a robust social media presence and an engaging content strategy can be instrumental in influencing visit intention and attracting more visitors. Social media provides real-time updates about destinations, events, and attractions. Travelers can get immediate information on things like weather conditions, local events, and promotions, impacting their visit intention and itinerary planning (Wang et al., 2017).

Various studies have used survey methodologies to gather data on travelers' intentions and the underlying factors that shape their decision-making process. By analyzing these factors, businesses and destinations can better understand the preferences and needs of their target audience and design targeted marketing strategies (Um, Chon & Ro, 2006).

Understanding and analyzing visit intention is essential for tourism stakeholders to develop targeted marketing campaigns, improve services, and create memorable experiences that resonate with potential travelers' interests and needs. By aligning their offerings with visitors' preferences, destinations can increase the likelihood of converting intentions into actual visits, resulting in a positive impact on the tourism industry and the local economy (Kozak & Rimmington, 2000).

## **2.4 Background Theory of the Study**

This section presents the background theory of the study, the credibility theory.

### **Credibility Theory**

Hovland and Weiss (1951) created Source Credibility Theory (SCT), which is based on the source of SCT has been used in countless pieces of literature in various industries, notably marketing and communication, albeit few have been in hospitality and tourism. According to Chung et al. (2015), credibility is defined as the degree to which an information source is perceived to be credible, competent, and trustworthy. Most studies on source credibility contain two primary components: trustworthiness and attractiveness, which are generally defined by SCT and give more clear evidence for source credibility in an online arena. (Kerstetter & Cho, 2004).

Source trustworthiness refers to the extent to which a source is perceived as honest, sincere, or truthful, while expertise, one determinant of source credibility, is defined as the perception of how the source provides the correct information (Bristor, 1990). Additionally, attractiveness is suggested as the dimension of SCT (McCracken, 1989), which refers to how familiar and likable the source is to the receiver (McGuire, 1985; Yoon & Kim, 2016).

Attractiveness describes the physical or social attractiveness of the individual who serves as the media persona (Schiappa et al., 2007). In a way that is similar to social relationship development, individuals are more likely to develop relationships with media personae who are attractive (Hoffner & Buchanan, 2005). More importantly, perceived attractiveness also has a positive effect on the quality and intensity of a parasocial relationship (Schmid & Klimmt, 2011) and influences customers' behaviors and attitudes (Ohanian, 1991). The theory suggests that individuals evaluate the credibility of a source based on various factors, such as expertise, trustworthiness, and likability. These credibility evaluations, in turn, impact the degree to which people are influenced by the message.

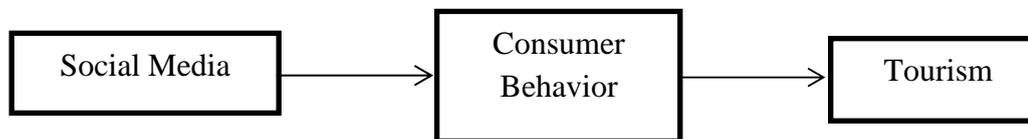
Hovland, Janis, & Kelley (1953) conducted extensive research on persuasive communication and found that the credibility of the message source played a significant role in determining the effectiveness of persuasive messages in the 1950s. According to the theory, a credible source is more likely to be persuasive because people tend to believe and accept information from credible sources more readily. The theory suggests that credibility can be assessed along two dimensions: expertise and trustworthiness. Expertise refers to the perceived knowledge, competence, and qualifications of the source in a particular domain. Trustworthiness, on the other hand, relates to the perceived honesty, integrity, and lack of bias of the source. Likability, although not considered a core dimension of credibility, can also influence the persuasive impact of a source. Likable sources are often more persuasive because people tend to be more receptive to messages delivered by individuals they find attractive or similar to themselves. Research has consistently shown that highly credible sources are more effective in influencing attitudes, beliefs, and behaviors compared to less credible sources. However, the impact of credibility can vary depending on the audience and the context of the message. For example, highly credible sources may be more persuasive when the message is complex or unfamiliar to the audience, whereas likability may play a more significant role when the message is simple or already familiar. It is worth noting

that source credibility theory is just one of several theories that seek to explain the persuasive power of messages.

## 2.5 Previous Studies

This section contains the empirical studies for this study. The previous three investigations are included in this section. The conceptual structure of the examination has transpired, according to the earlier study. Bay (2018) investigated the influence of social media on tourist consumer behavior among university students. The primary goal of this research is to investigate the influence of social media on tourist consumer behavior among university students. The precise goals are to look at the effect of social media on customer behavior. To assess the impact of customer behavior on the tourism business. To assess the impact of social media on tourism. The study's independent variables are social media and customer behavior. Tourism is also a dependent variable in the research. The research investigated using mediation analysis. The conceptual framework is depicted in Figure (2.1).

**Figure (2.1) Social Media on Consumer Behavior in Tourism**

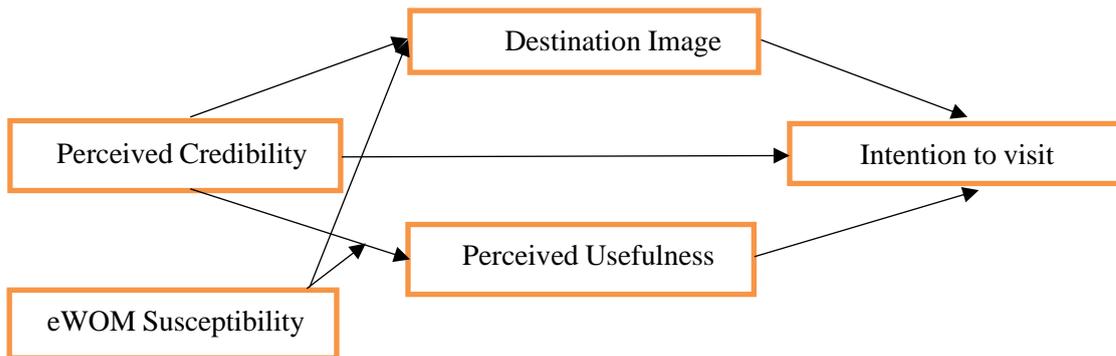


Source: Bay (2018)

The mediation hypothesis supported the study's findings because social media had a substantial mediating influence on behavioral intention of loyalty. The mediator consumer behavioral is directly mediating the association between social media and behavioral intention of loyalty in this study. According to the study's results, the repercussions of consumer behavior on social media outcomes, such as behavioral intention of loyalty, require special attention from students or any other parties involved.

Nechoud et al (2021) studied the impact of eWOM credibility on visit intention, examining how eWOM susceptibility moderates the link between perceived credibility and destination intention. The study used structural equations modelling and Hayes procedure to study mediating and moderating effects, providing a clear understanding of model fitness.

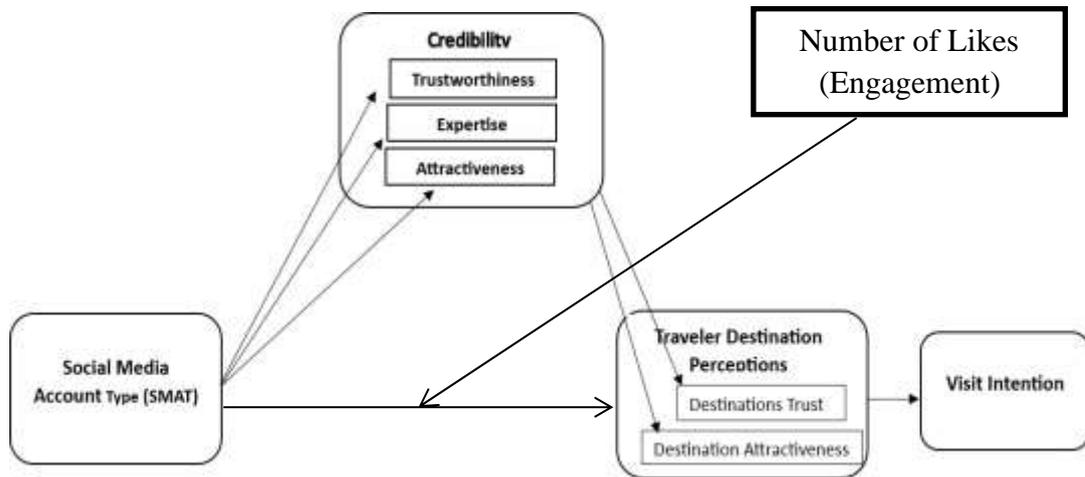
**Figure (2.2) Credibility on Visit Intention**



Source: Nechoud et al (2021)

The study reveals that the credibility of eWOM (e-Words of Mouth) is moderated by the susceptibility of internet users or sharing of tourists' experiences on Facebook. The relationship between perceived credibility and intention to visit a destination is mediated by the usefulness of eWOM messages and the destination image. Tourism practitioners can use eWOM as a communication technique for product or service recommendations, improving the effectiveness of marketing strategies in hospitality, tourism, and travel. The research also explores the impact of social media account types on travelers' destination perceptions and visit intention. The study uses factor analysis to analyze the study, with social media account type, credibility, and traveler destination perceptions as independent variables and visit intention as the dependent variable.

**Figure (2.3) Proposed Research Model**



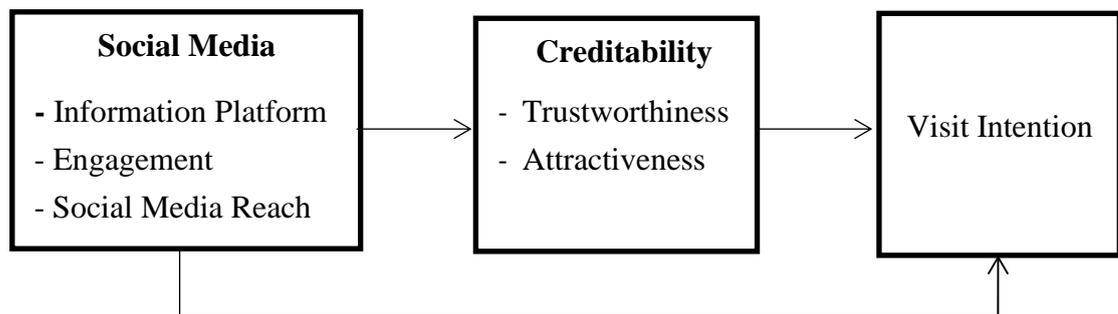
Source: Seo (2021)

The results of this study indicated that the credibility of social media account types play a more essential role than social media account types and that the sub-factors of credibility, especially trustworthiness, and expertise, are key sub-facts that determine a social media account's credibility. Additionally, this provides further empirical support for the notion that likes strongly influence travelers' destination perceptions, especially when the number of likes is low. Therefore, the current study has raised a significant amount of academic and practical attention as a future research direction in the hospitality and tourism context with a more detailed explanation of travelers' destination decision process

## 2.6 Conceptual Framework of the Study

The conceptual framework of the study was created based on Bay (2018), Nechoud et al (2021) and Seo (2021). The concept of this model was to analyze the social media variables based on different qualitative variables regarding credibility based on the visit intention. After studying the international papers on social media, have selected the three variables that are relevant and convenient for the Myanmar tourism industry. The conceptual framework of the study is presented in Figure (2.4).

**Figure (2.4) Conceptual Framework of the Study**



Source: Own Compilation (2023)

The specific objective of this study is to examine the effect of social media platforms, engagement, and social media reach on credibility and visit intention, and analyze the effect of credibility on visit intention of University Students. Based on the objectives of this study, the conceptual framework was constructed. The working definitions for the research questionnaire are as follows:

**Social media** plays a significant role in inspiring, influencing, and facilitating travel decisions and intentions among university students through their information platforms, engagement, and social media reach.

**Credibility** in the context of social media for university students refers to the perceived trustworthiness, attractiveness, and authenticity of information, sources, and content shared on social media platforms.

**Visit intention** by social media for university students refers to the inclination or desire of students to visit a specific destination, attraction, event, or establishment, influenced or shaped by the information, content, and experiences they encounter on social media platforms.

## **CHAPTER III**

### **OVERVIEW OF SOCIAL MEDIA EFFECT ON TOURISM INDUSTRY AND UNIVERSITY STUDENTS**

This chapter presented an overview of social media effect on University Students. In this study, the survey is based on MIU students in Yangon. This section is mainly included in three parts. These are the current social media role of Myanmar and social media usage of MIU students, social media effect on the Myanmar Tourism Industry, and social media effect on tourism in University students.

#### **3.1 Current Social Media Role of Myanmar**

Social media played a significant role in Myanmar and social media platforms such as Facebook, X formerly named Twitter, Instagram, and YouTube have been widely used by the population to connect, share information, and express their opinions (Rio, 2020). Furthermore, social media played a crucial role in the country's political landscape, especially during periods of political unrest and democratic transition. Social media provides an outlet for citizens to voice their opinions, share news, and mobilize support for various causes. However, social media's influence in Myanmar has also faced criticism and challenges. In recent years, concerns have been raised about the spread of hate speech, misinformation, and incitement to violence through social media platforms (Laub, 2019).

Social media has an increasingly significant role in the country's economy because social media platforms, particularly Facebook, have been used by businesses in Myanmar to promote their products and services, reach a wider customer base, and engage with their target audience. Many businesses, including small and medium-sized enterprises, have leveraged social media to establish an online presence, showcase their offerings, and attract customers. Facebook, in particular, has been a popular platform for businesses in Myanmar due to its wide user base and accessibility. It has provided a cost-effective way for businesses to advertise, communicate with customers, and generate sales leads (Bhati, 2017).

Additionally, social media influencers have emerged as a prominent marketing channel, with businesses collaborating with popular influencers to promote their products and services to their followers. In Myanmar, mobile phone usage is very wide

and it is easy to bring everywhere and can use for the marketing. Moreover, social media has facilitated the growth of e-commerce in Myanmar. Online marketplaces and platforms have emerged, allowing businesses to sell their products and services directly to customers through social media channels (Bhati, 2017).

Social media use among university students can vary greatly depending on individual preferences, cultural factors, and the specific university environment. However, there are several common reasons why university students tend to use social media platforms (Kircaburun et al., 2020).

**Communication and Networking:** Social media platforms provide convenient and instant communication channels, allowing students to connect with friends, classmates, and even professors. It helps them stay updated with campus events, share information, collaborate on projects, and build professional networks.

**Information and News:** Social media platforms offer a quick and efficient way to access news and information. University students often follow pages or accounts that provide updates on current events, academic resources, research opportunities, and job/internship postings.

**Social Connection:** Social media platforms allow students to maintain relationships with friends and family, especially those who are not physically present on campus. They can share experiences, photos, and updates, and engage in conversations, which helps combat feelings of homesickness and isolation.

**Academic Support:** Many universities and academic departments have their own social media channels to share academic resources, announcements, and important deadlines. Students can also join subject-specific groups or communities to discuss coursework, seek help, and share study materials.

**Personal Expression and Creativity:** Social media platforms provide a space for self-expression, creativity, and showcasing talents. Students can share their artwork, photography, writing, music, or other interests with a wider audience, receive feedback, and connect with like-minded individuals.

**Entertainment and Recreation:** Social media offers a range of entertainment options, such as funny videos, memes, gaming communities, and pop culture discussions. It provides a means to unwind, relax, and take a break from academic pressures.

**Awareness and Activism:** Social media platforms serve as catalysts for social and political movements. University students often use these platforms to raise awareness

about important causes, engage in activism, and connect with other activists or organizations.

### **3.2 Social Media Effect on the Myanmar Tourism Industry**

The advent of social media has significantly impacted the Myanmar tourism industry, revolutionizing the way travelers engage with destinations, make travel decisions, and share their experiences. Myanmar, with its rich cultural heritage and scenic landscapes, has gained popularity as a travel destination, and social media has played a pivotal role in promoting its unique attractions to a global audience.

Social media platforms, such as Facebook, Instagram, and Twitter, have become powerful tools for destination marketing in Myanmar. The visual appeal of the country's ancient temples, pristine beaches, and picturesque countryside is showcased through captivating images and videos shared by travelers, influencers, and tourism authorities. User-generated content (UGC) has become a valuable asset, providing authentic and relatable travel experiences that influence visit intention among potential travelers.

The reach and engagement potential of social media has enabled tourism businesses in Myanmar to connect directly with their target audience. Hotels, travel agencies, and tour operators utilize social media to promote special offers, share travel packages, and respond to customer inquiries in real time. The interactive nature of social media fosters personalized engagement, building trust and rapport with travelers.

Moreover, social media has played a crucial role in disseminating information about Myanmar as a safe and welcoming destination for travelers. Timely updates on events, festivals, and safety measures are shared across social media platforms, addressing concerns and dispelling misconceptions that may impact visit intention.

However, with the positive effects, there are also challenges to address. Social media can magnify negative incidents and controversies, potentially affecting the country's reputation and visitation rates. Therefore, responsible social media management is essential to ensure the dissemination of accurate information and protect Myanmar's tourism image.

Therefore, social media has become a vital force in shaping the Myanmar tourism industry. By leveraging the power of visual storytelling, interactive engagement, and user-generated content, social media has opened up new opportunities for destination promotion and visitor engagement. Strategic utilization of social media

will continue to play a pivotal role in attracting and inspiring travelers to explore the enchanting beauty and cultural heritage of Myanmar.

Moreover, Myanmar has more than 39 million internet users, up from two million in 2014. Combine that with the country's emerging tourism industry have a market bursting with opportunities for travel companies. In this study presented the example companies for social media effect on company's economic development. These are Flymya.com,

One such entrepreneur who capitalized on this growth is the founder of **Flymya.com**. After investing 3 months to research the most popular keywords related to Myanmar domestic flight tickets using Google Trends, Flymya created the Company's Facebook Page and ran advertisements on the network with a USD1,500 monthly budget. Some of their most engaging Facebook posts garnered over 1,000 shares and likes. To grow the company's followers, the team ran giveaway contests including domestic flight tickets and tour packages to followers. Results from the Facebook page and advertising: Facebook followers grew to 100,000, Website visitors from social grew from 3,000 in Q1 to 15,000 visitors in Q2 and overall web traffic climbed to 39,000 unique visitors during the period. Moreover, additional revenue generated during the period has USD200,000.

The team built up the content marketing. The team started blogging about Myanmar Travel Tips and Destination Information related to Myanmar. Results from content marketing: 60% of the company's targeted keywords appeared on the first page of Google, Organic search grew from 1,335 in Quatre 2 to 2392 in Quatre 3, and Website traffic skyrocketed to 61,800 unique visitors during the period. Additional revenue generated during the period has USD200,000.

The company engaged influential travel bloggers like South East Asia Backpacker. After reaching out to the owners of the site, the bloggers wrote informative articles about Myanmar and included a link to Flymya's website. Results from influencer marketing:

- 1,200 visits in referral traffic from engaging South East Asia Backpackers
- Web traffic grew to 72,000 unique visitors during the period

During this period, the team also secured coverage in one of Asia's most popular tech media: Tech in Asia, which drove 500 visitors to the company's website. Additional revenue generated during the period:

- USD 600,000

After one year of a well-balanced digital marketing drive, the company generated 1.5 million in revenue and over 195,800 website visitors. The total annual digital marketing budget is USD100,000.

**New Motion** is the leading travel agency in Myanmar offering a wide range of worldwide tour packages such as luxury tours, free and easy tours, cruise, flights, hotels. It has posted outbound advertisements on Facebook. During COVID-19 pandemic, although tourism was silent, it took time to engage with Facebook users by posting domestic packages specialized the southern part of Myanmar. However, as a result, the company became well known on Facebook and just after Covid-19, the company is ready to sell the packages while the other companies started to research the market. Currently, the company is emphasizing on the advertisements on its original outbound packages, new inbound packages of southern Myanmar plus applying visa services on Facebook.

**Columbus** is one of the best Travel Agencies in Myanmar since 1993. It was the first IATA accredited agent in Myanmar and also the key agent for all the major airlines in Myanmar, both international and domestic. It can give the update airline and route information on Facebook. People relied on its page and use its service. Also, it created private group named “Columbus Air Ticket” on Facebook. The company spread its good reputation through this group by word-of-mouth. Since last year, the company has run Viber community group. The followers in Viber grew to 1,597 subscribers.

**Tori Travel** is an emerging travel agency located in Yangon, Myanmar. It is also GSA (General Sales Agent) of Thai Smiles Airlines. The company became successful in advertising its services on social media with **Ti Ti**, the character of Tori. The company runs customer-inclusive activities like “Collecting Pin Badge with **Ti Ti**”. It has also Viber Community Service for sharing travel information.

**Myanmar Polestar** is a fully Myanmar-owned Destination Management Company (DMC), first established in 2001. The Company is capable of providing a complete package of destination management services throughout Myanmar. They offer a range of services such as flights, hotels, sightseeing tours, transfers, and cruises to fully-fledged packages including a guide, meals, accommodation, and transportation. Start 2022, Dec Myanmar Polestar introduced new experiences and glamorous camping activities of, the Balone Kyun River View Tent in Bagan belonged to Myanmar Polestar. They did a consecutive posting on Facebook social media and posted the traveler blogger reviews and increased the followers from 2000 to 3000 during a week. effects of social media are shown in Appendix 3.

### 3.3 Influence of Social Media Impacts on Society

According to the face-to-face interview results for MIU students and background information of the study, several factors for using social media have an effect on University Students. The overviews of social media effects are shown the in following. Social media has become an integral part of the lives of university students, and its impact is widespread across various aspects of their academic and personal experiences. As a means of communication and information sharing, platforms like Facebook, X (formerly named Twitter), and Instagram have transformed how students interact with their peers, professors, and academic institutions. Social media facilitates real-time communication, collaboration on projects, and the exchange of ideas, enabling a more connected and engaged academic community.

Moreover, social media serves as a vast repository of knowledge, providing students with access to educational resources, research articles, and online courses. It empowers students to engage in self-directed learning and explore diverse topics beyond the confines of their curriculum. Additionally, social media allows students to join academic groups and follow industry experts, enabling them to stay updated on the latest developments in their fields of study.

However, the influence of social media extends beyond academics, impacting students' social lives and mental well-being. It has redefined how friendships are formed and maintained, with platforms offering a virtual space for students to connect and share experiences. However, this constant online presence can also lead to social comparison and feelings of inadequacy. The pressure to present an idealized version of oneself on social media can contribute to increased stress and anxiety among university students. Furthermore, social media has become a platform for personal branding and professional networking. Students utilize platforms like LinkedIn to showcase their skills and experiences, building an online identity that can impact future career opportunities. While this can be beneficial, it may also lead to a focus on superficial self-presentation rather than genuine self-discovery.

Social media has had a significant impact on various aspects of society, including tourism among university students. According to the face-to-face interviewing results of MIU students, there are some ways in which social media has influenced tourism behavior or visit intention.

**Destination Discovery:** Social media platforms, especially visual-centric ones like Instagram and Pinterest, have become popular channels for travelers to discover new

destinations. University students often follow travel influencers and pages that showcase picturesque locations, which can inspire them to explore new places.

**Travel Planning:** Social media platforms provide real-time updates, reviews, and recommendations from other travelers. University students can use these platforms to plan their trips more effectively, gather information about accommodations, attractions, local customs, and activities.

**Travel Reviews:** Social media allows students to read and leave reviews for destinations, hotels, restaurants, and other travel-related services. These reviews can significantly influence the decision-making process of potential travelers.

**Sustainable Tourism Awareness:** Social media has also contributed to raising awareness about sustainable tourism practices. University students are increasingly conscious of environmental and social impacts and may opt for eco-friendly and responsible travel choices.

**Instant Communication:** Social media platforms enable travelers to communicate with each other and stay connected with family and friends during their trips, providing a sense of security and connectivity while away from home.

**Itinerary Inspiration:** Platforms like YouTube and travel blogs provide detailed travel itineraries, tips, and hacks for specific destinations. This content can influence them by changing to plan their trips efficiently, while they are travelling.

**Viral Challenges and Trends:** When it comes to social media, it's not only for the thing that emphasize for the marketing and making trend. It is originated for the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media challenges and trends, such as visiting specific landmarks or trying local foods. For example, in 2016, Pokémon Go, augmented reality mobile game which motivate to explore outdoor activity not only teenager but also to the elders. This app has proved that social media has a same effect to all ages in our society which went viral and prompt that can participate and experience new destinations.

Social media has both positive and negative effects on university students. Among them, the main positive effects are social media support to enhance communication, collaboration, and knowledge sharing has revolutionized academic interactions. However, over usage of social media has negative impact on mental well-being. Adopting responsible social media usage is crucial to harness its benefits while mitigating its adverse effects on university students.

While social media has many positive effects on tourism for university students, it's essential to recognize that it can also have negative impacts. Over-tourism, misinformation, and the pressure to present an idealized version of travel experiences are some of the challenges associated with social media's influence on tourism behavior. Responsible use of social media and awareness of its potential impact can help students make more informed and sustainable travel choices.

## CHAPTER IV

### ANALYSIS OF THE EFFECT OF SOCIAL MEDIA ON VISIT INTENSION OF UNIVERSITY STUDENT’S

This chapter examined the impact of social media on credibility and visit intention, as well as the impact of credibility on visit intention. This includes the research design, respondent demographics, reliability analysis, analytical methodologies and instruments utilized in this study, and the connection between variables.

#### 4.1 Research Design

Using both direct and secondary data, the study explores the influence of social media on university students' visit intentions in Yangon. The study employs survey questions, and respondents' opinions are assessed using a five-point Likert scale. The surveys feature a respondent profile as well as survey items with number ratings ranging from strongly disagree to strongly agree. The study develops a theoretical framework for understanding the relationship between social media and visit intention among Yangon university students.

Using both direct and secondary data, the study explores the influence of social media on university students' visit intentions in Yangon. In the study, survey questions are employed, and respondents' replies are scored on a five-point Likert scale. The surveys feature a respondent biography as well as poll items with ratings ranging from strongly disagree to strongly agree. The study develops a theoretical framework for understanding the relationship between social media and visit intention among Yangon university students:

$$n = (1-p)^2 / e^2$$

Where:

$p$  = the population proportion ( $p = 0.1$ )

$e$  = acceptable sampling error ( $e = 0.05$ )

$z$  =  $z$  value at reliability (99%) level ( $z = 2.58$ ) or significance level (0.01)

Substitute number in formula:

$$n = 0.1(1 - 0.1) (2.58)^2 / (0.05)^2$$

$$n = 239.9304 \sim 240$$

After calculated the sample size by substituting the numbers into the Cochran formula, the numbers of sample are 239.9304 persons. The sample size has increased to 240 persons in order to obtain reliable of data. Both primary data and secondary used in this study. Primary data collection consists of face-to-face and email surveys collected by using the structured questionnaires. The secondary data collected local and international research papers, relevant journals, published text book, survey report, articles and website. The collected data were then analyzed by SPSS statistical tool. Multiple regression analysis was used to analyze the relationship between social media, creditability, and visit intention.

#### **4.1 Demographic Profile of Respondents**

The demographic characteristics of 240 respondents or students in MIU are analyzed in this survey to identify the how social media effect on visit intention. This section includes profiles of the respondents such as gender, age, marital status, education, monthly income, and monthly expenses. The profile of respondents is shown in following Table (4.1)

**Table (4.1) Demographic Characteristics of Respondents**

<b>Sr. No</b>	<b>Particular</b>	<b>No. of Respondents</b>	<b>Percent</b>
1	Gender: Male	90	37.5
	Female	150	62.5
2	Age: 16-20 years old	3	1.3
	21- 25 years old	164	68.3
	26-30 years old	62	25.8
	31-35 years old	11	4.6
3	Marital Status: Single	214	89.2
	Married	26	10.8
4	Education: Undergraduate	23	9.6
	Graduate	166	69.2
	Master	45	18.8
	Ph.D	6	2.4
5	Personal Monthly Income (Kyats):		
	Below and Equal 100,000	12	5.0
	100,001 - 200,000	24	10.0
	200,001 - 300,000	98	40.8
	300,001 and above	106	44.2
6	Personal Monthly Expense (Kyats):		
	Below and Equal 100,000	52	21.7
	100,001 - 200,000	94	39.2
	200,001 - 300,000	54	22.4
	300,001 and above	40	16.7
Total		240	100

Source: Survey data (2023)

Table (4.1) shows the profile of respondents of the study. In selected respondents, Females included (62.5%), and males included (37.5%). It is showing that the female respondents are more dominant than males. The age of the highest respondents in selected respondents is 21-25 years and 26-30 years, 68.3% and 25.8% respectively. This indicates clearly most of the respondents are young people. The

number of respondents by marital status is shown in Table (4.2). It found out that the majority 89.2% of respondents were single. It is because all the respondents are students and therefore most of them are single. Table (4.1) reveals the number of respondents by education level as well. This indicates that 69.2% of respondents are bachelor's degree holder, 18.8% of respondents are master's degree holder and 2.5% are PhD degree holder. Most of the respondent highest monthly earn is above 3,500,000 Ks a month and has 44.2%. Most of the respondent use expense amount is 100001-200000 kyats (39.2%).

#### 4.2 Reliability Test of the Study

Reliability test is important for analysis of the study. Reliability refers to the degree to which measures are free from random error and therefore yield consistent results (Zikmund 1997). The study uses Cronbach's Alpha as a measure of internal consistency. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated to one another (Sekaran, 2003). A rule of thumb for interpreting Cronbach's alpha for Five-Likert Question is;

**Table (4.2) Rule of Thumb on Cronbach's alpha**

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Sekaran, 2003

Based on the survey data, the reliability or the internal consistency among the variables was checked with Cronbach's alphas per table (4.3).

**Table (4.3) Reliability Test for Social Media, Credibility, and Visit Intention**

<b>Sr. No.</b>	<b>Factors</b>	<b>No. of items</b>	<b>Cronbach's Alpha</b>
1	Information Platform	5	0.853
2	Engagement	5	0.756
3	Social Media Reach	5	0.924
4	Trustworthiness	5	0.835
5	Attractiveness	5	0.950
6	Visit Intention	6	0.932

Source: Survey data (2023)

According to the result of Table (4.3), all the alpha value has 0.7 to 0.9. Therefore, the research data for this survey are good and it's reliable. The above results indicated good internal accuracy and this sample for the size was reliable.

#### **4.1 Social Media, Credibility, and Visit Intention**

The study's conceptual model was based on three independent variables: information platform, engagement, and social media reach. Furthermore, credibility is defined as trustworthiness and beauty, and these two qualities are interdependent. In the conceptual model, credibility is likewise an independent variable, as is visit intention. The studies in this section attempt to quantify the influence of each variable on visit intention in university students. The mean value scales are interpreted by using the score level defined by Best (1977) in the following Table (4.4).

**Table (4.4) Scoring Range of Likert Scale**

<b>No.</b>	<b>Mean Score</b>	<b>Interpretation</b>
1	Very Low	1.00 – 1.80
2	Low	1.81 – 2.60
3	Moderate	2.61 – 3.40
4	High	3.41 – 4.20
5	Very High	4.21 – 5.00

Source: Best (1977)

#### 4.1.1 Student Perception of Information Platform

Regarding the information platforms, the students are required to respond total five questions. Under table (4.5), data are reported about the perception of University Student on information platforms.

**Table (4.5) Mean Value of Information Platform**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Using social media to search for and obtain extra information while I am traveling.	4.49	.533
2	Social networking sites are providing information before embarking on trips.	4.47	.599
3	Using more time and effort on social media to conduct a travel information search.	4.43	.602
4	Have a fun through the information search using social media.	4.12	.801
5	Social networking sites contribute to the promotion of tourism facilities and destinations.	4.27	.731
Overall Mean Value		4.35	

Source: Survey data (2023)

Table (4.5) displays the individual mean score of five questions for information platforms. The mean score for the question "using social media to search for and obtain additional information while traveling" was 4.49, which was higher than the neutral value of 3. However, the overall mean score is 4.35, which is higher than the neutral value of 3, indicating that students' impressions of information platforms are broadly shared.

#### 4.1.2 Student Perception of Engagement

Regarding engagement, the students are required to respond total of five questions. Under Table (4.6), data are presented about current students' perceptions of engagement.

**Table (4.6) Mean Value of Engagement**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Influenced by positive comments about destinations in social media.	4.15	.616
2	Subscribed on the social networking sites concerning my favorite hotels and tourism destinations; as well as following their notifications.	4.53	.500
3	Travel perception changes by seeing social media.	4.42	.566
4	Share my positive experience about the destination in social media.	4.22	.627
5	Travel blogs give the destination attractiveness.	4.35	.609
Overall Mean Value		4.33	

Source: Survey data (2023)

The individual mean score of five questions concerning the student's sense of engagement is shown in Table (4.6). The question had a mean of 4.15 replies and a maximum of 4.53: "I've subscribed to social networking sites about my favorite hotels and tourist destinations, as well as followed their notifications." All of the mean values are larger than the neutral value of 3, indicating that students have a positive attitude toward involvement.

### 4.1.3 Student Perception of Social Media Reach

Regarding with the social media reach, the students are required to respond total five questions. Under table (4.7), data are presented about current students' perception on the social media reach.

**Table (4.7) Mean Value of Social Media Reach**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Influence on social media content (text, images, and videos) impact reach for my travel decision.	4.03	.974
2	A travel blog can be effective for my traveling mood.	3.93	.908
3	Social media campaign is impressive and effectively reaches its target audience	3.80	.878
4	The reach of social media accounts is extensive and reaches a wide audience.	3.60	.871
5	The posts shared by social media accounts have a significant reach and are seen by many people.	3.88	.858
Overall Mean Value		3.84	

Source: Survey data (2023)

Table (4.7) reported the individual mean score of five questions for social media reach. The lowest mean score is 3.60 which question is “Reach of social media account is extensive and reaches a wide audience.” and highest mean score is the question relating to “Influence on social media content (text, images, and videos) impact reach for my travel decision.” is 4.03 which is higher than neutral value 3. However, the overall mean score is 3.84 which is higher than the neutral value of 3 and thus it can be concluded that the social media reach has an agreed level for students' perception.

#### 4.4.7 Overall Mean Value of Student's Perception

This section presented the descriptive statistics of the social media factors, credibility factors, and visit intention. Under Table (4.8), data are presented about current student's perceptions of social media factors, credibility factors, and visit intention.

**Table (4.8) Overall Mean Value of Student's Perception**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>
1	Information Platform	4.35
2	Engagement	4.33
3	Social Media Reach	3.84

Source: Survey data (2023)

Table (4.8) displays the individual mean score of all components with a score greater than three, such as information channels, engagement, and social media reach. When the standard deviation is less than one, the data is less likely to stray from the mean, and the survey findings are more acceptable. The total average is 4.17 points. In terms of the overall mean value of Table (4.8), the mean value of the Information Platform is 4.35 higher than the 4, suggesting that the information platform strongly agreed with perception. Social media reach has a mean value of 3.84, the lowest level in the total mean score, showing that students believe social media reach to be an acceptable barrier.

#### 4.4.4 Student Perception of Trustworthiness

Students must answer five questions regarding trustworthiness criteria in total. Table (4.9) summarizes current students' assessments of trustworthy factors such as believability.

**Table (4.9) Mean Value of Trustworthiness**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Positive comments /posts of the users on social media make me trust the tourism facilities that I am interested in.	4.45	.531
2	Social media have made it easier to find trustworthy information about travel destinations and experiences.	4.41	.621
3	Making between locations/districts according to the comments posted on social media concerning such tourist locations.	4.47	.517
4	Changing my travel plans based on information I learned from social media.	4.53	.548
5	Social media impacted my overall trust in the travel industry and its various stakeholders (e.g., hotels, airlines, tourism boards, etc.)	4.57	.521
	<b>Overall Mean Value</b>		<b>4.48</b>

Source: Survey data (2023)

Table (4.9) reported the individual mean score of five questions for trustworthiness factors in credibility. The lowest mean score is 4.41 which question is “Social media have made it easier to find trustworthy information about travel destinations and experiences” and the highest mean score is 4.57 which is higher than the neutral value of 3. The overall mean value is 4.48. Therefore, it can be concluded trustworthiness has a strongly agreed perception.

#### 4.4.5 Student Perception of Attractiveness

Regarding the attractiveness factors, the students are required to respond total of five questions. Under Table (4.10), data are presented about current students' perceptions of the attractiveness factors.

**Table (4.10) Mean Value of Attractiveness**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Information searching is easier and more attractive through social media compared to mass media.	4.25	.913
2	Social media helps me to have self-reliance and more independence.	4.22	.987
3	Influenced by social media posts or advertisements to consider visiting a travel destination.	3.96	.974
4	Making ordering a tourist service that is advertised on social media.	4.22	.916
5	Travelling new destinations because of their popularity on social media.	4.15	.864
Overall Mean Value		4.16	

Source: Survey data (2023)

Table (4.10) is reported the individual mean score of five questions for the attractiveness factors. The lowest mean score is 3.96 and the question is “Influenced by social media posts or advertisements to consider visiting a travel destination.”. The highest mean score is 4.25 and the question is “Information searching is easier and more attractive through social media compared to mass media.”. The overall mean score is 4.16. According to the result, all the mean values are higher than the neutral value 3 and therefore it can be concluded that the student’s perception on attractiveness is very good.

#### 4.4.6 Student Perception of Visit Intention

Regarding the visit intention factors, the students are required to respond total of six questions. Under Table (4.11), data are presented about current students' perception of the visit intention.

**Table (4.11) Mean Value of Visit Intention**

<b>Sr. No.</b>	<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	I am planning to go based on engagement about travel experiences I have seen on social media.	3.93	.974
2	I have creditability through social media reach that support visit intention.	3.82	.896
3	Numbers of likes or comments on a post influence my travel decision-making process.	3.91	.843
4	I have a strong attitude on making travel decision, I always look both positive and negative travel experiences by influencers and other users on social	3.47	.823
5	I intend to visit a trip or vacation as a result of seeing a post or advertisement on social media.	3.75	.926
6	I am planning to visit according to the recommendations from travel influencers or other users on social media encourage traveling.	3.76	.892
Overall Mean Value		3.77	

Source: Survey data (2023)

The individual mean score of six questions for the visit intention criteria is shown in Table (4.11). The mean value varied between 3.47 and 3.93. The total mean value of 3.77 is higher than the statistical average of 3. It indicates that the student's comprehension of the goal of the visit is at the agreed-upon level. The standard deviations are smaller than one, indicating that the data is less deviated from the mean and that the survey results are more acceptable.

#### 4.5 Relationship between Social Media, Credibility, and Visit Intention

The link between independent and dependent variables will be investigated using correlation and regression analysis. The correlation coefficient (with values ranging from -1) is a statistical metric used to estimate the strength and direction of a linear relationship between two variables. This study looked at the connection between social media and credibility, as well as the connection between social media and visit intent. The average scale scores for each scale were gathered in order to carry out the study, establish the explored aim, and determine the correlation coefficient for each set of variables. Tables (4.12 and 4.13) indicate the correlations between average social media ratings, believability, and visit intent.

**Table (4.12) Correlation between Social Media and Credibility**

No.	Factors	Correlation Coefficient	P-value
1	Information Platforms	.602*	.016
2	Engagement	.609**	.004
3	Social Media Reach	.745**	.000
** Correlation is significant at the 0.01 level (2 tailed)			
* Correlation is significant at the 0.05 level (2-tailed)			

Source: SPSS Outputs, 2023

Table (4.12) showed the values of correlation coefficient and p-value that could be seen how correlate to social media and credibility. The correlation coefficient between credibility and social media reach is .745, and this is the highest correlation among credibility and social media reach. The correlation coefficient between credibility and engagement is .609, and the correlation significance level the 0.004. The correlation coefficient between credibility between Information platforms is .602 and the correlation significance level is 0.016. The following Table (4.13) shows the relationship between average scores of social media, and visit intention. In social media includes three factors: information platforms, engagement, and social media reach.

**Table (4.13) Correlation between Social Media and Visit Intention**

No.	Factors	Correlation Coefficient	P-value
1	Information Platforms	.552*	.018
2	Engagement	.100	.061
3	Social Media Reach	.899**	.000
** Correlation is significant at the 0.01 level (2 tailed)			
*. Correlation is significant at the 0.05 level (2-tailed)			

Dependent variable: Visit Intention

Source: SPSS Outputs, 2023

The correlation coefficient and p-value values for the association between social media and visit intention are shown in Table (4.13). With a correlation value of .899, the greatest link was identified between visit intent and social media reach.

With a significance level of 0.005, the correlation coefficient between credibility and social media platforms is .552. The final one is completely irrelevant.

#### 4.6 Analysis the Effect of Social Media on Credibility

The results of a multiple regression research on the effect of social media on credibility are shown in Table (4.14). In this study, three variables have an impact on social media.

**Table (4.14) Effect of Social Media on Credibility**

Dependent Variable: Credibility	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	SE	Beta			
(Constant)	2.038	.269		7.565	.000	
Information Platforms	.100***	.062	.101	1.614	.008	2.108
Engagement	.011***	.077	.008	.136	.012	2.094
Social Media Reach	.470***	.027	.760	17.537	.000	1.021
R <sup>2</sup>	0.566					
Adjusted R <sup>2</sup>	0.560					
F statistics	102.533					
Statistically significant indicate ***at 1%,						

Source: SPSS Output, 2023

Table (4.14) displays the regression result for the relationship between social media characteristics and credibility. The standardized beta coefficient denotes the relationship between the dependent and independent variables. A positive standardized coefficient (beta) shows that a rise in social media qualities leads to an increase in credibility, and vice versa. The greatest beta value for social media reach is 0.760, showing that an increase in connection leads to a rise in trust. All of the independent variables were positive, and the adjusted R-squared was 0.56, showing that the model accurately predicts the credibility of university students.

The p-value of social media reach was 0.000, which is considered significant at the 1% level, according to Table (4.14). According to one study, social media reach has a considerable impact on trustworthiness. Social media platforms have p-values of 0.008 and 0.012, which are both statistically significant at the 1% level. The new R2 is at the bottom of the list. This indicated that engagement and information sources had an impact on belief. The variance inflation factor (VIF) is less than 10 for all social media variables. When the VIF score is less than 10, there is no collinearity and all independent variables are acceptable.

#### 4.7 Analysis on the Effect of Social Media on Visit Intention

The multiple regression study to investigate the effect of social media on visit intention is finished, and the results are shown in Table (4.15). In this study, three variables have an impact on social media.

**Table (4.15) Effect of Social Media on Visit Intention**

Dependent Variable: Visit Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	SE	Beta			
(Constant)	.582	.283		2.056	.041	
Information Platforms	-.091	.065	-.061	-1.407	.161	2.108
Engagement	.092**	.081	.048	1.125	.042	2.094
Social Media Reach	.829***	.028	.886	29.484	.000	1.021
R <sup>2</sup>	0.791					
Adjusted R <sup>2</sup>	0.789					
F statistics	298.595***					
Statistically significant indicate ***at 1%, ** at 5% respectively						

Source: SPSS Output, 2023

The p-value of social media reach was 0.000, which is considered significant at the 1% level, according to Table (4.15). According to the data, social media reach has a significant and positive influence on visit intention. The engagement p-value was 0.42, which is considered significant at the 5% level. This indicated that participation influences visit intention. All independent variables were positive, and the adjusted R-squared was 0.789. The variance inflation factor (VIF) for all social media variables is less than 10. There is no collinearity and all independent variables are acceptable if the VIF score is less than 10.

A regression result indicating the association between social media components and visit intention is also included in Table (4.15). The standardized beta coefficient represents the relationship between the dependent and independent variables. A positive standardized coefficient (beta) suggests that increasing one of the social media variables increases visit intent, and vice versa. The highest beta value for social media reach is 0.886, indicating that more reach leads to higher visit intention.

#### 4.8 Analysis on the Effect of Credibility on Visit Intention

To analyze the effect of social media on visit intention the multiple regression analysis is concluded, and the results are shown in Table (4.16). In this study, social media is considered by three variables.

**Table (4.16) Effect of Credibility on Visit Intention**

Dependent Variable: Visit Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	SE	Beta			
(Constant)	.803	.308		2.610	.010	
Trustworthiness	-.007	.064	-.004	-.103	.918	1.003
Attractiveness	.721***	.030	.846	24.380	.000	1.003
R <sup>2</sup>	0.715					
Adjusted R <sup>2</sup>	0.713					
F statistics	297.964					
Statistically significant indicate ***at 1%						

Source: SPSS Output, 2023

The attractiveness p-value was 0.000, which is considered significant at the 1% level, according to the results of Table (4.16). According to the study, attractiveness has a significant and positive impact on visit intention. The variance inflation factor (VIF) is less than 10 for all social media variables. There is no collinearity and all independent variables are acceptable if the VIF score is less than 10.

Table (4.16) also includes a regression result illustrating the relationship between credibility attributes and visit intention. The link between the dependent and independent variables is represented by the standardized beta coefficient. A positive standardized coefficient (beta) indicates that raising one of the social media variables leads to a rise in visit intent, and vice versa. The highest beta value for attractiveness is 0.886, indicating that strengthening the link with reach boosts visit intention.

## **CHAPTER V**

### **CONCLUSION**

Based on the results of the data analysis, this last chapter is dedicated to make the conclusion on the results of this study. In this chapter the finding from the study of social media effect on credibility and visit intention towards University Students is presented. In the first part the results on the study of independents variables and dependent variable. After that, suggestion and recommendations are presented and then recommendation for further study is presented.

#### **5.1 Findings and Discussions**

The goal of this study is to look at how social media affects trustworthiness and visit intention toward university students. The study of the influence of social media on university students is one of three key goals. To investigate the impact of social media on university students' trustworthiness and visit intention. To investigate the impact of creditability on university students' visit intention. Data and information were acquired from a random sample of 240 Myanmar Imperial University students using a sample random sampling technique.

Regarding the demographic characteristics of the respondents, the majority of the respondents are female 21 to 25 years old. Most respondents are single and they possess bachelor's degrees. Most of the respondents earn 300,001kyats and above as a monthly income. And their monthly expenditure is 100,001 to 200,000kyats respectively. The conceptual framework of the study is based on the three independent variables such as information platform, engagement, and social media reach. Moreover, trustworthiness and attractiveness are considered as credibility and these two variables are dependent. In the conceptual model credibility is also independent and visit intention is also a dependent variable.

According to the results, the mean value of information platform, using social media to search for and obtain a piece of extra information while traveling and social networking sites are providing information before embarking on trips. In engagement, subscribed on the social networking sites concerning my favorite hotels and tourism destinations: as well as following their notifications and travel perception change by seeing social media. In social media reach, influence of social media content (text,

images, and videos) are also effects reach for my travel decision. Travel blog and video are very effective for traveling mood.

In trustworthiness and attractiveness, changes of travel plans are based on information getting through the social media. Social media impacted by overall trust in the travel industry and its various stakeholders (e.g., hotels, airlines, tourism boards, etc.). Information searching is easier and attractive through social media comparing to mass media. Social media helps me to have self-reliance and more independence and making ordering a touristic service that is advertised on social medias. According to the results of mean value for visit intension, planning to go based on the engagement about travel experiences have seen on social media. Creditability has been through social media reach that support visit intention. Numbers of likes or comments on a post influence by travel decision-making process.

According to the results of multiple linear regression, information platform, engagement, and social media reach have positively significant effect on credibility. Moreover, engagement and social media reach have positively significant effect on visit intension. Credibility of attractiveness is positively effect on visit intension. Social networking is becoming increasingly popular in the tourism business. As a result, there are various social media platforms where visitors may make online reservations and swiftly express their views and opinions, allowing the tourism sector to reply to tourists as soon as the researcher begins the process, protecting the business's brand image. As a result, customers' behavioral intention of loyalty changes with the sharing of experiences with friends and family via social media as a communication platform, and so on.

## **5.2 Suggestions and Recommendations**

Based on analysis and findings, the suggestions can provide for University students in MIU on the effect of social media on visit intention. Moreover, this study also suggested to all the University students and business in Myanmar. According to finding results, social media platforms and social media reach has positive correlated with credibility and social media reach has positively significant effect on credibility. Some recommendations to improve the social media platforms and social media reach on credibility is presented. Firstly, Social media companies should be transparent about how their algorithms and how they prioritize content. This will help users understand the information they are exposed to and enable them to make informed decisions.

Moreover, Social media platforms should invest in robust fact-checking systems and collaborate with reputable third-party organizations to verify the accuracy of information shared on their platforms. Secondly, today the social media can be said is a good situation to be created for the tourists as returns are quicker in case of a negative experience occurred. Therefore, organization has to promote workshops and informative campaigns on identifying misinformation and understanding the importance of credible sources for University students. This collaboration can ensure that accurate and verified content reaches a broader audience. Thirdly, information platform users must be careful about Boots and Fake Accounts. Furthermore, Social media platforms must proactively identify and remove bot accounts and fake profiles that contribute to the spread of misinformation. This effort can help maintain the credibility of information shared on the platforms.

Moreover, improving the credibility of social media reach requires a multi-faceted approach that involves collaboration among social media platforms, users, and external stakeholders. By implementing fact-checking mechanisms, promoting media literacy, and prioritizing credible sources, social media platforms can play a significant role in ensuring that users have access to accurate and reliable information, ultimately fostering a more informed and responsible online community. Furthermore, to enhance the credibility effect on visit intention in the tourism industry, businesses and destination marketers can implement the following recommendations: Business should promote transparency and authenticity. Provide accurate and comprehensive information about the destination, attractions, and services offered. Avoid exaggerations and misleading claims, business should maintain active and engaging official tourism accounts on social media and other digital platforms. Respond to inquiries and feedback promptly, showing a commitment to engaging with potential visitors, and business should collaborate with credible influencers who align with the destination's image and values. Choose influencers who have a genuine following and a track record of providing honest reviews and recommendations.

Tourism is seeing the same customer behavioral shifts as a result of social media. The study should be conducted in order to establish and perceive more trust and value from customers in the long term, in order to improve the amount of consumers' behavioral intention of loyalty. This may be accomplished by offering solutions and programs to clients with specialized requirements. As a result, it may not only include the customer in the dialogue, but it may also produce more inventive things or services

that correspond to this. Finally, the corporation will grasp any opportunity to increase the likelihood of a consumer acquiring their services or goods. Finally, researchers were encouraged to investigate the viewpoints on social media and behavioral intention loyalty of students from varied backgrounds. As a result, it has the ability to boost consumer loyalty and strengthen connections on both sides.

In conclusion, by implementing these suggestions and recommendations, tourism businesses and destinations can effectively boost from using social media and the credibility effect on visit intention. Building trust and authenticity will attract more travelers, enhance the destination's reputation, and contribute to the sustainable growth of the tourism industry.

### **5.3 Needs for Further Research**

In this study, the effect of social media on visit intention is an area of research that continues to evolve due to the rapidly changing landscape of social media platforms and their influence on travel behavior. While existing studies have shed light on the impact of social media on travel decisions, there are still several areas that require further research to deepen our understanding. In need for further research, identifying moderating factors that can influence the strength of the relationship between social media and visit intention is important. For instance, the role of travel experience, travel knowledge, and risk perception in shaping the impact of social media on visit intention. Future research could explore the long-term effects of social media on travel decisions, including the duration between initial exposure to travel content on social media and the actual visit.

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**QUESTIONNAIRE**

Dear Respondents,

I am one of the master students majoring a Master of Hospitality and Tourism Management at Yangon University of Economics. For the completion of master program, I am researching “**the effect of social media on visit intention of University Student**”. This survey is part of my Master’s thesis. Therefore, I would like to request to complete your responses in this survey. This questionnaire will take your time about five minutes to ten minutes. This research is basically for academic purposes; thus, your responses will be kept strictly anonymous and confidential. Thank you very much for giving your precious time.

Ma Kay Zar Lin

**SECTION A: Demographic Profiles of Respondent**

Instruction: For the following items, please select the option that the best describe you.

1. Gender

- Male
- Female

2. Age

- 16 – 20 years old
- 21 – 25 years old
- 26 – 30 years old
- 31 – 35 years old
- Above 35 years old

3. Marital Status

- Single
- Married
- Divorced

4. Education Level

- Under graduate
- Graduated
- Master
- Ph. D

5. Personal Monthly Income (Kyats)

- Below and equal 150,000
- 150,001 to 250,000
- 250,001 to 350,000
- 350,001 and above

6. Personal Monthly Expense (Kyats)

- Below and equal 100,000
- 100,001 to 200,000
- 200,001 to 300,000
- 300,001 and above

**SECTION B:**

Instruction: Please read the following questions carefully. Fill in the appropriate box that represents your response to the survey in order to respond to the following question.

1. Do you have a social media account?

- Yes
- No

2. Are you an active social media and social networking sites users?

- Yes
- No

3. Which social media account do you have?

- Facebook
- Twitter
- Instagram

- YouTube
- Google
- LinkedIn
- Blogs
- Others

4. How frequently do you log in to the social media?

- Always
- Often
- Sometimes
- Seldom
- Never

5. What is the role of social media play as in University? (Select only one answer)

- As a main platform of eLearning
- Collect Information
- Knowledge sharing with friends
- Communication
- Entertainment
- Others

6. How often do you check your social media a day?

- Less than once
- 1 or 2 times
- 3 to 5 times
- 6 times or more

7. How long do you use social media a day?

- Less than 30 minutes
- 30 to 59 minutes
- 1 to 2 hours
- More than 2 hours

8. Do you use social media to search about places you intend to visit? If yes, describe the place you want to visit.
- Yes
  - No
9. Do you generally satisfied with the information gathered using social media?
- Yes
  - No
10. Do you like to travel on vacations?
- Yes
  - No
11. I. Do you have travel experience using social media?
- Yes
  - No
12. How many times do you go on holidays per year?
- 1
  - 2-3
  - 4-5
  - more than 6

**SECTION C: The Effect of Social Media on Visit Intention of University Students**

Instruction: Based on your opinion, please indicate the most appropriate response with the scale given below.

(1) = Strongly Disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

**Social Media**

No.	Questions	1	2	3	4	5
<b>Information Platform</b>						
1	I use social media to search for and obtain extra information while I am travelling.					
2	Social networking sites are providing information before embarking on trips.					
3	I used more time and effort on social media to conduct a travel information search.					
4	I have fun through the information search using social media.					
5	Social networking sites contribute to the promotion of tourism facilities and destinations.					
<b>Engagement</b>						
1	I am influenced from positive comments about holiday in social media.					
2	I subscribe on the social networking sites concerning my favorite hotels and tourism destinations; as well as following their					
3	I have travel perception change by seeing social media platform.					
4	I share my positive experience about holiday destination in social media.					
5	Travel blog from social media give the destination attractiveness.					

Social Media Reach						
1	I'm influence on social media content (text, images, and videos) impact reach for my travel decision.					
2	Travel blog can be effective for my traveling mood.					
3	Social media campaign is impressive and effectively reaches its target audience					
4	The reach of social media account is extensive and reaches a wide audience.					
5	The posts shared by social media account have a significant reach and are seen by many people.					

### Trustworthiness

No.	Questions	1	2	3	4	5
1	Positive comments /posts of the users on social media make me trust the tourism facilities that I am interested in.					
2	Social media have made it easier to find trustworthy information about travel destinations and experiences.					
3	I might make preferences between locations/districts according to the comments posted on social media concerning such touristic locations.					
4	I have ever changed my travel plans based on information I learned from social media.					
5	Social media impacted my overall trust in the travel industry and its various stakeholders (e.g., hotels, airlines, tourism boards, etc.)					

### Attractiveness

No.	Questions	1	2	3	4	5
1	Information searching is easier and attractive through social media comparing to mass media.					
2	Social media helps me to have self-reliance and more independence.					
3	I am influenced by social media posts or advertisements to consider visiting a travel destination.					
4	I might order a touristic service that is advertised on social medias.					
5	I have ever traveled to a destination because of its popularity on social media.					

### Visit Intention

No.	Questions	1	2	3	4	5
1	I am planning to go based on engagement about travel experiences I have seen on social media.					
2	I have creditability through social media reach and that support visit intention.					
3	Numbers of likes or comments on a post influence my travel decision-making process.					
4	I have a strong attitude on making travel decision, I always look both positive and negative travel experiences by influencers and other users on social media.					
5	I intend to visit a trip or vacation as a result of seeing a post or advertisement on social media.					
6	I am planning to visit according to the recommendations from travel influencers or other					

.....Thank You.....

Frequency Table

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	90	37.5	37.5	37.5
female	150	62.5	62.5	100.0
Total	240	100.0	100.0	

age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-20 yearsold	3	1.3	1.3	1.3
21-25 yearsold	164	68.3	68.3	69.6
26-30 years old	62	25.8	25.8	95.4
31-35 yearsold	11	4.6	4.6	100.0
Total	240	100.0	100.0	

maritalstatus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	214	89.2	89.2	89.2
married	26	10.8	10.8	100.0
Total	240	100.0	100.0	

education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under graduated	23	9.6	9.6	9.6
graduate	166	69.2	69.2	78.8
master	45	18.8	18.8	97.5
Ph.D	6	2.5	2.5	100.0
Total	240	100.0	100.0	

**income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below and equal 150,000	12	5.0	5.0	5.0
150,001-250,000 kyats	24	10.0	10.0	15.0
250,001-350,000 kyats	98	40.8	40.8	55.8
350,001 and above	106	44.2	44.2	100.0
Total	240	100.0	100.0	

**expense**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below and equal 100,000	52	21.7	21.7	21.7
100,001-200,000 kyats	94	39.2	39.2	60.8
200,001-300,000 kyats	54	22.5	22.5	83.3
300,001 and above	40	16.7	16.7	100.0
Total	240	100.0	100.0	

**RB1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	240	100.0	100.0	100.0

**RB2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	240	100.0	100.0	100.0

**RB3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	106	44.2	44.2	44.2
Twitter	3	1.3	1.3	45.4
Instagram	34	14.2	14.2	59.6
YouTube	22	9.2	9.2	68.8
Google	14	5.8	5.8	74.6
LinkedIn	1	.4	.4	75.0
Blogs	4	1.7	1.7	76.7
All of the above	56	23.3	23.3	100.0
Total	240	100.0	100.0	

**RB4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always	214	89.2	89.2	89.2
often	26	10.8	10.8	100.0
Total	240	100.0	100.0	

**RB5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid as a main platform of eLearning	25	10.4	10.4	10.4
collect information	73	30.4	30.4	40.8
knowledge sharing with friends	78	32.5	32.5	73.3
communication	48	20.0	20.0	93.3
entertainment	16	6.7	6.7	100.0
Total	240	100.0	100.0	

**RB6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 time	2	.8	.8	.8
2-3 times	18	7.5	7.5	8.3
4-5 times	105	43.8	43.8	52.1
6 times or more	115	47.9	47.9	100.0
Total	240	100.0	100.0	

**RB7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 31-60 minutes	7	2.9	2.9	2.9
2-3 hours	145	60.4	60.4	63.3
more than 3 hours	88	36.7	36.7	100.0
Total	240	100.0	100.0	

**RB8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	240	100.0	100.0	100.0

**RB9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	229	95.4	95.4	95.4
No	11	4.6	4.6	100.0
Total	240	100.0	100.0	

**RB10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	234	97.5	97.5	97.5
No	6	2.5	2.5	100.0
Total	240	100.0	100.0	

**RB11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	221	92.1	92.1	92.1
No	19	7.9	7.9	100.0
Total	240	100.0	100.0	

**RB12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 time	20	8.3	8.3	8.3
2-3 times	79	32.9	32.9	41.3
4-5 times	123	51.3	51.3	92.5
6 times or more	18	7.5	7.5	100.0
Total	240	100.0	100.0	

Descriptive

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
IP1	240	3	5	4.49	.533
IP2	240	2	5	4.47	.599
IP3	240	3	5	4.43	.602
IP4	240	2	5	4.12	.801
IP5	240	1	5	4.27	.731
Valid N (listwise)	240				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
E1	240	3	5	4.15	.616
E2	240	4	5	4.53	.500
E3	240	3	5	4.42	.566
E4	240	2	5	4.22	.627
E5	240	2	5	4.35	.609
Valid N (listwise)	240				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
R1	240	1	5	4.03	.974
R2	240	1	5	3.93	.908
R3	240	1	5	3.80	.878
R4	240	1	5	3.60	.871
R5	240	1	5	3.88	.858
Valid N (listwise)	240				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T1	240	3	5	4.45	.531
T2	240	2	5	4.41	.621
T3	240	3	5	4.47	.517
T4	240	3	5	4.53	.548
T5	240	3	5	4.57	.521
Valid N (listwise)	240				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
A1	240	1	5	4.25	.913
A2	240	1	5	4.22	.987
A3	240	1	5	3.96	.974
A4	240	1	5	4.22	.916
A5	240	1	5	4.15	.864
Valid N (listwise)	240				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
VI1	240	1	5	3.93	.974
VI2	240	1	5	3.82	.896
VI3	240	1	5	3.91	.843
VI4	240	1	5	3.47	.823
VI5	240	1	5	3.75	.926
VI6	240	1	5	3.76	.892
Valid N (listwise)	240				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IP	240	2.60	5.00	4.3550	.52420
E	240	3.40	5.00	4.3358	.41646
R	240	1.40	5.00	3.8475	.84075
T	240	3.40	5.00	4.4867	.42612
A	240	1.00	5.00	4.1600	.92392
VI	240	1.17	5.00	3.7729	.78733
Valid N (listwise)	240				

Social media effect on creditability

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.566	.560	.34433

a. Predictors: (Constant), R, E, IP

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.469	3	12.156	102.533	.000 <sup>b</sup>
Residual	27.980	236	.119		
Total	64.449	239			

a. Dependent Variable: C

b. Predictors: (Constant), R, E, IP

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.038	.269		7.565	.000		
IP	.100	.062	.101	1.614	.008	.474	2.108
E	.011	.077	.008	.136	.012	.477	2.094
R	.470	.027	.760	17.537	.000	.979	1.021

a. Dependent Variable: C

Social media effect on Visit Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 <sup>a</sup>	.791	.789	.36180

a. Predictors: (Constant), R, E, IP

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	117.259	3	39.086	298.595	.000 <sup>b</sup>
Residual	30.893	236	.131		
Total	148.152	239			

a. Dependent Variable: VI

b. Predictors: (Constant), R, E, IP

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.582	.283		2.056	.041		
IP	-.091	.065	-.061	-1.407	.161	.474	2.108
E	.092	.081	.048	1.125	.042	.477	2.094
R	.829	.028	.886	29.484	.000	.979	1.021

a. Dependent Variable: VI

Creditability effect on Visit Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 <sup>a</sup>	.715	.713	.42174

a. Predictors: (Constant), A, T

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	105.997	2	52.998	297.964	.000 <sup>b</sup>
Residual	42.155	237	.178		
Total	148.152	239			

a. Dependent Variable: VI

b. Predictors: (Constant), A, T

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.803	.308		2.610	.010		
T	-.007	.064	-.004	-.103	.918	.997	1.003
A	.721	.030	.846	24.380	.000	.997	1.003

a. Dependent Variable: VI

Creditability effect on Visit Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.593	.591	.50326

a. Predictors: (Constant), C

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	87.872	1	87.872	346.945	.000 <sup>b</sup>
Residual	60.279	238	.253		
Total	148.152	239			

a. Dependent Variable: VI

b. Predictors: (Constant), C

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.275	.273		-4.672	.000		
C	1.168	.063	.770	18.626	.000	1.000	1.000

a. Dependent Variable: VI

**Reliability**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.853	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.756	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.924	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.835	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.950	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.932	6

### Correlations

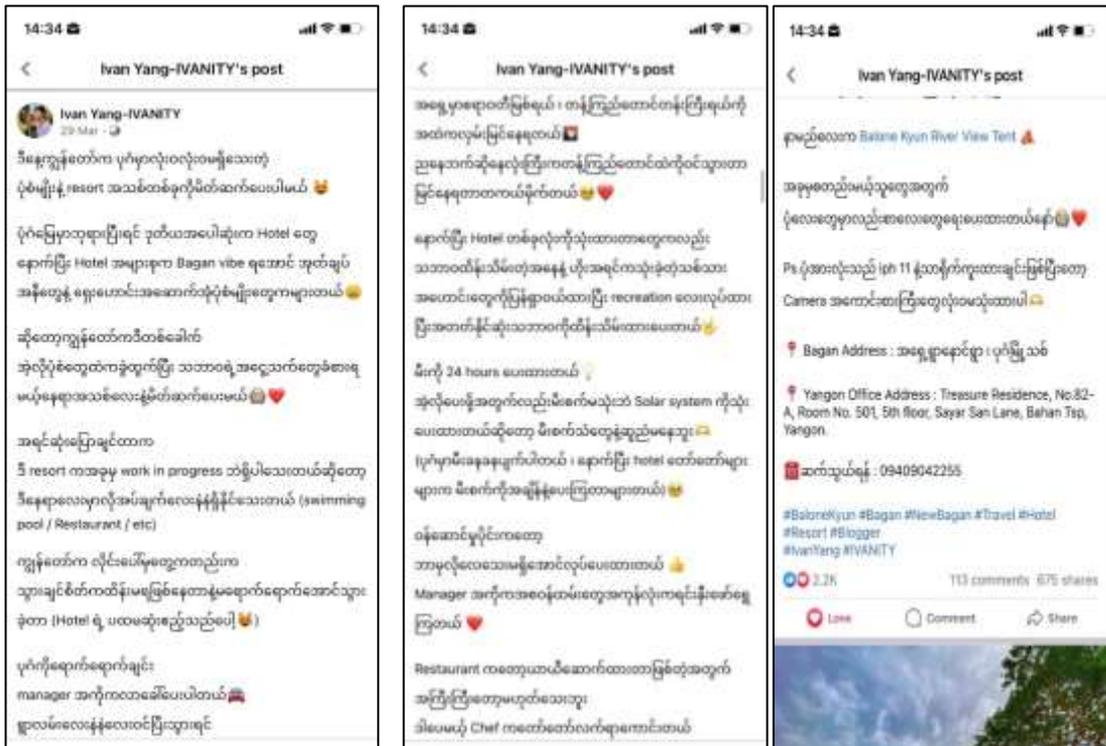
		IP	E	R	C	VI
IP	Pearson Correlation	1	.723**	-.143*	-.002	-.152*
	Sig. (2-tailed)		.000	.027	.976	.018
	N	240	240	240	240	240
E	Pearson Correlation	.723**	1	-.118	-.009	-.100
	Sig. (2-tailed)	.000		.067	.891	.121
	N	240	240	240	240	240
D	Pearson Correlation	-.143*	-.118	1	.745**	.889**
	Sig. (2-tailed)	.027	.067		.000	.000
	N	240	240	240	240	240
C	Pearson Correlation	.602*	.609**	.745**	1	.770**
	Sig. (2-tailed)	.016	.004	.000		.000
	N	240	240	240	240	240
VI	Pearson Correlation	.552*	.100	.889**	.770**	1
	Sig. (2-tailed)	.018	.061	.000	.000	
	N	240	240	240	240	240

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

BALONE KYUN RIVER VIEW TENT

Balone Kyun River Tent is located at near Ayeyarwaddy river, Bagan. It is the unique glamping site in archeological area.



### Visitors (tourists) Information and Data of Balone Kyun River View Tent

Questions	Answers
<ul style="list-style-type: none"> <li>• Number of visitors per month (Since starting the business)</li> </ul>	<ul style="list-style-type: none"> <li>• 142pax per month</li> </ul>
<ul style="list-style-type: none"> <li>• Where are they mainly from?</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic clients &amp; Expatriate from Yangon, Mandalay and Pyin Oo Lwin</li> </ul>
<ul style="list-style-type: none"> <li>• How do they know about Balone Kyun?</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media, Word of Mouth</li> </ul>
<ul style="list-style-type: none"> <li>• Where do they search information?</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook, Instagram</li> </ul>
<ul style="list-style-type: none"> <li>• Why do they decide to stay at Balone Kyun?</li> </ul>	<ul style="list-style-type: none"> <li>• Unique glamorous camping site in Bagan</li> </ul>
<ul style="list-style-type: none"> <li>• Plan to target foreign visitors?</li> </ul>	<ul style="list-style-type: none"> <li>• Yes</li> </ul>
<ul style="list-style-type: none"> <li>• Customer demographic data</li> </ul>	<ul style="list-style-type: none"> <li>• Ages between 15~30 yrs</li> </ul>
<ul style="list-style-type: none"> <li>*Staff size and people in charge of marketing and promotion for Balone Kyun</li> </ul>	<ul style="list-style-type: none"> <li>• 11 staff including 2 people in charge of marketing and promotion from social media</li> </ul>