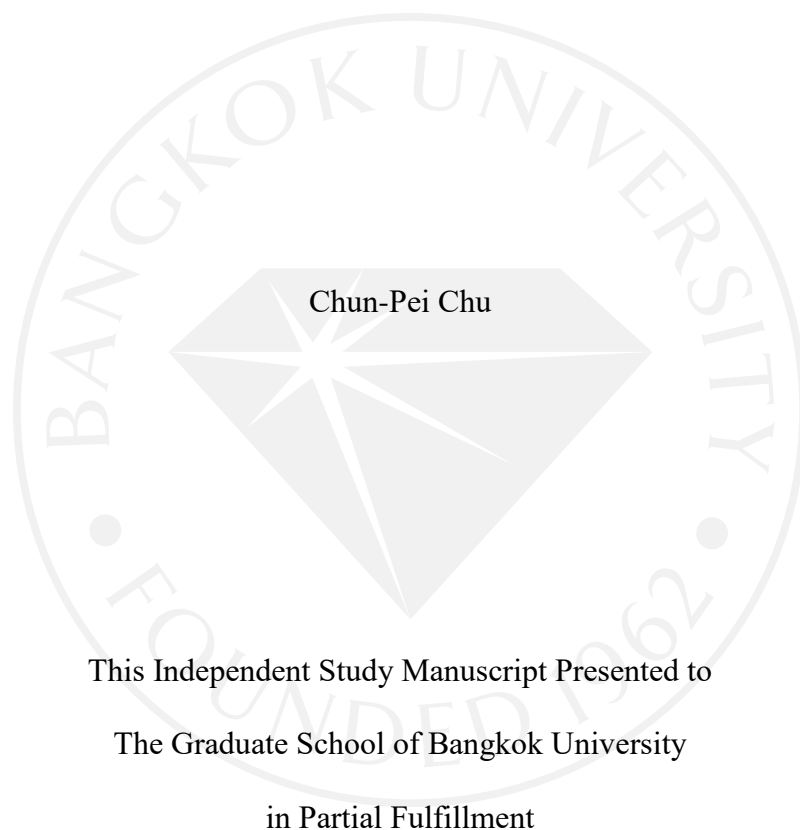


THE INFLUENCE OF SOCIAL MEDIA USE AND TRAVEL MOTIVATION ON THE  
PERCEIVED DESTINATION IMAGE AND TRAVEL INTENTION TO TAIWAN OF  
THE THAI PEOPLE



THE INFLUENCE OF SOCIAL MEDIA USE AND TRAVEL MOTIVATION ON THE  
PERCEIVED DESTINATION IMAGE AND TRAVEL INTENTION TO TAIWAN OF  
THE THAI PEOPLE



Chun-Pei Chu

This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Communication Arts

2018



©2018

Chun-Pei Chu

All Rights Reserved

**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: THE INFLUENCE OF SOCIAL MEDIA USE AND TRAVEL MOTIVATION ON  
THE PERCEIVED DESTINATION IMAGE AND TRAVEL INTENTION TO  
TAIWAN OF THE THAI PEOPLE

Author: Miss Chun-Pei Chu

Independent Study Committee:

Advisor



(Asst. Prof. Dr. Suwannee Luckanavanich)

Field Specialist



(Assoc. Prof. Dr. Boonlert Supadhiloke)



(Dr. Suchada Chareanpunsirikul)

Dean of the Graduate School

April 3, 2018

Chu, C. Master of Arts in Communication Arts, February 2018,

Graduate School, Bangkok University.

The Influence of Social Media Use and Travel Motivation on the Perceived Destination Image and Travel Intention to Taiwan of the Thai People (60 pp.)

Advisor: Asst. Prof. Suwannee Luckanavanich, Ph.D.

### ABSTRACT

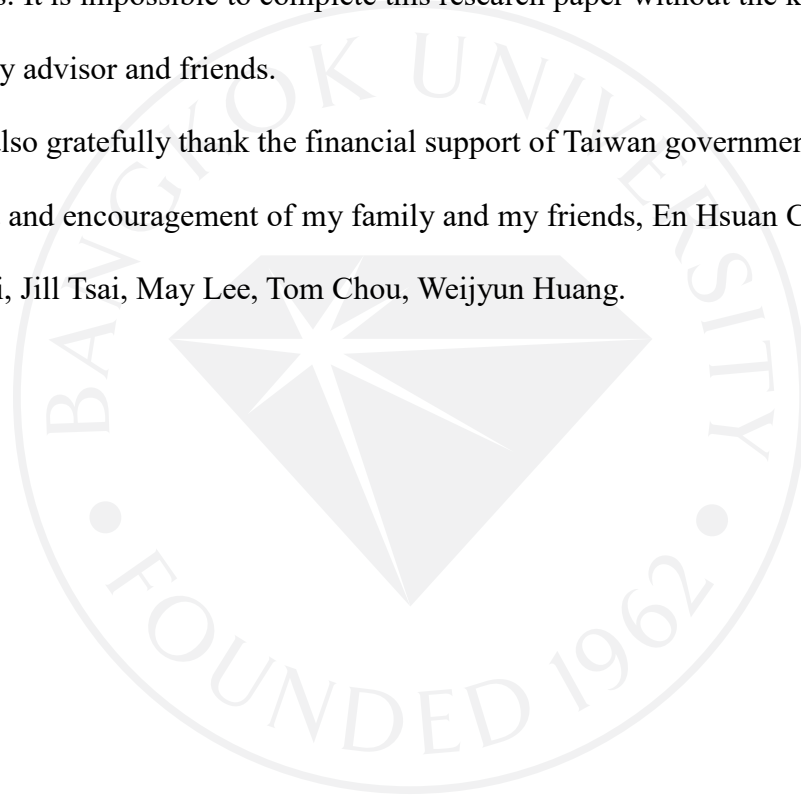
The economic impact of travel and tourism is quite important in global economic growth. This study presents a comprehensive view of the impact of social media use and travel motivation in tourism promotion. Findings suggests that social media is an effective tool to influence people's travel intention and destination image, and people who frequently use social media to get traveling information seem to have better destination image and higher travel intention. On the other hand, the positive influence of travel motivation is also proved in this study. Moreover, it is revealed that the role of destination image as an important mediate factor between social media and travel intention is also confirmed.

*Keywords: travel intention, destination image, social media, travel motivation*

## ACKNOWLEDGMENT

I would like to thank my advisor, Dr. Suwannee Luckanavanich, for her suggestions and support on my research paper. Also, I gratefully thank Chun Min Chu and Dussada Tangjaitrong for their help during the process of data collection and analysis. It is impossible to complete this research paper without the kindly assistance from my advisor and friends.

I also gratefully thank the financial support of Taiwan government, the mentally support and encouragement of my family and my friends, En Hsuan Chu, Chiahuei Lin, Gray Li, Jill Tsai, May Lee, Tom Chou, Weijyun Huang.



## TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	v
LIST OF TABLES .....	viii
LIST OF FIGURES.....	x
CHAPTER 1: INTRODUCTION.....	1
1.1 Rationale and Problem Statement.....	1
1.2 Objectives of Study.....	3
1.3 Scope of Study .....	4
1.4 Research Questions.....	4
1.5 Significance of the Study.....	5
1.6 Definition of Terms.....	5
CHAPTER 2: LITERATURE REVIEW.....	7
2.1 Related Literature and Previous Studies .....	7
2.2 Related Theories .....	19
2.3 Hypothesis.....	22
2.4 Theoretical Framework.....	23
CHAPTER 3: METHODOLOGY .....	24
3.1 Research Design.....	24
3.2 Population and Sample Selection.....	24
3.3 Research Instrument.....	25
3.4 Instrument Pretest .....	28
3.5 Data Collection Procedure .....	29

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued) .....	249
3.6 Demographic Data of the Samples .....	29
CHAPTER 4: DATA ANALYSIS .....	31
4.1 Findings of Descriptive Analysis .....	31
4.2 Hypotheses Finding and Other Finding .....	35
4.3 Conclusion .....	44
CHAPTER 5: DISCUSSION .....	45
5.1 Hypotheses Summary and Discussion .....	45
5.2 Recommendation for the Further Application .....	47
5.3 Limitations and Recommendation for Further Research .....	49
BIBLIOGRAPHY .....	50
APPENDIX .....	56
BIODATA .....	61
LICENSE AGREEMENT .....	62



## LIST OF TABLES

	Page
Table 3.1: Items of travel motives.....	26
Table 3.2: Reliability of Instrument .....	29
Table 3.3: Frequency and percentage of demographic profile of the sample .....	30
Table 4.1: Frequency and percentage of respondents' travel intention to visit Taiwan	32
Table 4.2: Frequency and percentage of respondents' social media use.....	33
Table 4.3: Percentage of respondents' destination image of Taiwan .....	34
Table 4.4: Pearson Correlation analysis on the relationship between travel intention, social media use, and travel motivation.....	35
Table 4.5: Simple Regression Analysis between social media use, destination image, and travel intention .....	37
Table 4.6: Multiple Regression Analysis of social media use and destination image to travel intention .....	38
Table 4.7: Simple Regression Analysis between social media use, cognitive image, affective image, and travel intention.....	38
Table 4.8: Multiple Regression Analysis of social media use and cognitive image to travel intention .....	39
Table 4.9: Multiple Regression Analysis of social media use and affective image to travel intention .....	40
Table 4.10: Results of hypothesis testing for H3, H3a, and H3b.....	40
Table 4.11: Simple Regression Analysis between travel motivation, destination image, and travel intention .....	41

## LIST OF TABLES (Continued)

	Page
Table 4.12: Multiple Regression Analysis of travel motivation and destination image to travel intention .....	42
Table 4.13: Simple Regression Analysis between travel motivation, cognitive image, and affective image .....	42
Table 4.14: Multiple Regression Analysis of travel motivation and cognitive image to travel intention .....	43
Table 4.15: Multiple Regression Analysis of travel motivation and affective image to travel intention .....	43
Table 4.16: Results of hypothesis testing for H4, H4a, and H4b .....	44
Table 5.1: Results of hypotheses testing .....	46

LIST OF FIGURES

	Page
Figure 2. 1: Conceptual Framework.....	23
Figure 4. 1: Mediation Effect between variables .....	36



## CHAPTER 1

### INTRODUCTION

#### **1.1 Rationale and Problem Statement**

It is well known that the economic impact of travel and tourism is quite important in global economic growth. The contribution of travel and tourism to a country's GDP, employment, and exports are significant. Many organizations, such as United Nations World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC) are working in this field to promote global and regional tourism industry (The World Tourism Organization, n.d.; World Travel & Tourism Council, n.d.).

According to The World Tourism Organization, tourism has been a major player in international commerce and became the main income source for many developing countries (The World Tourism Organization, n.d.). Many studies pointed out that the tourism-led economic growth hypothesis is evidenced (Eeckels, Filis & Leon, 2012; Narayan, 2004; Sugiyarto, Blake & Sinclair, 2003). In Narayan's study, it is found that a 10% increase in tourist expenditure in Fiji will increase GDP by 0.5%. The positive relationship between tourist expenditure and economic growth has existed (Narayan, 2004). Other significantly positive direct and indirect effects to the locals were also proved. For example, production increases, welfare improves and capital revenues increase (Seetanah, 2011; Blake & Sinclair, 2003; Archer and Fletcher, 1996).

There are several stakeholders in the tourism market, including the national government, tourism companies, host communities and tourists (The World Tourism Organization, n.d.). Most authorized tourism bureau of nations and travel agencies put

a lot of effort on attracting potential travelers and persuading them to choose a specific place as their traveling destination. The growth of international tourism industry brings an increasing diversification and competition among destinations. Therefore, attracting more inbound visitors has become the top task to national tourism authorities or travel agencies for most of the countries in the world as well as in Taiwan (Tourism Bureau, M.O.T.C. Republic of China [Taiwan], n.d.). Not only the authorities in Taiwan put a lot of efforts into the tourism industry, but also stakeholders who enjoy the financial profit in tourism hope to understand the process of people making traveling decisions in order to develop an effective promoting program to influence potential travelers' tourism decisions.

However, the yearly number of visitors and visitors' expenditures in Taiwan has declined since 2015 (Tourism Bureau, M.O.T.C. Republic of China [Taiwan], n.d.). For the overall social and economic development, the government has announced the New Southbound Policy in 2017 to strengthen the cooperation with some regional partners. Southeast Asian countries are one of the focus partners the policies aim to. Among all the policies, boosting tourism exchanges is one of the ongoing efforts of Taiwan's government (Ministry of Foreign Affairs Republic of China [Taiwan], 2017). Because of the progress in Thailand's social and economic development (The World Bank in Thailand, 2017), Thai tourist is a good choice to be the target object of this paper.

As a matter of fact, the importance of tourism has been emphasized for decades, and studies on travel intention have been one of the main topics in tourism research for years. Many studies discuss and analyze the influential factors of travel intention (Lam and Hsu, 2006). It is proved that the media use habits is an important factor to

influence an individual's travel intention and their decision-making process. The information received from the media will influence an individual's willingness of visiting the specific place. In relevant studies, perceived image of destination is frequently mentioned as a mediate factor to explain the effect of media uses on travel intention (Baloglu, 2000; Chon, 1990; Telisman-Kosuta, 1989).

Owing to the information explosion, the amount of information that an individual could reach has been rapidly increased, especially after the rise of social media use in recent years. The relationship between social media use, perceived destination image and the users' travel intention to visit specific destination is not examined evidently. As a result, the relationship of these three variables is the focus of this paper. However, the information source is not the only factor affecting an individual's travel intention, many researchers also mention about consumer's factor, which is the travel motivation an individual has (Crompton, 1979; Baloglu, 2000; Jang, Bai, Hu & Wu, 2009). It is also a critical factor that should be applied when discussing travel intention. Therefore, the following problem statements are developed:

1.1.1 Is social media an effective tool to influence tourists' travel intention?

1.1.2 How do the social media use and travel motivation influence the travel intention of Thai tourists to visit Taiwan?

1.1.3 How does the perceived destination image mediate the relationship between social media use, travel motivation, and travel intention?

## **1.2 Objectives of Study**

Due to the above rationale, there are still some questions in terms of travel intention to be answered. For the reason, the objectives of this study are set as below.

1.2.1 To examine the effectiveness of social media as a promoting tool on travel intention.

1.2.2 To examine the influence of social media use and travel motivation on travel intention.

1.2.3 To examine the mediating role of perceived destination image in the relations between social media use, travel motivation, and travel intention.

### **1.3 Scope of Study**

This study focuses on two independent variables which are social media use and travel motivation. And how these two variables impact on a dependent variable, which is individual's travel intention. At the same time, the mediating role of perceived destination image in the relations between these three variables will also be examined.

This study used the quantitative methodology and launched in Thailand in order to reach many targets. The research targets are Thai people only. The sample will focus on the population who has the ability to travel and ever use social media. Both male and female are the targets of this paper.

### **1.4 Research Questions**

The current research will be focused on four variables, which are social media, travel motivation, destination image, and travel intention. In response of to the objectives of the study, the research questions were proposed as follows:

1.4.1 Is social media an effective tool to promote tourism in Thailand?

1.4.2 How do the social media and travel motivation influence Thai people's travel intention to Taiwan?

1.4.3 What is the mediating role of perceived destination image in the relations between social media, travel motivation, and travel intention of Thai tourists'?

### **1.5 Significance of the Study**

Social media has been widely applied as a communication tool to promote tourism. However, the actual impact is unclear. The findings of the study will help tourism authorities and tourism companies to realize the influence of social media on travel intention. Tourism marketers could make decisions on whether to use social media or not and how much budget is reasonable based on the findings of the current study.

The study may also provide Taiwan government and Taiwan tourism companies to have more concrete realization about the perceived destination image of Taiwan in Thai people' minds and the travel intention of Thai people to visit Taiwan will also be one of the significance of the study.

### **1.6 Definition of Terms**

The definitions of terms in this paper are defined as follows:

#### **1.6.1 Travel intention**

Intention is something that we want and plan to do. And an individual's travel intention is the likelihood of the person to have a travel. In this paper, it refers to the likelihood of Thai people to visit Taiwan.

#### **1.6.2 Social media**

Social media is a group of Internet-based applications in which content is publicly available and created by internet users instead of by marketers or suppliers (Kaplan & Haenlein, 2010). Four platforms include Facebook, Instagram, Twitter, and



YouTube are selected in this paper.

### 1.6.3 Travel motivation

Travel motivation is defined as a satisfaction that an individual expects to derive from their traveling (Iso-Ahola, 1982). There are two types of travel motives, including socio-psychological motives and cultural motives (Crompton, 1979). In this paper, travel motivation of an individual will be examined from these two sides.

### 1.6.4 Destination image

Destination image is the beliefs, attitudes, and impressions that people have when thinking about a destination, and it is the perception related to a destination in people's mind (Barich & Kotler, 1991). It refers to the destination image of Taiwan in Thai people's mind in this paper. It will be measured from two dimensions, cognitive image and affective image.

## CHAPTER 2

### LITERATURE REVIEW

This chapter reviews the past studies and aims to provide a synthesis on travel intention, social media use, travel motivation, and perceived destination image. The concepts, principles, and the related theories are explored to develop the theoretical framework and hypothesis. The chapter summarizes the following topics:

#### 1. Related literature and previous studies

1.1 Travel intention

1.2 Social media use in tourism

1.3 Travel motivation

1.4 Perceived destination image

#### 2. Related theories

2.1 Cultivation Theory

2.2 Media Ecology Theory

2.3 Maslow's Need Hierarchy Theory

#### 3. Hypothesis

#### 4. Theoretical Framework

### **2.1 Related Literature and Previous Studies**

In the following sections, past studies regarding the topics of travel intention, social media use in tourism, travel motivation, and perceived destination image will be reviewed.

### 2.1.1 Travel Intention

Intention is something that we want and plan to do. An individual's travel intention plays an important role in traveling destination choosing process. Both tourism researchers and professionals in tourism industry studied on how travel intention was formed and changed, in order to arouse the intention for traveling and enjoy the benefit of tourism economy (Lam & Hsu, 2006; Baloglu, 2000).

In the path model of visitation intention formation of Baloglu, travel intention is determined by three elements, which are travelers' perceptual/ cognitive and affective evaluation, amount and type of information sources used, and socio-psychological travel motivations (Baloglu, 2000). In the paper, travelers' perceptual/ cognitive and affective evaluation refers to the destination image, it is the main factor to influence an individual's visitation intention.

The influences of destination image on travel intention are proved in many studies. Destination image is applied as a mediator to explain the effect of different promotion tools in tourism (Jalilvand, Samiei, Dini, & Manzari, 2012; Baloglu, 2000). It is also a mediator between perceived risk and revisit intention (Chew & Jahari, 2014). The influence of destination image is not limited to the stage of destination selection, but it also affects the behavior of tourism in general. It is proved that destination image appears to have the most important effect on intention to revisit a place and the willingness to recommend the destination to others after personal travel experience (Chen & Tsai, 2007). Therefore, to have a comprehensive understanding of travel intention, destination image is a critical issue that should be analyzed. It will be discussed in the next section of this paper.

Apart from destination image, there are some other factors verified to be

influential on an individual's travel intention. In the research of Baloglu (2000), the effect of stimuli and consumer's factors was also proved. The stimulus was referred to information sources while consumer factors are travel motivations of the person.

The influence of various types of information source on travel intention was discussed in many studies. Travelers appear to receive abundance of information from many sources about the trip before they actually visit the place. The amount and type of external information sources would directly or indirectly influence the receiver's travel intention.

Among all the information sources, according to Baloglu, the influences of advertisement and professional advice were evident. However, the results showed that influence of these two information sources were not quite substantive compared to destination image (Baloglu, 2000). In contrast, there are many studies proved the positive influence of tourism advertisement on travel intention (Kim, Hwang & Fesenmaier, 2005). From the results of the research of Kim, Hwang and Fesenmaier (2015), the effectiveness of tourism advertisement was proved substantially. Tourism advertisement will create a positive image of the destination, and motivate the potential travelers' preference for the destination and raise the intention to visit the advertised destination.

The influences of other information sources were also tested by other researchers. Due to the rise of online users, the influence of online information sources has been discussed a lot in recent years. One of the prevalent topics is the influence of electronic word-of-mouth in tourism. Recently, the positive relationships between electronic word-of-mouth and travel intention, including the intention to visit or revisit a place, had been proven (Litvin, Goldsmith & Pan, 2008; Jalilvand, Samiei,

Dini & Manzari, 2012; Doosti, Jalilvand, Asadi, Khazaei Pool & Mehrani Adl, 2016; Jalilvand & Samiei, 2012). Not only the electronic word-of-mouth, there are many types of online information sources that a person could reach easily. Among all the online information sources, the influence of social media is a topic of concern in tourism. It has become an increasingly important source for travelers to search related information about when planning a trip (Xiang & Gretzel, 2010).

The importance of social media in the online tourism domain was confirmed, but the evident impact of social media on travel intention is still waiting to be verified. Therefore, to examine the effectiveness of social media on an individual's travel intention is the main objective of this paper.

The other important factor to influence travel intention is consumer factors, which also called travel motivations in some papers (Crompton, 1979; Baloglu, 2000). It is defined as a satisfaction that an individual expects to derive from their traveling (Iso-Ahola, 1982). Numerous studies have demonstrated the influence of motivations on travel intentions (Baloglu, 2000; Jang, Bai, Hu & Wu, 2009). According to Crompton (1979), motives will influence the selection of travel destination, and it could be classified into two categories, socio-psychological motives and cultural motives. Unlike socio-psychological motives, cultural motives were concerned with the destination itself rather than the psychological status of the individual (Crompton, 1979). Therefore, some researchers appeared to apply only socio-psychological motives as the dependent variable to explain the process of traveling destination selection (Baloglu, 2000).

To sum up, there are three factors that will influence a person's travel intention to visit a specific place which are information sources and travel motivations, and a

mediating factor which is destination image. Among all the information sources, the impact of social media is the main focus of this paper. Literature review related to each factor will be presented later.

### **2.1.2 Social media use in tourism**

Social media is generally defined as a group of internet-based applications that its contents are publicly available and created by internet users instead of by marketers or suppliers (Kaplan & Haenlein, 2010). It is also referred to as consumer-generated media that information on these sources is created, shared, exchanged rapidly. Because of the nature of social media, the information on it is perceived to have more credibility than other traditional information sources in promoting tourism, such as official tourism website, travel agents or advertisement (Fotis, Buhalis & Rossides, 2012).

A classification of six social media types, including blogs, social networking sites, virtual social worlds, collaborative projects, content communities, and virtual game worlds was proposed (Kaplan & Haenlein, 2010). With different levels of social presence/media richness and self-presentation/self-disclosure, each type of social media has their own features (Kaplan & Haenlein, 2010). However, along with the constantly updating of applications, the divide between different types of social media has become less clear. Facebook is in the classification of social networking sites that enable users to connect by creating personal information profiles and sending instant messages between each other, and they also provide the same function as content communities (Facebook, 2017).

The influence of social media on tourism is growing. It has been supported that social media is a primary information source for travelers when people search for

traveling related information online (Xiang & Gretzel, 2010). The influence of social media on tourists' travel planning behavior is existed. The use of social media in the travel planning process is not limited for searching traveling information before the trip, but also a tool for sharing personal traveling experience after the trip (Cox, Burgess, Sellitto & Buultjens, 2009; Fotis, Buhalis & Rossides, 2012).

Even though the use of social media as an important information sources in tourism is prevalent, most national tourism organizations still did not use it as a vital tool in their marketing strategies. Hays, Page and Buhalis (2013) examined the social media use of top ten international tourism destinations indicated by the United Nations World Tourism Organization (UNWTO) and suggested that utilizing social media effectively could foster the communication with travelers (Hays, Page & Buhalis, 2013).

Although the impact of social media on traveler's planning process is proved, the influence of it on travel intention is not clear. As stated earlier, an individual's travel intention is highly related to the amount of received information or channels where the people get information (Boulding, 1961; Gartner, 1994). The purpose of current paper is to fill the unexplored area about this topic and to analyze the effectiveness of social media as a tool to influence an individual's travel intention. Therefore, the hypothesis is proposed as follows.

H1: Social media use significantly influences travel intention.

### **2.1.3 Travel motivation**

Travel motivation is defined as a satisfaction that an individual expects to derive from their traveling (Iso-Ahola, 1982). Numerous studies have demonstrated the

influence of motivations on travel intentions. It is an important factor to influence travel intention (Crompton, 1979; Baloglu, 2000; Baloglu, 2000; Jang, Bai, Hu & Wu, 2009). According to Crompton (1979), there are two classifications of travel motives, including socio-psychological motives and cultural motives. The type of motives that an individual has will influence the person's selection of travel destination (Crompton, 1979).

The Socio-psychological motives are related to the psychological status of the individual, while cultural motives are more concerned with the destination itself. Socio-psychological motives is a push factor for travelers to seek satisfaction of certain needs, on the contrary, cultural motives is a pull factor that is partially aroused by the particular qualities that a destination offered. Therefore, some researchers appeared to focus more on socio-psychological motives as the dependent variable to explain the process of traveling destination selection (Baloglu, 2000). Crompton (1979) suggested that there are seven influential types of socio-psychological motives and two types of cultural motives (Crompton, 1979). Socio-psychological motives are escaping from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and Facilitation of social interaction. The two types of cultural motives are novelty and education.

In addition to information sources, travel motivations is another key independent variable that assumed to be influential on travel intention in this paper. The hypothesis is developed as follows:

H2: Travel motivation significantly influences travel intention.



#### 2.1.4 Destination image

Destination image is an important element to influence an individual's travel intention, and it was often regarded as the mediator between travel intentions, information sources used and travel motivation (Baloglu, 2000; Jalilvand, Samiei, Dini, & Manzari, 2012; Kim, Hwang & Fesenmaier, 2005; Tasci & Gartner, 2007; Chen & Kerstetter, 1999; Leisen, 2001; Chon, 1990; Chen & Tsai, 2007). An individual's travel intention to visit a specific place is strongly connected with the destination image in that person's mind. A place with a favorable image could attract more tourists, therefore, more national tourism authorities focus on acquiring favorable destination image of the place (Avraham, 2004; Luque-Martinez, Del Barrio-García, Ibáñez-Zapata & Molina, 2007).

At the beginning, the concept of perceived image was discussed extensively in the field of marketing and was recognized as an important factor to influence consumers' purchasing decision (Bird, Channon & Ehrenberg, 1970; Park, Jaworski & MacInnis, 1986; Dobni & Zinkhan, 1990). There are two main issues in marketing field related to the concept of image, brand image and corporate image. These two elements are generally known as positive influential factors on brand equity, which is the most important asset of a business because it could endow a product with "added value" (Farquhar, 1989) (Keller, 1993). Once the brand equity increased, it will improve the overall value of the brand, differentiate the brand itself to the other competitors, and make itself stand out in the competitive market (Keller, 1993).

When the context moves to the area of tourism, research focus on the concept of destination image. Since the 1970s, the concept of perceived destination image has been widely applied to the research area of tourism (Hunt, 1975). Researchers began

to take a destination as a brand which is also intangible but can be managed. Many researchers attempt to analyze the destination image in people's mind and to explain the influence of it on tourism (Chon, 1990; Telisman-Kosuta, 1989). Early research topics are mostly about to measure the destination image of a specific place and the influence of it (Echtner & Ritchie, 1993). Later, different ways of manipulating destination image were also discussed a lot, in order to give marketers more research-based knowledge for developing a marketing campaign to promote a place (Avraham, 2004).

Since the concept of image is an abstract idea, the definition of it is not the same in all studies, but most are similar. In the research of San Martín and Del Bosque (2008), they extracted the definitions of destination image from numerous papers and concluded that "impression", "perception" or "mental representation" are terms generally used to conceptualize destination image in the field of tourism (San Martín & Del Bosque, 2008). In this current paper, the definition of perceived destination image is derived from Barich and Kotler's study (1991). They defined image as the sum of beliefs, attitudes, and impressions that people have regarding an object. The object can be anything, from a physical product to an intangible brand. Therefore, perceived destination image in this paper is defined as beliefs, attitudes, and impressions that people have when thinking about a destination, and it is the perception related to a destination in people's mind (Barich & Kotler, 1991). The destination could be a country, city, or a tourist attraction. From Pike's review of 142 papers since 1973 to 2000, the most destination type were countries, followed by states and cities (Pike, 2002). In the current paper, the destination of the study is specifically referred to a country, Taiwan.

To have a deeper understanding of the mediating role of destination image between social media use, travel motivation, and travel intention will be discussed next.

Gartner (1994) demonstrated a theoretical model of the composition of destination image. There are three dimensions of it, cognitive image, affective image and conative image (Gartner, 1994).

The first dimension is the cognitive component of destination image, it is a key element derived from fact. It is a set of perceptual evaluations that people hold in mind when thinking about a destination. This represents individual's thoughts, beliefs, and ideas about the place. External information received about the destination is important in forming cognitive image, so it is highly related to the amount of received information or channels where people get information. Sometimes, it could be also influenced by generalities or stereotypes (Boulding, 1961; Gartner, 1994).

Secondly, the affective component is a critical element when people making decisions about tourist destination (Goodall, 1991). This component deals with feelings or emotions, such as pleasure, excitement or hate. These emotions are related to motives which determine what people wish to obtain from the travel and will affect tourist's valuation about the destination (Boulding, 1961). The significant influence of cognitive image on affective image has been found in some studies (Baloglu, 2000). In Goodall's model, affective component takes place at the stage of destination selection, people will give high value on those affective components which meet their needs. Based on these valuations, people will make their traveling destination decision (Goodall, 1991).

Finally, conative image component centers on individuals acting a certain way

towards the destination, such as 'I cannot wait to see the amazing scenery there'. This is an act component of 'to see the scenery' when a person thinking about a place. It can also be called as behavioral component because it is specific behavior that an individual is thinking about to act. It is the action component after all information was considered and its forming depends on the images developed during the cognitive and affective stage (Gartner, 1994). The behavioral component of destination image is similar to visitation intention, both are describing the likelihood to visit a specific place, so, conative dimension appears to be neglected in some studies. Many studies focus on cognitive image and affective image, and apply only these two dimensions to explain the overall destination image in people's mind (Baloglu, 2000; San Martín & Del Bosque, 2008; Baloglu & McCleary, 1999; Baloglu & Brinberg, 1997). In this paper, we will use the term 'travel intention' to represent an individual's intention to visit a destination instead of 'conative image'.

The other major issue about destination image is the formation of it. Several studies have demonstrated how the image of a place in people's mind is formed and provided different descriptions. According to Court and Lupton (1997), the perception of a tourist destination is based on the information processed from different sources over time (Court & Lupton, 1997). Gartner (1994) presented a typology of eight image formation agents, including four subtypes of induced agents, three subtypes of organic agents and autonomous agents. Each type of formation agents has different degree of control by the destination promoters and different influence on destination image. The various image formation agents have their own advantages and disadvantages (Gartner, 1994).

Combining all of the information that people can get from these agents, the

destination image in a person's mind will be gradually formed and shaped. However, the image is not unchanged, it could be changed when a person keeps receiving various information about the destination. The key element of changing image is the amount and extent of information received (Gartner, 1994).

Among all the formation agents, induced agents, such as paid promotion and advertising are believed to have less influence on an individual's destination image, because it is related to marketing efforts of promoters. Autonomous agents are including independently produced news, movies, reports, documentaries. Because of its unbiased presentation, and less control of destination promoters, it is assumed to have more influence on destination image development than induced agents. The last and the most influential type of agent of destination image formation is organic agents. They are built from other sources, such as personal experiences and word-of-mouth. Before personal travel experiences, word-of-mouth is a higher credibility destination image formation agent. This type of information agent does not have vested interest about the decision of traveling destination but plays an important role during the process of destination selection (Gartner, 1994).

In many studies, the influences of various types of information source have been examined. However, the influence of social media in tourism remains vacant. Since the increased use of social media in promoting tourism, the effectiveness of this information source is worth to explore.

From the literature review given above, destination image will be assumed as a mediated factor between independent variables and the dependent variable, in order to have a more detailed analysis of the research results. Examining the mediating role of destination image between each variable is one of the main objectives of this paper.

Consequently, some hypotheses are proposed as follows:

H3: Destination image will mediate the relationship between social media use and travel intention.

H3a: Cognitive destination image will mediate the relationship between social media use and travel intention.

H3b: Affective destination image will mediate the relationship between social media use and travel intention.

H4: Destination image will mediate the relationship between travel motivation and travel intention

H4a: Cognitive destination image will mediate the relationship between travel motivation and travel intention.

H4b: Affective destination image will mediate the relationship between travel motivation and travel intention.

## **2.2 Related Theories**

The objective of this paper is to examine the influence of social media on travel and tourism. The influence of media is one of the main issues discussed a lot in communication studies. Two communication theories could be applied in this paper, including Cultivation Theory and Media Ecology Theory. The notion of these two theories will be reviewed in this section.

### **2.2.1. Cultivation Theory**

In Cultivation Theory, it is argued that the influence of media is extremely important on how people view their world. Most of what we know are those things we never personally experienced, and media act as a storyteller providing information for

us about those things (West & Turner, 2006). Cultivation Theory is developed based on the research of George Gerbner. He pointed out that television is the mainstream of the common symbolic environment. It is suggested that television cultivates certain beliefs about reality in the media consumers' mind (Gerbner, 1998).

There are three assumptions in Cultivation Theory: (1) Television is essentially and fundamentally different from other forms of mass media; (2) Television shapes our society's way of thinking and relating; (3) The influence of television is limited. First, unlike movie and radio, television combines pictures and sound, and requires no mobility. It is an ageless medium, people can use it in any years of life. Second, television cultivates certain beliefs about reality in the media consumers' mind, therefore, it shapes our thinking. Last, the influence of television is limited because watching television in general has a cumulative and pervasive impact on the viewer's vision of the world rather than causes a specific behavior of the viewer (West & Turner, 2006).

Basically, this is a television-based theory focusing on the influence of single media which is television. However, the influences of various types of media not only television are proved. Social media is one of the influential information sources that media consumers are involved deeply than mass media, users are allowed to have two-way communications with others. People use it for entertainment, relaxing, information seeking, information sharing, expression of opinion, etc. (Whiting & Williams, 2013) As a result, the impact of social media on the users' travel intention is assumed to be evident based on this theory.

### **2.2.2 Media Ecology Theory**

Media Ecology Theory is another communication theory emphasizing the

unavoidable influence of media. It is a media effect theory developed based on the research of Marshall McLuhan, he indicated that we cannot escape media in our lives, it will affect our perceptions or feelings (McLuhan, 1964).

West and Turner (2006) listed that there are three assumptions of Media Ecology Theory: (1) Media infuse nearly every act and action in society; (2) Media fix our perceptions and organize our experiences; (3) Media tie the world together. Media Ecology Theory theorists believe that media help to alter perceptions and organize our lives. The influence of various media on an individual's destination image and travel intention proved in many studies is corresponded with this assumption. Furthermore, the power and influence of the medium on a society is a key of this theory. It is argued that the medium could change how we think about others, ourselves, and the world around us.

The importance of electronic media is also a key idea of Media Ecology Theory. Electronic media is said to have the ability to bridge the world together and give us the ability to receive information instantaneously. The electronic media in Media Ecology Theory are not limited in the use of computer and internet, but include telephone, photograph, and etc. (McLuhan, 1964). The notion of Media Ecology Theory gives an explanation about the strong influence of media in our daily life, no matter which type of the media is. In this paper, we focus on a specific media, social media, and the influence of it to tourism.

### **2.2.3 Maslow's Need Hierarchy Theory**

Maslow's Need Hierarchy Theory is one of the most well-known theory of motivation based on the human needs. It is argued that while people aim to meet basic needs, they seek to meet successively higher needs in the form of a pyramid (Maslow,



1943).

Maslow's Hierarchy of Needs was represented in a hierarchical pyramid with five levels. He classified all human needs into a hierarchical manner from the lower to the higher order. The five levels includes: (1) physiological – these needs are basic to human life, including food, clothing, shelter, air, water and necessities of life; (2) safety – these needs are safety and security needs; (3) Social – includes social interaction, companionship, belongingness, etc.; (4) Esteem – these needs refer to self-esteem and self-respect, including self-confidence, achievement, competence, knowledge and independence; (5) Self-actualization – includes morality, creativity, problem solving, etc. The former four levels are considered physiological needs, while the last level of the pyramid is considered growth needs (Maslow, 1943).

Maslow (1943) stated that our most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on. He also further pointed that most of our behavior is multi-motivated (Maslow, 1943).

### **2.3 Hypothesis**

To answer our research question, there are several hypotheses developed.

Hypotheses are proposed below.

H1: Social media use significantly influences travel intention.

H2: Travel motivation significantly influences travel intention.

H3: Destination image will mediate the relationship between social media use and travel intention.

H3a: Cognitive destination image will mediate the relationship between

social media use and travel intention.

H3b: Affective destination image will mediate the relationship between social media use and travel intention.

H4: Destination image will mediate the relationship between travel motivation and travel intention

H4a: Cognitive destination image will mediate the relationship between travel motivation and travel intention.

H4b: Affective destination image will mediate the relationship between travel motivation and travel intention.

## 2.4 Theoretical Framework

As noted above, the key factors influence an individual's travel intention includes three aspects. They are social media use, travel motivation, and the mediate factor, destination image. Figure 2.1 is the theoretical framework developed based on the literature review to show the relationship between all the variables.

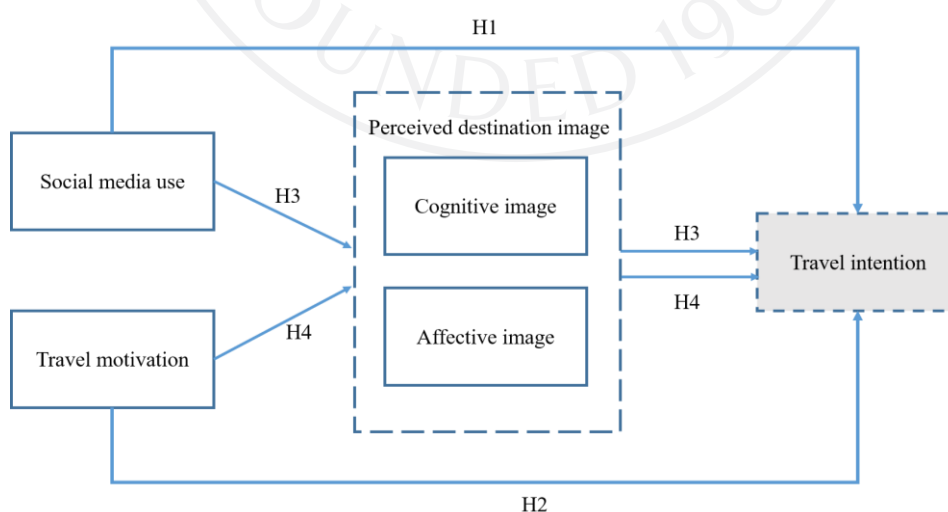


Figure 2. 1: Conceptual Framework

## CHAPTER 3

### METHODOLOGY

This chapter includes the research methodology and the sampling method to examine the relationships between social media use, travel motivation, destination image, and travel intention. This chapter is composed of the following sections:

1. Research Design
2. Population and Sample Selection
3. Research Instrument
4. Instrument Pretest
5. Data Collection Procedure
6. Demographic Data of Sample

#### **3.1 Research Design**

The objective of this study is to develop and test a theoretical framework, which represents the relationship between social media uses, travel motivation, destination image and travel intention.

Quantitative research approach will be applied in this research by using questionnaire survey to collect the data in order to test the relationship between each variable.

#### **3.2 Population and Sample Selection**

The sample was drawn from researcher's Thai friends with snowball sampling, and the respondents can only be Thai people. There are around 68 million Thai people in Thailand, however, the targets of this paper are those who have the ability to travel.

The researcher defines people from 15 to 64 years old to be the sample of this study, which is around 49 million people (The Central Intelligence Agency, n.d.).

According to Yamane's (1973) formula, when the population is 49 million, to lower the possibility of having an error above .05, the researcher needs a sample size of  $N=399$ . With 95% confidence level and 5% confidence interval, 426 samples are collected for this study.

### **3.3 Research Instrument**

To achieve the research goal, a self-administrated questionnaire was designed to measure the research framework variable constructs. Each variable (e.g. social media uses, travel motivation, destination image, and travel intention) was measured by using multiple items. The survey instrument consisted of five parts covering the following issues: demographics of respondents, social media use, travel motivation, destination image, and travel intention (see appendix).

The first section is about demographic characteristics of respondents. The respondents were asked to fill in basic demographic information in this section, including five items: age, gender, level of education, travel experiences, and monthly income.

The second section is about social media use of the respondents. Four social media platforms were selected because they have the most users in Thailand, including Facebook, Instagram, Twitter, and Youtube. It is reported that there are 47 million Facebook users registered in Thailand. Facebook is absolutely an essential part of daily life for most Thai people and worth to be analyzed. Following with Facebook, users on Instagram and Twitter have also increased year by year, and have

respectively 11 million and 9 million users on each platform (BangkokPost, 2017).

The last platform is Youtube because it is one of the most popular social media with a high penetration rate in Thailand (Statista, 2016).

In an effort to understand the influence of social media, respondents will be asked about their frequency of using each social media as their information sources before planning a trip (e.g., I use Facebook to get traveling information; I use Instagram to get traveling information). Respondents will be asked to indicate their degree of social media use frequency with a five-point Likert scale ranging from 1 (never use) to 5 (always use).

Next, in the travel motivation section, there are two categories and total nine items that were adapted from Crompton's (1979) study. Respondents were asked about their traveling motives. The two main categories are socio-psychological motives and cultural motives. Seven items were included in socio-psychological motives and two items were categorized in cultural motives, all the items are presented in Table 3.1 (Crompton, 1979). A five-point rating scale (from 1 strongly disagree to 5 strongly agree) was employed to measure respondents' traveling motives.

Table 3. 1: Items of travel motives

Classification on motives	Items of classification
Socio-psychological motives	1. escape from a perceived mundane environment
	2. exploration and evaluation of self
	3. relaxation
	4. prestige
	5. regression
	6. enhancement of kinship relationships
	7. Facilitation of social interaction.
Cultural motives	1. Novelty
	2. Education

The fourth section deals with the measurement of destination image of Taiwan to determine the respondents' perceptions of the image of Taiwan. The image attributes' choice process is generally based on the literature review. According to recent studies, cognitive and affective image attributes are the main category method applied to test detailed destination image. There are total 12 items of destination image extracted from previous studies to capture the cognitive and affective image of Taiwan in the minds of the respondents. Actually, the measurements of destination image in previous studies were very divergent. Some researchers applied more than 30 attributes, while some researchers applied less than 10 scales to measure destination image (Goodrich, 1977; Gartner, 1989; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Echtner & Ritchie, 1993). In this paper, the destination image is measured in two types as stated earlier, cognitive and affective image. First, the scales of cognitive image are derived from the paper of Echtner and Ritchie's (1993) study. There were originally 34 items to measure the overall destination image, but eight dimensions were extracted by the researchers. In this paper, the eight dimensions will be applied to measure the cognitive destination image of Taiwan (e.g., Taiwan is a safe and secure country; the culture in Taiwan is similar as in my country). On the other side, the scales to measure affective image are adapted from Baloglu and Brinberg's (1997) study, and there are four dimensions (pleasant, relaxing, arousing, and exciting).

To measure the level of agreement with specific image attributes, respondents are asked to check the degree of each item. Similar to the previous section, a five-point rating scale was employed to measure the above determinants. All the items are shown in the appendix.

The last section is about travel intention, there are three items that were adapted

from Jalilvand and Samiei's (2012) study to understand the influence of different social media use on respondents' travel intention to visit Taiwan, which are 'I expect I will visit Taiwan in the future', 'I would visit Taiwan rather than any other tourism destination', and 'If everything goes as I think, I will plan to visit Taiwan in the future'. Respondents will be asked to indicate their degree of agreement with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### **3.4 Instrument Pretest**

Since the sample of the current paper is Thai people only, before distributing the questionnaire to the respondents, the researcher had it translated into Thai by native Thai speakers who are fluent in English by using the method of back translation. That is, the statements of all instruments were translated into Thai and then translated back into English. The two versions were crosschecked for adequacy in translation.

After some adjustments of the wordings in the questionnaire, questionnaires were distributed to 40 respondents as a pretest to make sure all the questions and translations in this research are clear for respondents to understand and respond. According to this pretest, several modifications were made. Also, a pilot test was carried out and internal consistency and reliability were examined. Table 3.2 shows the results of the reliability tests for each variable, Cronbach's alpha coefficients of all sections was above .70, which is considered satisfactory for exploratory studies (Nunnally & Bernstein, 1994).

Table 3. 2: Reliability of Instrument

Variable	Cronbach's Alpha	N of Items
Travel Motivation	0.705	9
Destination Image	0.930	12
Travel Intention	0.714	3

### 3.5 Data Collection Procedure

The questionnaire was distributed with snowball sampling technique starting from the researcher's friends who were qualified with the studied target in order to get back more valid questionnaires. To facilitate the data collection process, online survey was utilized to reach out more respondents. After finishing the questionnaire, respondents were asked to recommend some friends who were willing to join the research.

Eventually, 426 completed questionnaires were collected. Data collected from the questionnaire were computed using the Statistical Product and Service Solutions (SPSS) software.

### 3.6 Demographic Data of the Samples

Data were gathered from September to October in 2017. Although initially, 426 questionnaires were collected, few of them had to be rejected due to incomplete answers on the questionnaires. There are 420 valid samples in the end, the profile of the samples is displayed in Table 3.2. Table 3.2 shows that 68.8% of the respondents were female and that the remaining 31.2 % were male. Age of the respondents is ranged from 15 to 55. It shows the majority of the respondents were aged from 26 to 35, which accounted for 53.3% of the samples. Most respondents got bachelor degree,



81.2% got bachelor degree and 18.3% got master degree. About travel experiences of Thai people, 57.6% of respondents had travel abroad experiences for 1 to 5 countries.

Table 3. 3: Frequency and percentage of demographic profile of the sample

<b>Descriptive Profile</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Gender</b>		
Male	131	31.2
Female	289	68.8
<b>Age</b>		
15-25	111	26.4
26-35	224	53.3
36-45	69	16.4
46-55	16	3.8
<b>Education</b>		
Bachelor Degree	341	81.2
Master Degree	77	18.3
Doctoral Degree	2	0.5
<b>Travel Abroad Experience</b>		
Never	40	9.5
1-5 Countries	242	57.6
6-10 Countries	82	19.5
More than 10 Countries	56	13.3

## CHAPTER 4

### DATA ANALYSIS

This chapter presents the findings of the quantitative data surveyed from 420 Thai people. The data analysis consisted of three stages. First, descriptive statistics and reliabilities for multi-item variables were computed, reliability test was conducted in the section of instrument pretest and results showed that the reliability of each variable was acceptable. Second, bivariate Pearson Correlation was used to test the hypothesized relationship between independent variables (social media use and travel motivation) and dependent variable (travel intention). Finally, path analysis was employed to test the hypothesized mediating role of destination image between variables. Data analysis in this chapter covering all research objectives and is composed of the following sections:

#### 4.1 Findings of Descriptive Analysis

#### 4.2 Hypotheses Finding and Other Finding

#### 4.3 Conclusion

### **4.1 Findings of Descriptive Analysis**

In terms of travel intention of Thai people to visit Taiwan, it seems to be very high. Table 4.1 shows that 52.6% of respondents have been to Taiwan in the past and 68.8% expect that they will visit Taiwan in the future. 33.1% of respondents agree that they would visit Taiwan rather than other countries, and 66.0% plan to visit Taiwan in the future.

Table 4. 1: Frequency and percentage of respondents' travel intention to visit Taiwan

Travel intention items	Frequency	Percentage%
<b>I have been to Taiwan before.</b>		
Yes	221	52.6
No	199	47.4
<b>I expect I will visit Taiwan in the future.</b>		
Strongly disagree	0	0.0
Disagree	2	0.5
Neither agree nor disagree	24	5.7
Agree	105	25.0
Strongly agree	289	68.8
<b>Would visit Taiwan rather than others.</b>		
Strongly disagree	13	3.1
Disagree	15	3.6
Neither agree nor disagree	137	32.6
Agree	139	33.1
Strongly agree	116	27.6
<b>I plan to visit Taiwan in the future.</b>		
Strongly disagree	11	2.6
Disagree	2	0.5
Neither agree nor disagree	26	6.2
Agree	104	24.8
Strongly agree	277	66.0

Regarding the data of social media use, Table 4.2 shows that Facebook is the main platform for Thai people to get traveling information, 50.2% of respondents always use Facebook as a tool to get traveling information. YouTube is the second platform that 46.9% of respondents use it very often or always use it as traveling information searching tool. Instagram is another tool that Thai people use when looking for traveling information, 21.4% sometime use it, but 24.5% never use it to get traveling information. It is worth mentioning that although Twitter has 9 million

users in Thailand (BangkokPost, 2017), it is the last platform which 60.0% of respondents never use it to get traveling information.

Table 4. 2: Frequency and percentage of respondents' social media use

Social media use items	Never use	Rarely use	Sometime s use	Use very often	Always use
I use <b>Facebook</b> to get traveling information.	0.0%	6.7%	15.5%	27.6%	50.2%
I use <b>Instagram</b> to get traveling information.	24.5%	23.8%	21.4%	17.6%	12.6%
I use <b>Twitter</b> to get traveling information.	60.0%	9.8%	23.1%	4.8%	2.4%
I use <b>YouTube</b> to get traveling information.	8.3%	14.5%	30.2%	19.5%	27.4%

Last, the perceived destination image of Taiwan in Thai people's mind is presented in Table 4.3. For cognitive image, the beautiful scenery and natural attractions of Taiwan is strongly agreed by 42.9% of the respondents. Good tourist facilitation is another significant cognitive destination image that 42.1% strongly agree with it. Safe and secure country is the third significant cognitive destination image of Taiwan in Thai people's mind, 41.4% of respondents strongly agree with it. For affective image, rather than an exciting and interesting place to visit, 48.1% of respondents strongly agree that Taiwan is a relaxing place to visit and 43.1% of respondents feel Taiwan is a pleasant place to visit.

Table 4. 3: Percentage of respondents' destination image of Taiwan

Destination image	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Taiwan is a safe and secure country.	0.0%	0.5%	19.5%	38.6%	41.4%
The culture in Taiwan is similar as in my country.	0.0%	7.4%	41.7%	36.7%	14.3%
Taiwan has beautiful scenery and natural attractions.	0.0%	2.9%	15.0%	39.3%	42.9%
Taiwan has a nice climate.	0.0%	1.9%	31.0%	38.8%	28.3%
Travelling in Taiwan is inexpensive.	0.0%	2.4%	48.3%	30.7%	18.6%
Taiwan provides good tourist facilitation.	0.0%	2.1%	21.2%	34.5%	42.1%
Language barriers in Taiwan is low.	2.1%	5.2%	35.5%	33.3%	23.8%
Taiwan offers adventure activities.	1.2%	5.5%	45.5%	32.6%	15.2%
Taiwan is an exciting and interesting place to visit.	0.0%	5.5%	24.8%	40.2%	29.5%
Taiwan is a pleasant place to visit.	0.0%	1.4%	18.1%	37.4%	43.1%
Taiwan is a relaxing place to visit.	0.0%	0.5%	14.3%	37.1%	48.1%
Taiwan is an arousing place to visit.	0.0%	1.0%	24.3%	39.0%	35.7%

## 4.2 Hypotheses Finding and Other Finding

This study demonstrates that travel intention is determined by social media use, travel motivation, and destination image. Bivariate Pearson Correlation was used to test the hypothesis 1 and 2.

Table 4. 4: Pearson Correlation analysis on the relationship between travel intention, social media use, and travel motivation.

Variables	Travel intention		Hypothesis test
	Pearson Correlation	Sig. (2-tailed)	
Social media use	.173	.000	H1 supported
Travel motivation	.307	.000	H2 supported

First, it is hypothesized that social media use and travel motivation will significantly influence travel intention. As shown in Table 4.4, based on Pearson Correlation, H1 was supported. There was a significant but weak positive correlation between social media use and travel intention ( $r = .173, \rho < .01$ ). Correlation was significant at the 0.01 level. Second, for hypothesis 2, the correlation between travel motivation and travel intention was also proved. Correlation was significant at the 0.01 level, the influence of travel motivation on travel intention was positive and stronger than the influence of social media use ( $r = .307, \rho < .01$ ).

To test hypothesis 3, the mediating effect of destination image in this study was tested with the technique of Baron and Kenny's (1986) four steps approach.

Regression analysis was employed to test the direct and indirect effect between variables. In Tsai, Chu and Kobori's study (2017), the four steps testing procedure was clearly demonstrated. As shown in Figure 4.1, path a is called direct effect, in which X leads to Y directly. Path b and c is called indirect effect, in which X leads to

Y through M. The indirect effect represents the portion of the relationship between X and Y that is mediated by M (Tsai, Chu & Kobori, 2017).

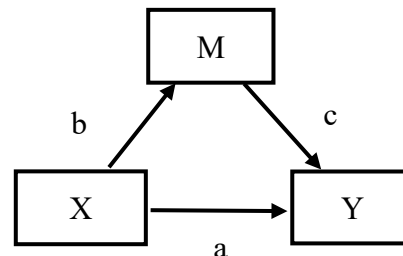


Figure 4. 1: Mediation Effect between variables

Step 1: Conduct a simple regression analysis with X predicting Y to test path a alone,

$$y = \beta_0 + \beta_1 X + e$$

Step 2: Conduct a simple regression analysis with X predicting M to test path b alone,

$$M = \beta_{0'} + \beta_{1'} X + e$$

Step 3: Conduct a simple regression analysis with M predicting Y to test the significance of path c alone,  $Y = \beta_{0''} + \beta_{1''} M + e$

Step 4: Conduct a multiple regression analysis with X and M predicting Y,  $Y = \beta_0 + \beta_1 X + \beta_2 M + e$

If one or more relationships are not significant from step 1 to step 3, the mediation effect is possibly not exist. Assuming that there are significant relationships from step 1 through step 3, the procedure can be go further to step 4. In step 4, If X and M both are still significant and not weaker, which means X did not change after adding M in the equation. Then, there's no mediation effect of M between X and Y. On the other side, if X no longer significant or the significance becomes weaker, then the mediation effect is existed. There are two types of mediation effect, full mediation and partial mediation. If X is no longer significant when M is controlled, it is full

mediation. Another situation is X still significant with weaker significance, then it is partial mediation (Tsai, Chu & Kobori, 2017).

Several regression analyses were conducted to compute the above equation in order to conclude the mediating role of destination image between independent variables (social media use and travel motivation) and dependent variable (travel intention). In Hypothesis 3, it is proposed that destination image will mediate the relationship between social media use and travel intention. Cognitive image and affective image was individually proposed in Hypothesis 3a and Hypothesis 3b. The results of hypothesis 3, 3a, and 3b are shown in Table 4.5, Table 4.6, Table 4.7, Table 4.8, Table 4.9, and Table 4.10.

Table 4. 5: Simple Regression Analysis between social media use, destination image, and travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)	Travel intention	11.266	0.472		23.873	0.000
Social media use		0.136	0.038	0.173	3.591	0.000
(Constant)	Travel intention	5.300	0.713		7.437	0.000
Destination image		0.164	0.015	0.467	10.787	0.000
(Constant)	Destination image	40.443	1.327		30.478	0.000
Social media use		0.483	0.106	0.217	4.536	0.000

Standardized path coefficients of each path are presented in the Table 4.5. From Table 4.5, it shows that social media use and destination image could individually predict travel intention at a significance level of 0.05 ( $p < 0.05$ ) which  $\beta = 0.173$  and 0.467. At the same time, social media use can also predict destination image, the coefficient for social media use in destination image is 0.217 at a significance level of



0.05 ( $p < 0.05$ ). Path analysis between these three variables are tested, so the procedure can go further to conduct multiple regression to test the mediation effect of destination image.

Table 4. 6: Multiple Regression Analysis of social media use and destination image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		4.846	0.759		6.386	0.000
Destination image	Travel intention	0.159	0.016	0.450	10.185	0.000
Social media use		0.059	0.035	0.075	1.707	0.089

As shown in Table 4.6, in a multiple regression, social media use is no longer significant when destination image is controlled; therefore, the full mediation effect can be confirmed accordingly. The results indicated that destination image will mediate the relationship between social media use and travel intention, supporting Hypothesis 3. However, destination image consists of cognitive image and affective image, the mediating effect of each of the components was also examined.

Table 4. 7: Simple Regression Analysis between social media use, cognitive image, affective image, and travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		4.952	0.758		6.536	0.000
Cognitive image	Travel intention	0.268	0.025	0.460	10.600	0.000

(Continued)

Table 4. 7: (Continued) Simple Regression Analysis between social media use, cognitive image, affective image, and travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)	Cognitive image	25.926	0.801		32.383	0.000
Social media use		0.313	0.064	0.232	4.871	0.000
(Constant)	Travel intention	7.478	0.586		12.756	0.000
Affective image		0.328	0.035	0.418	9.412	0.000
(Constant)	Affective image	14.518	0.602		24.116	0.000
Social media use		0.170	0.048	0.170	3.522	0.000

Table 4.7 shows that cognitive image can predict travel intention at a significance level of 0.05 ( $p < 0.05$ ) which  $\beta = 0.460$ . Social media use can also predict cognitive image, the coefficient for social media use in cognitive image is 0.232 at a significance level of 0.05 ( $p < 0.05$ ). On the other side, the coefficient of affective image in travel intention is 0.418 at a significance level of 0.05 ( $p < 0.05$ ) and social media use can also predict affective image at a significance level of 0.05 ( $p < 0.05$ ) which  $\beta = 0.170$ . Path analysis between these variables are tested, as a result, the procedure can be go further to conduct multiple regression to test the mediation effect of cognitive image and affective image separately.

Table 4. 8: Multiple Regression Analysis of social media use and cognitive image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)	Travel intention	4.564	0.795		5.738	0.000
Cognitive image		0.259	0.026	0.444	9.965	0.000
Social media use		0.055	0.035	0.070	1.573	0.116

Table 4. 9: Multiple Regression Analysis of social media use and affective image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		6.707	0.669		10.019	0.000
Affective image	Travel intention	0.314	0.035	0.400	8.927	0.000
Social media use		0.083	0.035	0.105	2.342	0.020

From the multiple regression results in Table 4.8, social media use is no longer significant ( $p > 0.05$ ) when cognitive image is controlled; therefore, the full mediation effect of cognitive image is also confirmed accordingly. The results indicated that cognitive image will mediate the relationship between social media use and travel intention, supporting Hypothesis 3a. However, in Table 4.9, Social Media Use is still significant but with weaker significance ( $p = 0.020$ ), then it is concluded that Hypothesis 3b is supported but affective image is a partial mediation between social media use and travel intention. After analyzing the data, the results of hypothesis testing for Hypothesis 3, 3a, and 3b are shown in Table 4.10.

Table 4. 10: Results of hypothesis testing for H3, H3a, and H3b

Hypothesis		Support
H3	Destination image will mediate the relationship between social media use and travel intention.	Supported
H3a	Cognitive destination image will mediate the relationship between social media use and travel intention.	Supported
H3b	Affective destination image will mediate the relationship between social media use and travel intention.	Supported

In following section, the mediating role of destination image between travel motivation and travel intention will be examined with step by step regression analysis.

In Table 4.11, travel motivation can predict travel intention at a significance level of 0.05 ( $p < 0.05$ ) which  $\beta = 0.307$ . The predicting role of destination image in travel intention was tested in last section of Hypothesis 3, it can predict travel intention at a significance level of 0.05 ( $p < 0.05$ ) which  $\beta = 0.467$ . Also, travel motivation can predict destination image, the coefficient for travel motivation in destination image is 0.155 at a significance level of 0.05 ( $p < 0.05$ ). In the next step, the mediation effect of destination image between travel motivation and travel intention will be tested.

Table 4. 11: Simple Regression Analysis between travel motivation, destination image, and travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)	Travel intention	7.413	0.842		8.804	0.000
Travel motivation		0.153	0.023	0.307	6.585	0.000
(Constant)	Travel intention	5.300	0.713		7.437	0.000
Destination image		0.164	0.015	0.467	10.787	0.000
(Constant)	Destination image	38.436	2.479		15.502	0.000
Travel motivation		0.218	0.068	0.155	3.199	0.001

Table 4.12 shows that there is no mediation effect of destination image between travel motivation and travel intention. p Value of travel motivation is still significant ( $p < 0.05$ ), it indicates that when destination image is controlled, the effect of travel motivation is still existed. Destination image did not mediate the relationship between travel motivation and travel intention, therefore, not supporting Hypothesis 4.

Table 4. 12: Multiple Regression Analysis of travel motivation and destination image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		1.594	0.947		1.683	0.093
Destination image	Travel intention	0.151	0.015	0.430	10.170	0.000
Travel motivation		0.120	0.021	0.240	5.688	0.000

From above data analysis, it is proved that Hypothesis 4 is not supported. The mediating role of each component of destination image will be tested. First, Table 4.13 Simple Regression Analysis shows that the predicting role of travel motivation in cognitive image and affective image are both significant at a level of 0.05 ( $p < 0.05$ ) with  $\beta = 0.137$  and 0.160. Thus, Multiple Regression Analysis could be conducted to test the mediating role of each.

Table 4. 13: Simple Regression Analysis between travel motivation, cognitive image, and affective image

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		25.507	1.505		16.946	0.000
Travel motivation	Cognitive image	0.117	0.041	0.137	2.823	0.005
(Constant)		12.929	1.113		11.612	0.000
Travel motivation	Affective image	0.101	0.031	0.160	3.307	0.001

From the multiple regression results in Table 4.14, travel motivation is still significant ( $p < 0.05$ ) when the cognitive image is controlled; therefore, the

mediation effect of cognitive image has not existed. Cognitive destination image will not mediate the relationship between travel motivation and travel intention, not supporting Hypothesis 4a. The mediation effect of affective image is also not found since the travel motivation is still significant ( $p < 0.05$ ) when affective image is controlled (see Table 4.15), not supporting Hypothesis 4b. After analyzing the data, the results of hypothesis testing for Hypothesis 4, 4a, and 4b are shown in Table 4.16.

Table 4. 14: Multiple Regression Analysis of travel motivation and cognitive image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		1.083	0.981		1.103	0.271
Cognitive image	Travel intention	0.248	0.025	0.426	10.110	0.000
Travel motivation		0.124	0.021	0.248	5.888	0.000

Table 4. 15: Multiple Regression Analysis of travel motivation and affective image to travel intention

Coefficients <sup>a</sup>						
Independent Variable	Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
(Constant)		3.571	0.892		4.006	0.000
Affective image	Travel intention	0.297	0.034	0.379	8.726	0.000
Travel motivation		0.123	0.022	0.246	5.668	0.000

Table 4. 16: Results of hypothesis testing for H4, H4a, and H4b

Hypothesis		Support
H4	Destination image will mediate the relationship between travel motivation and travel intention.	Not supported
H4a	Cognitive destination image will mediate the relationship between travel motivation and travel intention.	Not supported
H4b	Affective destination image will mediate the relationship between travel motivation and travel intention.	Not supported

### 4.3 Conclusion

From above data analysis, it was confirmed that social media use and travel motivation are both significantly influence an individual's travel intention. There was a significant and positive correlation between them.

The role of destination image is important between social media use and travel intention, it is the key mediating factor in the relationship. Social media has an indirect influence on travel intention through the destination image. Whether with the cognitive image or the affective image, the mediating effect was found in the study.

Different from social media use, the mediating effect of destination image was not found between travel motivation and travel intention. No matter it was cognitive image or affective image, the mediating effect was not found in the study. The summary of hypotheses will be discussed in next section.

## CHAPTER 5

### DISCUSSION

This chapter presents the summary and discussion about the findings in this survey research along with the theoretical explanation. This chapter aims to summarize and discuss the implication of the quantitative findings of the hypotheses, as well as summarize the limitations of the study and offer recommendations for the research and recommendations for the further application.

#### **5.1 Hypotheses Summary and Discussion**

In this study, a theoretical framework was proposed to identify the influencing factors of an individual's travel intention. The framework included social media use, travel motivation, and the mediate factor, destination image. Two hypotheses were proposed about the influence of the two independent variables: (1) The influence of social media use on travel intention, and (2) The influence of travel motivation on travel intention.

Two hypotheses were further proposed about the mediate effect of destination image between the two independent variables and travel intention. It was found that social media use influenced an individual's travel intention directly and also indirectly through destination image. On the contrary, travel motivation directly influenced an individual's travel intention. In addition, when examining the effect of cognitive image and affective image separately, the results were constantly unchanged. Therefore, the Hypothesis 4, 4a, 4b were not supported, and the rest were supported. The results of all hypothesis testing are summarized in Table 5.1



Table 5. 1: Results of hypotheses testing

Hypothesis		Support
H1	Social media use significantly influence travel intention.	Supported
H2	Travel motivation significantly influence travel intention.	Supported
H3	Destination image will mediate the relationship between social media use and travel intention.	Supported
H3a	Cognitive destination image will mediate the relationship between social media use and travel intention.	Supported
H3b	Affective destination image will mediate the relationship between social media use and travel intention.	Supported
H4	Destination image will mediate the relationship between travel motivation and travel intention.	Not supported
H4a	Cognitive destination image will mediate the relationship between travel motivation and travel intention.	Not supported
H4b	Affective destination image will mediate the relationship between travel motivation and travel intention.	Not supported

This study contributes to the existing body of knowledge in three ways. First, this research confirmed the influence of social media use on travel intention. The most influential social media platform is Facebook. Since it has become an essential part of daily life for Thai people, it is also the most social media platform for Thai people to get traveling information. YouTube is the second platform that some Thai people use it very often or always use it as traveling information searching tool. The effect of social media is proved in this paper, people who frequently use social media to get traveling information seem to have better destination image and higher travel intention. The result is aligned with Cultivation Theory and Media Ecology Theory, the influence of media is evidenced.

Second, the findings of this study support destination image as significant mediator between social media use and travel intention. In Baloglu's study (2000), the

mediate effect of cognitive image was found. In addition, the mediate effect of affective image between social media use and travel intention is also existed in this research. The degree of social media use will bring a difference to the destination image of the person, both cognitive image and affective image, then further affect the person's travel intention. The mediate effect of destination image between social media use and travel intention is proved again in the study, and the results supported several studies that destination image is an important mediator between travel intentions, information sources use and travel motivation (Baloglu, 2000; Tasci & Gartner, 2007; Chen & Kerstetter, 1999; Chon, 1990; Chen & Tsai, 2007).

Last, the direct influence of travel motivation is proved. It positively influenced destination image and travel intention, that is to say, people with higher travel motivation will have better destination image and higher travel intention. The results provide support for numerous previous studies (San Martín & Del Bosque, 2008; Jang, Bai, Hu & Wu, 2009; Chew & Jahari, 2014). However, there is no mediate effect of destination image in the relationship. That means, travel motivation could directly influence an individual's travel intention without the mediation of destination image. Whether it is cognitive image and affective image, the results were constantly unchanged.

## **5.2 Recommendation for the Further Application**

The contribution of travel and tourism to a country's GDP, employment, and exports is significant. However, the tourism industry is becoming increasingly competitive. With new technological advances, national tourism organizations has many ways to promote their countries online. Based on the results of this study,

several implications concerning the tourism promotion are outlined in this section.

First, social media which is an important tool should be highly adopted to promote tourism in Thailand. The positive influence of social media is confirmed. More than half of respondents always use Facebook to get traveling information. Also, the influence of YouTube should not be neglected. Using these platforms effectively could foster the communication with Thai people, create a favorable destination image and raise viewers' travel intention.

Second, the content of promotion need to be designed carefully to achieve the purpose of attracting potential tourists. Tourists' promoters could make the content focusing on the 'destination image'. Since the direct influence of social media use on travel intention is limited, destination image is the key mediating factor. The main objective of social media promotion about tourism should focus more on 'raising a better destination image'.

Last, data analysis showed that the destination image of Taiwan in Thai people's mind is generally positive. But some aspects could still be further studied. For example, respondents are unfamiliar with adventure activities when thinking of Taiwan, which might be the reason why less people connect Taiwan with an exciting and interesting place to visit. This feature might be a good point to be highlighted in future tourism promoting. Nice climate is another feature that should be highlighted when promoting Taiwan tourism, since less people agree with it than other features. The third destination image worth to be mentioned is about culture. Most Thai people think that culture in Taiwan is similar to Thailand culture, therefore, tourists' promoters can emphasize more on the unique and special cultural features to attract more visitors.

### **5.3 Limitations and Recommendation for Further Research**

There are some limitations within this study that are important to acknowledge. First, the research only focuses on specific destination, and respondents are restricted to Thai people only. However, the circumstances in different countries might be different. The method should be replicated in different destinations to validate the results and the conclusions, so they can be generalized.

Second, sampling procedure is another limitation of this study. With snowball sampling and online survey method, the data collection process is convenient and feasible to reach more targets. But it may limit generalizability of results. It might be the reason why the sample's composition represents young generation. Thus, future research can modify the data collection process to raise generalizability of results.

Last, it was confirmed that the effect of social media use and travel motivation on travel intention is existed; however, these two elements might also influence each other. The relationship of social media use and travel motivation was not examined in this study. Further research can have deeper analysis of the relationship between these two variables to have a more comprehensive understanding about the structural framework.

## BIBLIOGRAPHY

- Avraham, E. (2004). Media strategies for improving an unfavorable city image. *Cities*, 21(6), 471-479.
- Baloglu, S. (2000). A path analytic model of visitation intention involving information sources, socio-psychological motivations, and destination image. *Journal of Travel & tourism Marketing*, 8(3), 81-90.
- Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11-15.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897.
- Bangkok Post. (2017, May 24). *Thailand in social media world's top 10*. Retrieved from <http://www.bangkokpost.com/learning/advanced/1255403/thailand-in-social-media-worlds-top-10>
- Barich, H., & Kotler, P. (1991). A framework for marketing image management. *MIT Sloan Management Review*, 32(2), 94.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- Bird, M., Channon, C., & Ehrenberg, A. S. (1970). Brand image and brand usage. *Journal of Marketing Research*, 7, 307-314.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115-1122.

- Chen, P. J., & Kerstetter, D. L. (1999). International students' image of rural Pennsylvania as a travel destination. *Journal of Travel Research, 37*(3), 256-266.
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management, 40*, 382-393.
- Chon, K. S. (1990). The role of destination image in tourism: A review and discussion. *The Tourist Review, 45*(2), 2-9.
- Court, B., & Lupton, R. A. (1997). Customer portfolio development: Modeling destination adopters, inactives, and rejecters. *Journal of Travel Research, 36*(1), 35-43.
- Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The role of user-generated content in tourists' travel planning behavior. *Journal of Hospitality Marketing & Management, 18*(8), 743-764.
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research, 17*, 110-119.
- Echtner, C. M., & Ritchie, J. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research, 31*(4), 3-13.
- Eeckels, B., Filis, G., & Leon, C. (2012). Tourism income and economic growth in Greece: empirical evidence from their cyclical components. *Tourism Economics, 18*(4), 817-834.
- Facebook. (n.d.). *Products*. Retrieved from <https://newsroom.fb.com/products/>
- Fotis, J., Buhalis, D., & Rossides, N. (2012). *Social media use and impact during the holiday travel planning process*. United Kingdom: Springer-Verlag.

- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56-78.
- Gartner, W. C. (1989). Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques. *Journal of Travel Research*, 28(2), 16-20.
- Gartner, W. C. (1994). Image formation process. *Journal of Travel & Tourism Marketing*, 2(2-3), 191-216.
- Gerbner, G. (1998). Cultivation analysis: An overview. *Mass Communication and Society*, 1(3-4), 175-194.
- Goodrich, J. N. (1977). Differences in perceived similarity of tourism regions: A spatial analysis. *Journal of Travel Research*, 16(1), 10-13.
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211-239.
- Hunt, J. D. (1975). Image as a factor in tourism development. *Journal of Travel Research*, 13(3), 1-7.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research: Electronic Networking Applications and Policy*, 22(5), 591-612.
- Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist

- attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1), 134-143.
- Jang, S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(1), 51-73.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 57(1), 1-22.
- Kim, D. Y., Hwang, Y. H., & Fesenmaier, D. R. (2005). Modeling tourism advertising effectiveness. *Journal of Travel Research*, 44(1), 42-49.
- Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589-599.
- Leisen, B. (2001). Image segmentation: The case of a tourism destination. *Journal of Services Marketing*, 15(1), 49-66.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.
- Luque-Martinez, T., Del Barrio-García, S., Ibáñez-Zapata, J. Á., & Molina, M. Á. R. (2007). Modeling a city's image: The case of Granada. *Cities*, 24(5), 335-352.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological review*, 50(4), 370.
- Maslow, A. H. (1987). *Motivation and personality* (3rd ed.). Delhi, India: Pears on Education.
- McLuhan, M. (1964). *Understanding media*. New York: Mentor.



- Ministry of Foreign Affairs Republic of China (Taiwan). (2017). *New southbound policy: An introduction*. Retrieved from <http://nsp.p.mofa.gov.tw/nsppe/news.php?post=112894&unit=376>.
- Narayan, P. K. (2004). Economic impact of tourism on Fiji's economy: Empirical evidence from the computable general equilibrium model. *Tourism Economics, 10*(4), 419-433.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *The Journal of Marketing, 50*, 135-145.
- West, R. L., & Turner, L. H. (2006). *Introducing communication theory: Analysis and application*. New York: McGraw-Hill Humanities/Social Sciences/Languages.
- San Martín, H., & Del Bosque, I. A. R. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management, 29*(2), 263-277.
- Statista. (2016). *Penetration of leading social networks in Thailand as of 4th quarter 2016*. Retrieved from <https://www.statista.com/statistics/284483/thailand-social-network-penetration/>
- Sugiyarto, G., Blake, A., & Sinclair, M. T. (2003). Tourism and globalization: Economic impact in Indonesia. *Annals of Tourism Research, 30*(3), 683-701.
- Tasci, A. D., & Gartner, W. C. (2007). Destination image and its functional relationships. *Journal of Travel Research, 45*(4), 413-425.
- Telisman-Kosuta, N. (1989). "Tourist Destination Image." In *Tourism Marketing and Management Handbook*, edited by S. F. Witt and L. Moutinho. New York: Prentice Hall.
- The Central Intelligence Agency. (n.d.). *Library*. Retrieved from <https://www.cia>.

gov/library/publications/resources/the-world-factbook/geos/th.html

The World Bank in Thailand. (2017). *The world bank in Thailand*. Retrieved from <http://www.worldbank.org/en/country/thailand/overview>

The World Tourism Organization. (n.d.) *Why tourism?* Retrieved from <http://www2.unwto.org/content/why-tourism>

The World Tourism Organization. (n.d.). *Who we are*. Retrieved from <http://www2.unwto.org/content/who-we-are-0>

Tourism Bureau, M.O.T.C. Republic of China (Taiwan). (n.d.). *Introduction*. Retrieved from <http://admin.taiwan.net.tw/info/org.aspx?no=188>

Tsai, Y. C., Chu, C. M., & Kobori, K. (2017). The Influence of Video Clips on Travel Intention and Destination Image. *International Journal of Arts and Commerce*, 6(1), 37-55.

Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369.

World Travel & Tourism Council. (n.d.). *About WTTC*. Retrieved from <https://www.wttc.org/about/>

Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.

Yamane, T. (1973). *Statistics: An introduction analysis*, 3rd ed. New York: Harper & Row.



## Appendix 1- Questionnaire (English version)

### Section 1: Basic Information

In this part, we will ask you some basic information about yourself, and all the

This questionnaire survey is designed to obtain a better understanding of the travel intention of Thai people to visit Taiwan. It will take you less than 15 minutes to finish the questionnaire, and the information you provide is for research use only. Thank you for answering this questionnaire. It will be a great help for my research.

information is for research use only.

1. Age:  Under 15  15-25  26-35  36-45  46-55  56-65  More than 65
2. Gender:  Male  Female
3. Level of Education:  Primary school  High school  Bachelor degree  Master degree  Doctoral degree
4. How many countries have you visited before?  
 Never  1-5 countries  6-10 countries  More than 10 countries
5. What is your monthly income?  
 Less than 15,000  15,001-20,000  20,001-25,000  25,001-30,000  
 30,001-35,000  35,000-40,000  More than 40,001

### Section 2: Social Media Use

In this part, we would like to know the frequency of your social media use on each platform.

(1=never use; 2=Rarely use; 3=Sometimes use; 4=Use very often; 5=Always use)

Items for social media use	1	2	3	4	5
1. I use Facebook to get traveling information.					
2. I use Instagram to get traveling information.					
3. I use Twitter to get traveling information.					
4. I use YouTube to get traveling information.					

### Section 3: Travel Motivation

In this part, we would like to know about your travel motivation when planning a travel. Please check each item and answer it based on your former travel experiences.

(1=Strongly disagree; 2=Disagree; 3=Neither agree nor disagree; 4=Agree; 5=Strongly agree)

Items for travel motivation	1	2	3	4	5
1. To escape from a perceived normal life.					
2. To explore and to re-evaluate myself.					
3. To relax.					
4. To increase prestige and to show a higher life style.					
5. To regress to a less complex, less changeable, less technologically advanced environment.					
6. To enhance or rich kinship/family relationships.					
7. To facilitate social interaction and meet new people.					
8. To have a new and adventurous experience.					
9. To learn new things for educational benefit.					

#### Section 4: Destination Image of Taiwan

In this part, we will ask you some questions to know the image of Taiwan in your mind.

(1=Strongly disagree; 2=Disagree; 3=Neither agree nor disagree; 4=Agree; 5=Strongly agree)

Destination image items of Taiwan	1	2	3	4	5
1. Taiwan is a safe and secure country.					
2. The culture in Taiwan is similar as in my country.					
3. Taiwan has beautiful scenery and natural attractions.					
4. Taiwan has a nice climate.					
5. Travelling in Taiwan is inexpensive.					
6. Taiwan provides good tourist facilitation.					
7. Language barriers in Taiwan is low.					
8. Taiwan offers adventure activities.					
9. Taiwan is an exciting and interesting place to visit.					
10. Taiwan is a pleasant place to visit.					
11. Taiwan is a relaxing place to visit.					
12. Taiwan is an arousing place to visit.					

#### Section 5: The Travel Intention

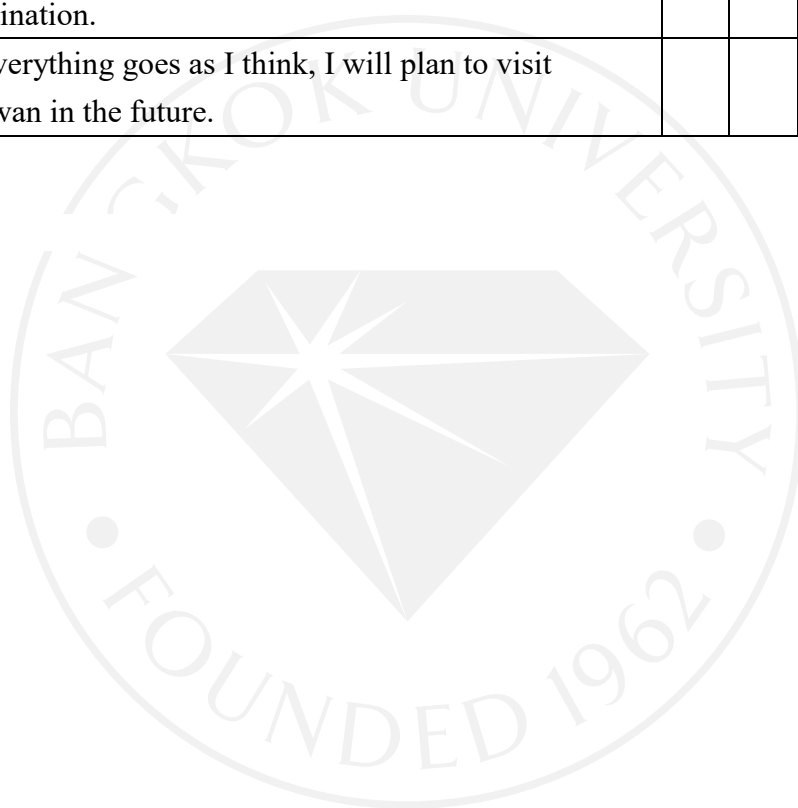
In this part, we would like to know your travel experience and intention to visit Taiwan.

1. Have you heard of Taiwan before? Yes No
2. Do you know where Taiwan is? Yes No

3. Have you been to Taiwan before? Yes No

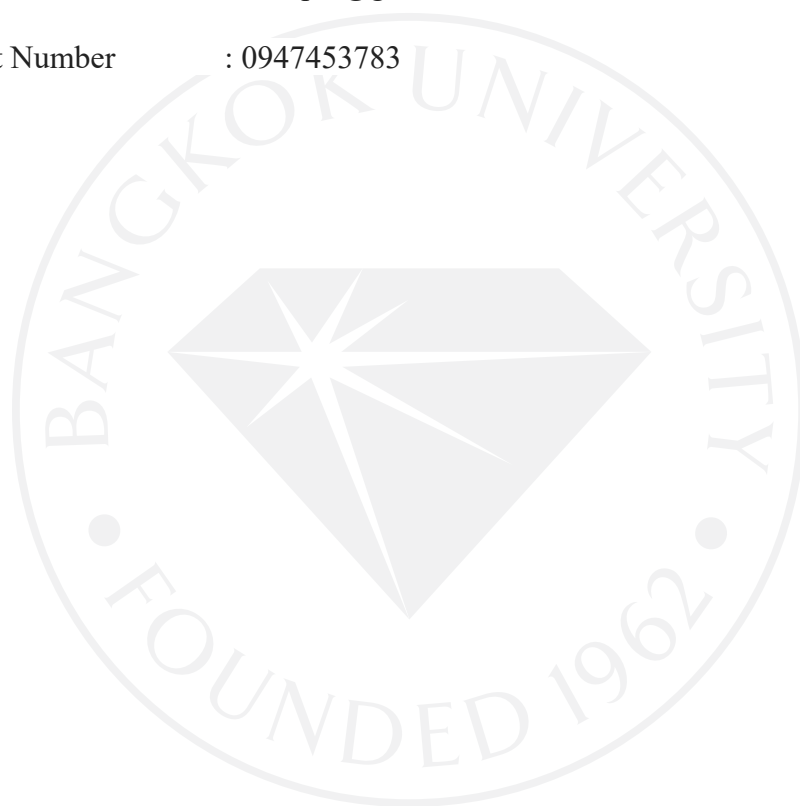
For the next three questions, 1=Strongly disagree; 2=Disagree; 3=Neither agree nor disagree; 4=Agree; 5=Strongly agree

Travel intention items	1	2	3	4	5
1. I expect I will visit Taiwan in the future.					
2. I would visit Taiwan rather than any other tourism destination.					
3. If everything goes as I think, I will plan to visit Taiwan in the future.					



## BIODATA

Name Surname : Chun-Pei Chu  
Address : 4004/246 Rama 4 Road, Phra Khanong, Klongtoei,  
Bangkok, Thailand  
E-mail : chchpei@gmail.com  
Contact Number : 0947453783





**Bangkok University**

**License Agreement of Dissertation/Thesis/ Report of Senior Project**

Day 16 Month May Year 2018

Mr./ Mrs./ Ms CHUN-PEI CHU now living at 2F., No.8, Aly.12,  
Soi Ln.45, Sec.2, Street Zhinan Road  
Sub-district \_\_\_\_\_ District Wenshan District  
Province Taipei City, Taiwan Postal Code 116 being a Bangkok  
University student, student ID 7580301666

Degree level  Bachelor  Master  Doctorate

Program M. Com. Arts, Department - School Graduate School

hereafter referred to as “the licensor”

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as “the licensee”

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

THE INFLUENCE OF SOCIAL MEDIA USE AND TRAVEL MOTIVATION ON THE PERCEIVED DESTINATION IMAGE AND TRVEL INTENTION TO TAIWAN OF THE THAI PEOPLE.

submitted in partial fulfillment of the requirement for M. Com. Arts. of Bangkok University (hereafter referred to as “dissertation/thesis/ report of senior project”).

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

  
\_\_\_\_\_  
( CHUN-Pei CHU )      Licensor

  
\_\_\_\_\_  
(Director, Library and Learning Space)      Licensee

  
\_\_\_\_\_  
(Dean, Graduate School)      Witness

  
\_\_\_\_\_  
(Program Director)      Witness