

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH

This chapter aims to review the relevant literature, related to topics that demonstrate student use of OSN in travel decision making.

Empirical Studies and Critical Analysis

1. Social network channels have had a rapid growth and increasing influence over the last few years. (Murphy, et al., 2010) they provide a platform where consumers share pictures, video clips and texts to express their experiences and opinions of about products and services. This raises major issues for tourism, when tourists resort to instantly available, online, and unmanaged information to choose destinations, accommodation, transportation and travel suppliers.

This research aims to examine the phenomenon of shared “content” online and particularly investigates, why, when, where and what type of content young travelers shared in the context of a recent trip. The method used is an online survey with mostly quantitative data gathered from nearly 450 young, recent travelers among three European universities. The results reveal that the reason “why” young traveler share online content regarding a trip, is because they want to share their travel experiences with friends and express satisfaction with their trip. Most of the young travelers post or share content within a week of completing a trip, and they are more likely to post content on their “own” SNSs (e.g. Facebook, Twitter) than on a commercial intermediary websites. Also the text and travel photos are the major information sources posted by young travelers. This suggests that on SNSs there is a larger range of significant motivations, mostly functional and hedonic. Tourism marketers should promote sharing on specific sites (e.g. Facebook, TripAdvisor) and

may consider providing direct links to these sites in their post purchase/follow up activities and make direct appeals to customers based on identifiable motivations.

2. Research by Wang and Fesenmaier (2002) aims to identify travel community members' motivations to contribute and test the relationship between members' motivation to contribute and their level of involvement in online communities. A relatively large U.S. travel community website with over 150,000 members was selected and questionnaires published on a Web server. However, the researchers found that 73% of the respondents were in the age range of 21 – 50 years old and the majority (85%) was highly educated. Meanwhile, sharing enjoyment of the trip, gaining a sense of helpfulness to others travelers, seeking/providing travel advice, and satisfying other member's needs were the most important motivations of contribution in online communities. Researchers in this study also indicated that an online community is one of the most effective business models in the era of information and efficacy a major factor affecting members' active contribution to online communities.

3. Online travel communities have been recognized as central models of Internet marketing and e-commerce in the travel industry. According to (Wang and Fesenmaier, 2004) this research proposed an integrated model of online travel community participation in order to test the relationship between participations in and active contribution to online travel community. The researchers suggested that online travel community members spend less time performing task- oriented activities. On the contrary, they are more likely to spend time in socially, interactive activities with other members. Additionally, online travel community members conduct their activities with more functional, social, and hedonic orientations though search and exchange travel information and enjoy sharing their travel experiences with other members in the travel community. The results of their research indicate that participation in an online travel community is driven basically by social and hedonic benefits, while the level of active contribution can be classified by efficacies, and expectancy related to incentives.

4. Social media tools allow users to search, organize, share, annotate and contribute to contents in a collaborative way. In the research of (Parra-López, et al., 2009) proposes a theoretical model to explain the factors influencing the intentions to use social media when organizing and taking vacation trips. Understanding the antecedents of the tourists' use of these social media is considered to be important for tourism organization managers and makers. Parra-Lopez, et al. (2009) determined that intentions to use social media in organizing and taking vacation trips are a function of the perceptions of the benefits (e.g. functional, social and hedonic benefits), cost of use (e.g. effort, difficulty of use and loss of privacy) and incentives on use (e.g. trust, altruism, access, predisposition and socio-technical incentives). A total of 404 questionnaires were distributed via multiple channels (social networks such as Facebook, LinkedIn, and travelers' communities, etc.). Finally, the results show that the benefits of use, especially social and hedonic benefits significantly affected tourist participants and contribute to social media.

These researchers identified them as incentives that positively motivate tourists to contribute to social media. On the other hand, users' perceived costs of use in organizing and taking vacation trips have no significant impact on the intention to use it. However, the research also suggests that tourism marketers must identify the resources, and the groups or communities in their type of products. If social media users relate to the travel product, that will directly impact on the interest in visiting or generate sales.

5. Although (Yan, 2009) this research dose not alludes to travel planning and travel information sharing in SNSs, it provides an explanation of the factors that can influence the intention of users in a SNS. This research focuses on those who have visited or used the function of SNSs in Hong Kong Baptist University. It investigates the factors that influence college students' intention to use OSN. A total of 189 questionnaires were collected. The variables of social interaction tie, system quality and information quality were applied in the study. These factors can influence the

sense of belonging of the OSN users by reaching their satisfaction with the website and satisfaction with interaction. Additionally, the intentions to participating in an SNS are determined by the sense of belonging and website satisfaction. The results indicate that the sense of belonging is the major factor influencing the intention to use, followed by website satisfaction. The intensity of social tie is found to be an insignificant factor affecting both website satisfaction and satisfaction with interaction. In order to sustain an SNS, the vendors should apply the finding of this study to focus on the determinants of success for their site.

Summary of Empirical Studies

Table 1 Summary of Empirical Studies

Name of the Researchers (years)	Research topic	Objective of the Research	Research methodology	Analysis of the Findings
Murphy, Gil and Schegg (2010)	An Investigation of Motivation to Share Online Content by Young Travelers - Why and Where	To examine the phenomenon of shared travel "content", especially investigates, why, when, where and what type of content that young travelers share online	450 survey questionnaires were collected	The study found that "interact with friends", "reflect-relive experience" are the major motivations to share travel content by young travelers. Also, young travelers frequently share text and photos on Facebook within a week of completing the trip.

Table 1 (Cont.)

Name of the Researchers (years)	Research topic	Objective of the Research	Research methodology	Analysis of the Findings
Wang and Fesenmaier (2002)	Understanding the motivation of contributioning to online communities: An empirical investigation of an online travel community	To identify travel community members' motivations to contribute and test the relationship between members' motivation to contribute and their level of involvement in online communities	383 survey questionnaires were collected	It is concluded that sharing enjoyment of the trip, gaining a sense of helpfulness to others travelers, seeking /providing travels advice, and satisfying other members' needs as the most important motivations of contribution in online communities.
Wang and Fesenmaier (2004)	Towards understanding members' general participation in and active contribution to an online travel community	To evaluate an integrated model and examine the relationship between participation and active contribution to an online travel community	322 survey questionnaires were collected	Research showed that participation in the travel community is mainly affected by social and hedonic benefits. Efficacy, instrumentality, and expectancy influence active contribution.
Parra-López, et al. (2009)	Intentions to use social media in organizing and taking vacation trips	To identify benefits, costs and incentives that could influence the intentions to use the social media in organizing and taking vacation trips	404 survey questionnaires were collected	This study founded that intention to use social media is directly influenced by the perceived benefits and incentive of use, but the costs do not significantly affect it.

Table 1 (Cont.)

Name of the Researchers (years)	Research topic	Objective of the Research	Research methodology	Analysis of the Findings
Wong Po Yan (2009)	Factors affecting Individual's Intention to continue participating in a Social Networking Site	To investigate the factors that can influence OSN users in intentions to continue a SNSs	175 survey questionnaires were collected	The findings indicated that sense of belonging and Website satisfaction are the major factor influencing the intention to OSN.

