THE RELATIONSHIP BETWEEN TOURISM EXPERIENCED SELF-CONGRUITY, SOCIAL VALUE PERCEIVED AND SATISFACTION IN GENERATION Y TOURIST RESULTING IN VIRTUAL SOCIAL NETWORK USAGE IN THAILAND

Thitinant Wareewanich, Rajamangala University of Technology Tawan-OK
Thitinan Chankoson, Srinakharinwirot University
Khunanan Sukpasjaroen, Rajamangala University of Technology Tawan- OK

ABSTRACT

The aim of this study was to examine the behavior of generation Y tourist when they experience something which is congruent to their self-image and as result of congruence, they spread the word-of-mouth through the virtual social network usage by posting pictures and related stuff on the social media sites. The research was carried out in one of the universities of Thailand in Generation Y students who have recently travelled with a help of a survey questionnaire. The connection between the construct was estimated with the help of Structural Equation Modeling (SEM). The result of the study showed that social value perceived was led by the self-congruity and the virtual social network usage. This social value perceived results in satisfaction which in turn increases the intention to revisit the same destination and also result in spread of WOM that is positive. Ultimately, the virtual social network usage is influenced by the positive WOM in Generation Y tourists.

Keywords: Generation Y Tourists, Self-Congruity, Social Value Perceived, Satisfaction, Virtual Social Network Usage, Satisfaction, Word-of-Mouth

INTRODUCTION

In the current tourism industry, one of the most important group of travelers is Generation Y also known as Millennials (Anzules-Falcones, Ángel & Martin-Castilla, 2020; Salamzadeh, Ebrahimi, Soleimani & Fekete-Farkas, 2021). Generation Y seems to have a need for visiting and living experiences which are new. This need of these young consumers is seemed to be more than the previous generation. At the present, many companies take them as key target. There is an impact of the use of new technologies and the consumer habit of Millennials on the tourism industry's future (Luna-Cortés et al., 2019b). The individuals who are born between the years of 1980 and 2001 are known as Generation Y or Millennials. It has been reported in the studies that virtual social networks have been used by travelers of Generation Y to re-create experiences with which their identities are congruent with (Gardiner & Kwek, 2017). In addition to that, content is generated by these consumers in social media which is perceived by them according to the experience that is provided by the social value (Mohd-Any et al., 2015; Moghadamzadeh, Ebrahimi, Radfard, Salamzadeh & Khajeheian, 2020).

The virtual social network usage is said to be affected by two constructs in the current tourism industry namely self-congruity and social value perceived. The influence of social value perceived and self-congruity have been pointed out on the satisfaction as well as intention for recommendation and intention to revisit (Hallmann et al., 2015). There is also an effect of the satisfaction which is felt during the trip, the intention for recommendation and the intention to revisit on the social media sites usage (Amaro et al., 2016; Ladhari & Michaud, 2015). When it comes to the behavior of consumer after the trip, the importance of social media has been pointed out by many researchers for the tourists after the trips (Amaro et al., 2016; Kim et al., 2016; Jermsittiparsert & Chankoson, 2019). The need of research has been mentioned by Hudson, et al., (2015) that it is the beginning of the analysis in tourism related to virtual social networks and the impact on tourism of the same.

There is also need to analyze in order to understand the motivation behind the creation of content on social media by these travelers. There is also need to investigate the connection that exists between tourism, self-congruity, social value perceived and the virtual social networks usage (Hudson et al., 2015). Public institutions and companies can take advantage from the understanding that would develop after analyzing the connection that exists between the constructs and the content relating to products, services, brands and destinations which are created on social media will get guidance for direction and intensity (Luna-Cortés et al., 2019a). Therefore, the aim of this study to analyze the relationship between self-congruity in tourism, social value perceived and virtual social networks usage by tourist of Generation Y during and post travels. Along with that this study also aim to analyze the relationship that exists between self-congruity in tourism, social value perceived and word-of-mouth (WOM), satisfaction and intention of revisit. Also, the study aims to find the relationship of virtual social networks usage with the above four constructs in the Generation Y tourists.

LITERATURE REVIEW

Social Value and Self-Congruity as Symbolic Consumption and Generation Y

For the purpose of this study, a theoretical support has been provided by self-congruity because different behaviors of consumers are explained by it especially for identity motivation in the field of tourism (Chen et al., 2016; Matzler et al., 2016). In addition to that the content created by the users on social media is also reported to be connected with self- congruity (Kim et al., 2016; Salamzadeh, Radovic Markovic & Masjed, 2019). Also, symbolic consumption has been associated in literature with some specific behavior of consumers that may include social value perceived (Mohd-Any et al., 2015). Studies show that other users positively value the information that has been put up by the tourists on their social network (Rihova et al., 2015). Such content about facts is created by consumers which when seen by their friends and relatives impresses them. Literature associate the social value perceived with these motivations (Tussyadiah et al., 2018). For the purpose of this study self- congruity and social value perceived will be analyzed together.

The consumer behavior of Generation Y tourists is impacted by the internet. There are several reasons for which Generation Y members use social networks which may include engagements with other people who possess the same kind of hobbies and interest, experience sharing among members, event which talked by members, seeking information for relatives and friends or attempting to convince the relatives or friends to have the same experience. This might also include benefits as well that are of personal nature like usage of

social media for their own fun (Luna-Cortés et al., 2019b).

The Association of Social Media Usage with Self-Congruity and Social Value

It has been reported by Mkono & Tribe (2017) personal aspects of their identities in which young tourist usually face difficulty in communicating has been expressed by the them by using the social media and this is included among various motivations. According to Kim et al., (2016). The need of Generation Y tourist to showcase their identity and their association with a particular group in social media motivates sometimes the self-presentation act which is carried out on the platform of social networks virtually. This results in the showcase of the kind of lives that Generation Y tourists experience and different ways are sought by the members of Generation Y so that they are able to live such lives. Posting on social media and souvenirs have been highlighted recently by some researchers as one of the most crucial actions of tourist that they undertake for their identities to get reinforced after they have an experience of tourism (Hudson et al., 2015).

Purchases are made by the consumers which possess consistency with their self-concept perpetually. Hudson et al., (2015) also mentioned that when young tourists have any experience to which they are attached, there is more use of social media by them and this influences the perceived congruity that may exist between the experience of the tourist and their identity. This leads us to the formation of following hypothesis:

H1: There is a positive and direct influence on the virtual social media usage in Generation Y tourist by the self-congruity.

Tussyadiah, et al., (2018) mentioned that in the era of online social world, susceptibility of the consumers is more towards the influence of interpersonally which may be due to the concern of normative type which compels them to adhere to standards of global level such as trends and the value of consumption is perceived by them that symbolizes their social status. Since there is interpersonal influence of active users of social media and consumptions are also made by them which are based on the recommendations given by other tourists based on their previous experiences which they disclose on the social networks. Main motivation behind this sharing of information is to impress the friends and relatives (Amaro et al., 2016), which help them to achieve higher ranks among the relatives and friends and eventually leads to conferment to their social value (Mohd-Any et al., 2015). Thus, the following hypotheses can be formulated:

H2: There is a positive and direct influence on the virtual social media usage in Generation Y tourist by the social value perceived of the experience.
H3: There is a positive and direct influence on the social value perceived of the experience in Generation Y tourist by the self-congruity.

The Association of Social Media Usage with WOM, Satisfaction and Intention to Revisit
It has been reported by Frías-Jamilena, et al., (2019) that purchases are made by the consumers that align to their self-concept in perpetual consistency which is because of consumption which is a means of expressing self and this shows the existence of relationship between social value perceived, satisfaction and self-congruity. It has also been reported that when an experience is associated by consumers to their identity and higher social value is perceived, a higher satisfaction is normally showed by them (Yoo & Park, 2016). Thus, the following hypotheses can be formulated:

H4: There is a positive and direct influence on the satisfaction felt by Generation Y tourist by the self-congruity.
H5: There is a positive and direct influence on the satisfaction felt by Generation Y tourist by the social

value perceived of the tourism experience.

According to Ladhari & Michaud (2015), the motivation behind the process of sharing the interest and opinions by the tourists of Generation Y is because of the satisfaction that they get after an experience and this is considered as one of the main reasons of social media usage by the tourists of Generation Amaro, et al., (2016) further confirms it that satisfaction after the experience leads to the generation of content by the Generation Y tourist on social media.

It is the opinion of Cabosky (2016) that there are many gaps that exist in the relation of e-WOM and motivations of the customers but consumers do share the sentiments with other consumers. This could be achieved both online and offline. The following hypotheses can be formulated on the basis of these affirmations:

> *H6: There is a positive and direct influence on the intention of WOM by Generation Y tourist by the satisfaction.*
> *H7: There is a positive and direct influence on the virtual social network usage by Generation Y tourist by the satisfaction.*
> *H8: There is a positive and direct influence on the virtual social network usage by Generation Y tourist by the intention of WOM.*

Kumar (2016) suggested in connection of above that self-congruity and satisfaction have a significant correlation and satisfaction is also strongly predicted by self-congruity. The knowledge which is acquired by the friends, family or from the social media help to develop an image of destination which is both symbolic and functional. Chua, et al., (2019) argued that feelings of trust are developed by the tourists for a destination in case there is consistency that exist between their personality and the personality of destination. Satisfaction also has an effect on the destination image and this destination image might help other consumers to develop their opinion therefore it can be suggested that revisit intention of a consumer can be triggered by the satisfaction. In the light of this, it can be hypothesized that:

> *H9: There is a positive and direct influence on the intention to revisit by Generation Y tourist by the satisfaction.*

Amaro, et al., (2016) have suggested that intention to revisit, involvement in travelling and the creation of content about travelling on social media has a positive association and those tourists who find to have identities which is similar to their image of destination possess more intention to revisit which may be motivate the use of social media more. There is more generation of content on social media by the Generation Y tourists where they share their memories especially in the case when the Generation Y tourist keep in touch with other tourist (Zhang et al., 2017). This led to the formulation of following hypothesis:

> *H10: There is a positive and direct influence on the virtual social network usage by Generation Y tourist by the intention to revisit.*
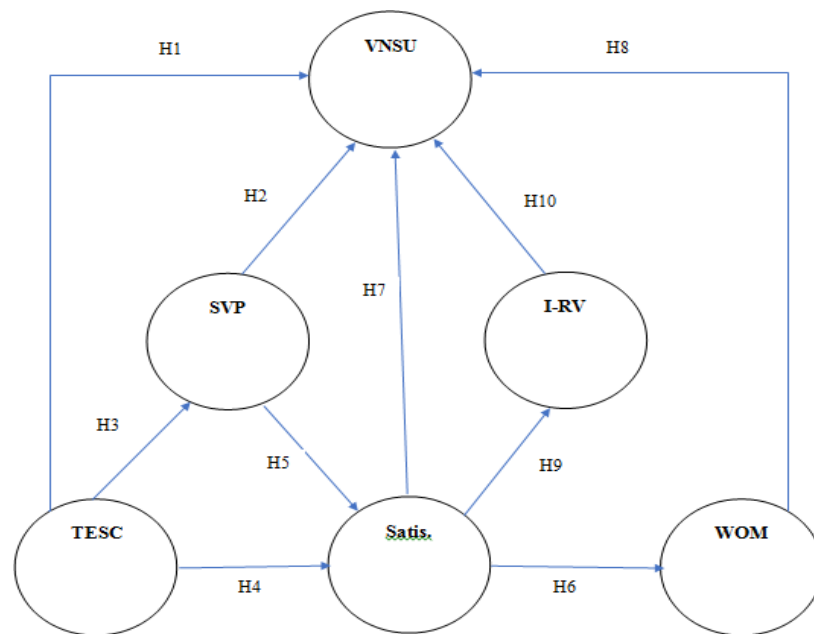
FIGURE 1
RESEARCH FRAMEWORK

The research framework of the study is given below in Figure 1.

METHODOLOGY

The study has been conducted in one of the universities of Thailand as a quantitative research with the help of a structured questionnaire. The target population are the students that have recently returned back after spending some vacations at various tourists' spots. Nonprobability sampling has been used to select the sample. One thousand questionnaires were distributed among the university students out of which 470 filled questionnaires were received. This high number of questionnaires were distributed because high number of responses could be obtained in an easy manner due to the respondents' characteristics. The final sample size was 444 as 26 of the questionnaires out of the total 470 were incomplete.

The questionnaire first asked the respondents their demographic information like age, gender, education etc. Before presenting the actual questionnaire, two filter questions were asked to the respondents. These two questions were 1) in the last two months, have they travelled for vacations at least for one time and 2) have posted any picture, video or post related to their vacations on social media sites. In case the respondents said "yes" for both answers then they were asked to compete the survey questionnaire.

The survey questionnaire contained all the constructs of the study and the selection of the scales of the construct was based on the literature review. For self-congruity, the scale presented by Sirgy, et al., (1997) was adopted. This scale contains all the four dimensions of the self. For social value perceived, the scale presented by Sweeney & Soutar (2001) was adopted as the main focus of this scale was on acceptance by the society and the creation of impression on family and friends. For satisfaction, the scale presented by McCollough, et al., (2000) was adopted. For intention to revisit, the scale presented by Jones, et al., (2000) was adopted. In order to measure the WOM, the scale presented by Sun, et al., (2014) was adopted.

Lastly scale from Ellison, et al., (2007) was adopted to measure the intention of social network usage. The questions were presented as a seven-point Likert-type scale ranging from 1=totally disagree to 7=totally agree.

Statistical analysis had been carried out with the help of EQS 6.1. CFA was used to carry out the validity and reliability of the scales. Absolute fit indexes and incremental fit indexes were examined. Factor loadings were also examined. Cronbach's alpha has been used to examine the reliability of the scales. Composite reliability index and average variance extracted (AVE) were also calculated. Two tests were used to examine discriminant validity, the confidence interval for the inter-factor correlations and the variance shared by each pair of factors. Structural model analysis was carried by SEM methodology in which precisely, the test was carried out by performing the covariance structure analysis which uses the maximum likelihood as an estimator (SEM-ML).

RESULTS

The demographic analysis showed that out of 444 respondents, out of which 249 were female and 195 were male. Majority of the respondents were in the age bracket of 18 to 25 years. 400 respondents were undergraduate students. 395 respondents were studying social sciences subjects whereas remaining 49 respondents were students of either medicine or engineering. 80 respondents were doing a job along with studies. Only 5 respondents were married and all the respondents had travelled to any tourist destination in the last month.

Measurement Model Validation

First of all, the reliability, convergent and discriminant validity was examined of the scales. For that purpose, the examination of chi-square test, Goodness-of-Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA) and Adjusted Goodness-of-Fit Index (AGFI) was carried out. Chi-square should have threshold of 0.05, GFI should be greater than 0.90, RMSEA should be less than 0.05 and AGFI is acceptable if between 0.05 to 0.08 (Barrett, 2007). These are the absolute fit indexes.

Table 1
RELIABILITY AND CONVERGENT VALIDITY OF THE SCALES

Factor	Indicator	Coefficient	t Statistics	Cronbach's α	CR	AVE
Satisfaction	Satis. 1	0.89**	15.729	0.795	0.76	0.70
	Satis. 2	0.99**	14.649			
	Satis. 3	0.73**	13.416			
Self-Congruity	SC 1	0.84**	10.792	0.742	0.79	0.76
	SC 2	0.83**	8.093			
	SC 3	0.94**	14.964			
	SC 4	0.94**	16.811			
Social Value Perceived	SVP 1	0.92**	24.098	0.844	0.75	0.59
	SVP 2	0.93**	24.098			
	SVP 3	0.44**	5.979			
Word-of-Mouth	WOM 1	0.80**	12.164	0.842	0.79	0.80
	WOM 2	0.85**	17.894			
	WOM 3	0.86**	17.881			
	WOM 4	0.98**	16.744			
Intention to Revisit	I-RV 1	0.82**	12.967	0.796	0.68	0.65
	I-RV 2	0.75**	16.829			
	I-RV 3	0.73**	14.826			
Virtual Social	VSNU 1	0.87**	16.899	0.789	0.69	0.65

Network Usage	VSNU 2	0.79**	17.429			
	VSNU 3	0.79**	15.148			
	VSNU 4	0.63**	12.051			

Note: N=444; chi-squared=3.067, 936; df=989; normed fit index=0.948; nonnormed fit index=0.956; goodness-of-fit index=0.938; adjusted goodness-of-fit index=0.910; comparative fit index=0.917; incremental fit index=0.928; root mean square error of approximation=0.056.
**p<0.01; *p<0.05.

Secondly, the examination of incremental fit indexes was also carried out that contain Non-Normed Fit Index (NNFI), Normed Fit Index (NFI), incremental fit index (IFI) and Comparative Fit Index (CFI). According to Barrett (2007), the value of NNFI, NFI, IFI and CFI should be greater than 0.90. It can be seen in the table 1, the factor loadings in the first column and t-value of the items in the fourth column whereas Cronbach's alpha is in fifth column, composite reliability index in sixth column and the average variance extracted in the last. In relation to the t-value, the factors should be greater than 0.60 whereas to determine the internal consistency of the scales, the value of Cronbach's alpha should be greater than 0.70 (Nunnally, 1994). The composite reliability index should be greater than 0.70 and Average Variance Extracted (AVE) should be greater than 0.50. Both of these show the acceptable reliability (Fornell & Larcker, 1981).

In the beginning when the tests were carried out, a good fit was not shown by the model. The values were found to be as: NNFI=0.762, NFI=0.745, IFI=0.782, CFI=0.781, GFI=0.762, RMSEA=0.086 and AGFI=0.722 whish shows that these are lesser values as recommended above. For the purpose of resolving this issue, revision of the items of all the scales was carried out. Lower factor loadings were observed in comparison to rest of the item with third item in Social Value Perceived Scale (SVP3) and fourth item in Intensity of Virtual Social Network Usage (INU4). It was also observed by the descriptive analysis that these items had average which was different significantly from the rest of the items of their scale. These two items were removed on the basis of Lagrange multiplier test for the purpose of improvement in model fit. Again, all the tests were carried out and a good fit of the model was obtained which can be seen in table 1.

After the removal of the above mentioned two items the values were found to be as: NNFI=0.956, NFI=0.948, IFI=0.928, CFI=0.917, GFI=0.938, RMSEA=0.056 and AGFI=0.910. Since all the value are as recommendation, this shows that model is a good fit. Since all the factor loading were significant as they were above 0.60, this shows the convergent validity and the value of Cronbach's alpha for all the construct is above 0.70, this shows an internal consistency of the scales. As recommended by Fornell & Larcker (1981), the value for composite validity is also above 0.70 and the values of average variance extracted is also above 0.50. This shows that convergent validity and the reliability of the scales can be accepted.

Table 2						
DISCRIMINANT VALIDITY CONFIDENCE INTERVAL TEST AND AVE COMPARISON TEST FOR THE SCALES						
AVE	Satis.	SC	SVP	WOM	I-RV	VNSU
Satis.	**0.69**	(0.6-0.55)	(0.08-0.30)	(0.63-0.79)	(0.65-0.81)	(0.25-.47)
SC	0.37	**0.78**	(0.59-0.77)	(0.68-0.84)	(0.60-0.85)	(0.42-0.63)
SVP	0.10	0.44	**0.61**	(0.39-0.59)	(0.42-0.62)	(0.26-0.47)
WOM	0.47	0.54	0.25	**0.87**	(0.77-0.80)	(0.48-0.67)

I-RV	0.51	0.55	0.28	0.63	**0.69**	(0.26-0.48)
VNSU	0.08	0.28	0.08	0.33	0.08	**0.69**
Note: VSNU: Virtual Social Network Usage; SVP: Social value Perceived; I-RV: Intention to Revisit; SC: Self-Congruity; Satis.: Satisfaction and WOM: Word-of-Mouth						

For the purpose of discriminant validity, first the measurement of confidence interval for the inter-factor correlations was carried out. According to Anderson & Gerbing (1988), value 1 should not be present between the factor pairs for the correlation estimates with confidence interval of 95% and it is evident from the table 2 that value 1 is not present between any of the factor pairs for the correlation estimates with confidence interval of 95%. Secondly, calculation of shared variance of each factor pair was carried out. It can be seen in the table that the corresponding variance extracted indexes were all above the shared variance of each factor pair which is according to the recommendation of Fornell & Larcker (1981). The results show that we can accept the discriminant validity.

Structural Model Validation

The structural model was evaluated with the help of SEM methodology by using the EQS 6.1. Table 3 shows the hypotheses verification for the whole sample. The relationship between the constructs is given in first column, beta standardized value is given in second column and the t-value is given in third column for every relationship. The model fit is given in the last column after the relation of the construct. The results show that hypothesis H1, H3, H4, H5, H6, H8 and H9 can be accepted as their p-value is less than 0.05. Therefore, it can be said that intensive virtual social network usage may result due to higher self-congruity which supports hypothesis 1 and also higher social value which is perceived due to higher self-congruity which supports hypothesis 3. Higher satisfaction also results from higher self-congruity therefore hypothesis 4 can be accepted. Similarly, higher satisfaction is also obtained by higher social value which is perceived and this supports hypothesis 5. The results also support hypothesis 6 because intention to spread WOM is higher when the social value is perceived is higher and this results in intensive virtual social network usage and therefore supports hypothesis 8. Lastly, a higher intention to revisit the same tourist destination occur as a result of higher satisfaction which supports hypothesis 9. The values are found to be as: NNFI=0.912, NFI=0.971, IFI=0.921, CFI=0.950, GFI=0.960, RMSEA=0.066 and AGFI=0.920. Since all the value are as recommendation, this shows that model is a good fit.

Table 3 HYPOTHESES TESTING			
Relation	**β**	***T***	**Hypothesis**
H₁: SC → VSNU	0.416**	2.740	Accepted
H₂: SVP → VSNU	0.149**	0.628	Not accepted
H₃: SC → SVP	0.686**	7.740	Accepted
H₄: SC → Satis.	0.851**	7.913	Accepted
H₅: SVP → Satis.	0.256**	2.069	Accepted
H₆: Satis. → WOM	0.768**	9.020	Accepted
H₇: Satis. → VSNU	0.224	0.982	Not accepted

H$_8$: WOM → VSNU	0.546**	4.375	Accepted
H$_9$: Satis. → I-RV	0.498**	5.063	Accepted
H$_{10}$: I-RV → VSNU	0.282	1.747	Not accepted

Note: N=444; chi-squared=3.736, 527; df=989; normed fit index=0.971; nonnormed fit index=0.912; goodness-of-fit index=0.960; adjusted goodness-of-fit index=0.920; comparative fit index=0.950; incremental fit index=0.921; root mean square error of approximation=0.088.
**p<0.01; *p<0.05.
Note: VSNU: Virtual Social Network Usage; SVP: Social value Perceived; I-RV: Intention to Revisit; SC: Self-Congruity; Satis.: Satisfaction and WOM: Word-of-Mouth

DISCUSSION AND CONCLUSION

The relationship of virtual social network usage and the symbolic consumption has been presented in this study with a special focus on generation Y travelers. Chen, et al., (2016); Matzler, et al., (2016) have suggested self-congruity to be theory that is used most commonly in case of tourism experience although various theoretical foundations have been suggested in literature for symbolic consumption. Therefore, the main construct that have been utilized in this study is self-congruity based on the theory of conceptualization presented by Sirgy, et al., (1997). The aim of this research was to examine the relationship that exist between the self-congruity, social value perceived and the virtual social network usage along with satisfaction and the intention to revisit in generation Y tourists.

The results of this study show that self-congruity and social value perceived are related to each other and satisfaction in Generation Y travelers is influenced by social value perceived. This shows that a higher social value is perceived by the Generation Y tourists when they believe that their self-concept is congruent with their experience of tourism and also this experience results in more satisfaction. This satisfaction results in usage of virtual social network on which content is created by the generation Y tourists about the trip. The results is similar with Rihova, et al., (2015).

The study shows that no relationship exists between the intensity of virtual social network usage and social value perceived whereas satisfaction and social value perceived have found to be directly related to each other. The results are similar to Hamilton, et al., (2016). Furthermore, the study shows that a positive relationship exists between satisfaction and WOM and also with intention to revisit. This is different from the studies presented by Amaro, et al., (2016); Cabosky (2016); Ladhari & Michaud (2015) because the suggested that WOM as well as e-WOM is influenced by the satisfaction but the results of present study suggests that only WOM has been influenced by the satisfaction. The post-trip consequences have also been analyzed by this study in relation to self-congruity. It was found from the results that in generation Y tourists, the virtual social network usage is influenced by the positive WOM but the virtual social network usage does not influence intention to revisit.

According to Ladhari & Michaud (2015), for the purpose of advertising, social media could play a negative role as the content is normally controlled by the users and there could be possibility that negative feedback would be shared about the company. Therefore, negative outcomes have to be bore by the company as a result of marketing strategies that do not align with the goal of the company. The results of this study give an idea to the tourism companies that indiscriminate information should not be provided by them on social media websites. The content which is created by the users themselves has more impact. This could be achieved when the tourism companies provide services to their clients who are congruent with their identities.

In this regard, virtual social network can be used as a tool of marketing as companies can collect information about their target population from the social sites on which a great amount of content is created by the generation Y tourist. The basis of this information tourist companies can design their services and gain competitive advantage. According to Rihova et al., (2015), social media engagement and trip discussions usually occur among the consumers of generation Y when their experience is congruent with their identity and interaction among them also occur during such trips. By taking the clients to such resorts that provide picturesque scenery to capture beautiful pictures in addition to other activities, a social value of high level can be created which may increase the satisfaction. Satisfaction then leads to intention of WOM.

In addition to that, the relationship between the clients seems to be very important to be improved, especially in the case when same experience is consumed by them and in the case when they are consuming the experience at the same time. This would then result in sharing of ideas, lifestyle, interests and even the identity. If an environment is created by the company where emotions are shared by the clients among themselves, the social network usage improves. When there is improvement in the social network usage, companies could take advantage of it and create ties with their clients. They can create tools that can provide the desire experience to their clients that are congruent with their identity, hence resulting in satisfaction which increases their intention revisit the same destination. The satisfaction also results in clients to spread positive WOM about their experience on a particular tourist destination.

Eventually, positive commentaries could be led by these connections on virtual social network which is a result of the efforts put in by the companies. Consequently, the experience is created by the tourists together on the social network which they have consumed results in videos and pictures posted on social network. A more powerful impact is created by this information among other consumers in comparison to the message that is posted by the companies on their websites.

LIMITATIONS

The limitations of the study include the highly educated Generation Y consumers. Therefore, it is recommended to carry out the study in such individuals who have not studied in university but they travel. Secondly, any control was not included in the study that could separate the confounding among the respondents. There is a possibility that the target population contains wealthier students who might have travelled to fancier destinations and a higher social value could be perceived by such students. Furthermore, there was also no discrimination among the type of travel the tourist that for example, cultural, educational, recreational etc. Therefore, it is suggested to include this in future studies along with carrying out the study in different countries.

ACKNOWLEDGEMENT

REFERENCES

Amaro, S., Duarte, P., & Henriques, C. (2016). Travellers' use of social media: A clustering approach. *Annals of Tourism Research, 59*, 1–15.

Anderson, J.C., & Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411–423.

1532-5806-24-S1-175

Anzules-Falcones, W., Ángel, M., & Martin-Castilla, J. (2020). The innovation capability of small business: A study focused on food and beverage SMEs in the tourism industry-An analysis of Ecuador. *Academy of Strategic Management Journal, 19*(6), 1-17.

Barrett, P. (2007). Structural equation modelling: Adjudging model fit. *Personality and Individual Differences, 42*(5), 815–824.

Cabosky, J. (2016). Social media opinion sharing: Beyond volume. *Journal of Consumer Marketing, 33*(3), 172–181.

Chen, C.F., Leask, A., & Phou, S. (2016). Symbolic, experiential and functional consumptions of heritage tourism destinations: The case of Angkor world heritage site, Cambodia. *International Journal of Tourism Research, 18*(6), 602–611.

Chua, B.L., Kim, H.C., Lee, S., & Han, H. (2019). The role of brand personality, self-congruity, and sensory experience in elucidating sky lounge users' behavior. *Journal of Travel & Tourism Marketing, 36*(1), 29–42.

Ellison, N.B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "Friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication, 12*(4), 1143–1168.

Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50.

Frías-Jamilena, D.M., Castañeda-García, J.A., & Barrio-García, S.D. (2019). Self-congruity and motivations as antecedents of destination perceived value: The moderating effect of previous experience. *International Journal of Tourism Research, 21*(1), 23–36.

Gardiner, S., & Kwek, A. (2017). Chinese participation in adventure tourism: A study of generation Y international students' perceptions. *Journal of Travel Research, 56*(4), 496–506.

Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research, 54*(1), 94–106.

Hamilton, M., Kaltcheva, V.D., & Rohm, A.J. (2016). Social media and value creation: The role of interaction satisfaction and interaction immersion. *Journal of Interactive Marketing, 36*, 121–133.

Hudson, S., Roth, M., Madden, T., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management, 47,* 68–76.

Jermsittiparsert, K., & Chankoson, T. (2019). Behavior of tourism industry under the situation of environmental threats and carbon emission: Time Series Analysis from Thailand. *International Journal of Energy Economics and Policy, 9*(6), 366-372.

Jones, M.A., Mothersbaugh, D.L., & Beatty, S.E. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing, 76*(2), 259–274.

Kim, M.J., Lee, C.K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management, 53*, 96–107. https://doi.org/10.1016/j.tourman.2015.09.007

Kumar, V. (2016). Examining the role of destination personality and self-congruity in predicting tourist behavior. *Tourism Management Perspectives, 20*, 217–227.

Ladhari, R., & Michaud, M. (2015). EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management, 46*, 36–45.

Luna-Cortés, G., López-Bonilla, J.M., & López-Bonilla, L.M. (2019a). Self-Congruity, social value, and the use of virtual social networks by generation Y travelers. *Journal of Travel Research, 58*(3), 398–410.

Luna-Cortés, G., López-Bonilla, L.M., & López-Bonilla, J.M. (2019b). The influence of social value and self-congruity on interpersonal connections in virtual social networks by Gen-Y tourists. *PLoS ONE, 14*(6).

Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnicky, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. *Tourism Management, 52*, 507–520.

McCollough, M.A., Berry, L.L., & Yadav, M.S. (2000). An empirical investigation of customer satisfaction after service failure and recovery. *Journal of Service Research, 3*(2), 121–137.

Mkono, M., & Tribe, J. (2017). Beyond reviewing: Uncovering the multiple roles of tourism social media users. *Journal of Travel Research, 56*(3), 287–298.

Moghadamzadeh, A., Ebrahimi, P., Radfard, S., Salamzadeh, A., & Khajeheian, D. (2020). Investigating the role of customer co-creation behavior on social media platforms in rendering innovative services. *Sustainability, 12*(17), 6926.

Mohd-Any, A.A., Winklhofer, H., & Ennew, C. (2015). Measuring users' value experience on a travel website (e-value): What value is cocreated by the User? *Journal of Travel Research, 54*(4), 496–510.

Nunnally, J.C. (1994). Psychometric theory 3E. Tata McGraw-Hill Education.

Rihova, I., Buhalis, D., Moital, M., & Gouthro, M.B. (2015). Conceptualising customer-to-customer value co-creation in tourism. *International Journal of Tourism Research, 17*(4), 356–363.

Salamzadeh, A., Ebrahimi, P., Soleimani, M., & Fekete-Farkas, M. (2021). An AHP approach to identify the barriers of sustainable Geotourism development in Iran: An economic view. *Geoheritage, 13*(3), 1- 11.

Salamzadeh, A., Radovic Markovic, M., & Masjed, S.M. (2019). The effect of media convergence on exploitation of entrepreneurial opportunities. AD-minister, *34*, 59-76.

Sirgy, M.J., Grewal, D., Mangleburg, T.F., Park, J., Chon, K.S., Claiborne, C.B., Johar, J.S., & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the Academy of Marketing Science, 25*(3), 229.

Sun, X., Wang, P., Lepp, A., & Robertson, L. (2014). Symbolic consumption and brand choice: China's youth hostels for the international travel market. *Journal of China Tourism Research, 10*(1), 51–68.

Sweeney, J.C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing, 77*(2), 203–220.

Tussyadiah, S.P., Kausar, D.R., & Soesilo, P.K.M. (2018). The effect of engagement in online social network on susceptibility to influence. *Journal of Hospitality & Tourism Research, 42*(2), 201–223.

Yoo, J., & Park, M. (2016). The effects of e-mass customization on consumer perceived value, satisfaction, and loyalty toward luxury brands. *Journal of Business Research, 69*(12), 5775–5784.

Zhang, T. (Christina), Abound Omran, B., & Cobanoglu, C. (2017). Generation Y's positive and negative eWOM: Use of social media and mobile technology. *International Journal of Contemporary Hospitality Management, 29*(2), 732–761.