

Attitude towards the Consumption of Social Media: Analyzing Young Consumers' Travel Behavior

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Abstract : Advancement of new media technology and consumption of social media have altered the way of communication in the tourism industry, mostly for consumers' travel planning, online purchase, and experience sharing activity. There is an accelerating trend among young consumers' to utilize this new media technology. This paper aims to analyze the attitude of young consumers' about social media use for travel purposes. The convenience random sample method used to collect data from an urban area of Shanghai (China), consists of 225 young consumers'. This survey identified behavioral determinants of social media consumption by the extended theory of planned behavior (TPB). The instrument developed support on previous research to test hypotheses. The results of structural analyses indicate that attitude towards the use of social media is affected by external factors such as availability and accessibility of technology. In addition, subjective norm and perceived behavioral control have partially influenced the attitude of respondents'. The results of this study could help to improve social media travel marketing and promotional strategies for respective groups.

Keywords : social media, theory of planned behavior, travel behavior, young consumer

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