



**The Influence of Social Media and Travel Influencers on Generation
Z's Intention for Thailand as a Tourism Destination**

Sai Aung Khaing Phyo

6417193014

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor.....
Warangrat Nitiwanakul

(Dr. Warangrat Nitiwanakul)

Date: *25* / *July* / *2025*

.....
Jomphong Mongkhonvanit
(Associate Professor Dr. Jomphong Mongkhonvanit)

**Dean, Graduate School of Business
Siam University, Bangkok, Thailand**

Date...../...../.....

Research Title: The Influence of Social Media and Travel Influencers on Generation Z's Intention for Thailand as a Tourism Destination

Researcher: Sai Aung Khaing Phyo

ID: 6417193014

Degree: Master of Business Administration

Major: International Business Management

Advisor:

(Dr. Warangrat Nitiwanakul)

Date: 25 / July / 2025

ABSTRACT

This study analyzed the role of social media and travel influencers in influencing intention for Thailand as a tourist destination among Generation Z. In general, Generation Z is the totally digital generation, with many hours of indulgence on platforms like Instagram, TikTok, and YouTube, where destination appeal is decided by travel influencers through visual content and authentic displays. A quantitative research approach was adopted in the research methodology to analyze the survey responses of Generation Z travelers and determine the influence of social media and influencers on their interest in traveling to Thailand. A convenience sampling method was used, aiming at 300 target respondents. Among the influential factors that shape interest, authenticity and cultural representation were critical. Influencers played a huge role in determining destination choice. The most valued attributes were affordability, natural landscapes, and cultural uniqueness. It is concluded that tourism marketers should adopt influencers' partnerships, authenticity, and sustainable travel in attracting this target group. These findings inform the emerging trends of digital tourism marketing which help to develop strategies targeting a younger audience of tech-savvy travelers.

Keywords: social media influence, travel influencers, generation Z, tourism marketing, Thailand

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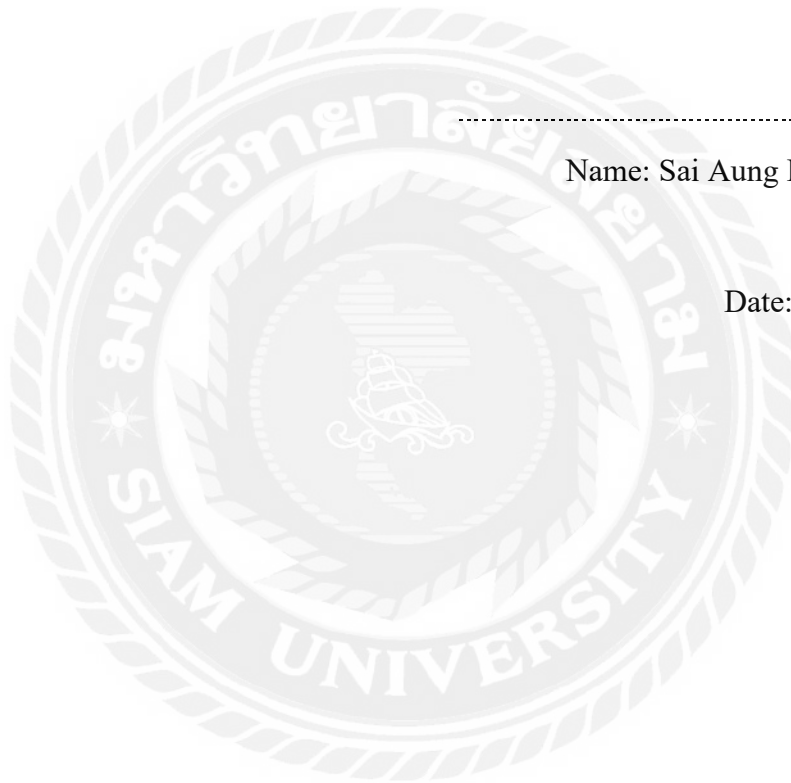
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Sai Aung Khaing Phyo

6417193014

DECLARATION

I, Sai Aung Khaing Phyo , hereby declare that this Independent Study entitled “The Influence of Social Media and Travel Influencer on Generation Z’s Intention for Thailand as a Tourism Destination” is an original work and has never been submitted to any academic institution for a degree.



.....
Name: Sai Aung Khaing Phyo

6417193014

Date: 12/07/2025

CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT.....	II
DECLARATION.....	III
CONTENTS	IV
LIST OF TABLES.....	VI
LIST OF FIGURES	VII
Chapter 1 Introduction.....	1
1.1 Background of the Study	1
1.2 Questions of the Study	2
1.3 Objectives of the Study.....	3
1.4 Scope of the Study	3
1.5 Significance of the Study.....	4
1.6 Definition of Key Terms.....	5
Chapter 2 Literature Review.....	8
2.1 Peer Influence	8
2.2 Social Media Usage Frequency	9
2.3 Affordability Perception	10
2.4 Perceived Cultural Richness	11
2.5 Trust in Influencers	12
2.6 Social Media Engagement	13
2.7 Travel Intention.....	14
2.8 Theoretical Underpinnings.....	15
2.9 Conceptual Framework.....	16
Chapter 3 Research Methodology.....	18
3.1 Research Design.....	18
3.2 Population and Sample	19
3.3 Hypothesis.....	20
3.4 Research Instrument.....	20

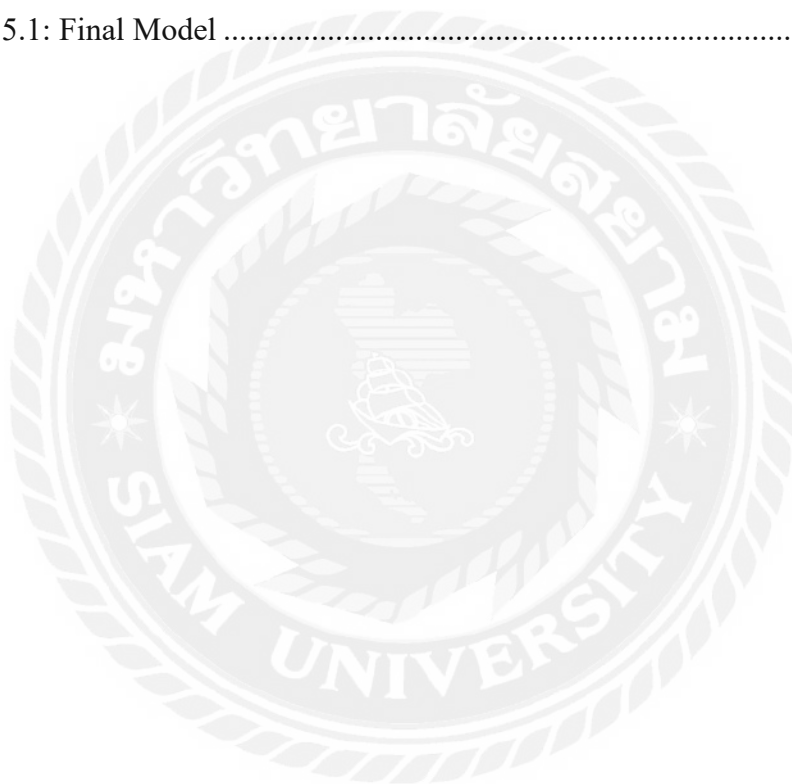
3.5 Reliability and Validity Analysis of the Scale.....	23
3.6 Data Collection	25
3.7 Data Analysis	26
3.8 Ethical Considerations	26
Chapter 4 Findings and Discussion	27
4.1 Introduction.....	27
4.2 Demographic Characteristics of Respondents	27
4.3 Correlation Analysis	30
4.3.1 Social Media Engagement and Travel Content Interaction	34
4.3.2 Trust in Influencers and Intention for Thailand as a Destination.....	35
4.4 Linear Regression Analysis	37
4.5 Hypothesis Test Results.....	38
Chapter 5 Conclusion and Recommendation.....	41
5.1 Conclusion	41
5.2 Summary of Findings.....	41
5.3 Recommendation	43
5.4 Further Study	44
References	46
Appendix	54

LIST OF TABLES

Table 3.1: Variables	21
Table 3.2: Questionnaire Design.....	22
Table 3.3: Cronbach’s Alpha Values	24
Table 3.4: KMO and Bartlett’s Test Results for Social Media Engagement and Trust in Influencers	24
Table 3.5: KMO and Bartlett’s Test Results.....	25
Table 4.1: Demographic Characteristics of Respondents	27
Table 4.2: Frequency of Interaction with Travel Content on Social Media	28
Table 4.3: Trust Levels in Travel Influencers.....	29
Table 4.4: Correlation Between Social Media Engagement, Social Media Usage Frequency, Peer Influence, and Travel Intention.....	30
Table 4.5: Differences in Travel Intention by Peer Influence	31
Table 4.6: Differences in Travel Intention by Social Media Usage Frequency...31	
Table 4.7: Interaction between Peer Influence and Social Media Usage Frequency and Travel Intention.....	32
Table 4.8: Key Attributes Influencing Trust in Influencers.....	36
Table 4.9: Multiple Regression Analysis Results for Hypotheses Testing.....	37
Table 4.10: Research Hypothesis Testing.....	38
Table 5.1: Hypothesis Test Results.....	41

LIST OF FIGURES

Figure 2.1: Conceptual Framework	17
Figure 4.1: Age Distribution of Respondents	28
Figure 4.2: Trust Levels in Travel Influencers	29
Figure 4.3: Usage Frequency vs Engagement Frequency.....	32
Figure 4.4: Scatter Plot of Peer Influence with Travel Intention.....	33
Figure 4.5: Variation of Peer Influence and Travel Intention.....	34
Figure 4.6: Correlation between Social Media Usage and Travel Content Engagement.....	36
Figure 4.7: Influence of Travel Influencers on Thailand’s Destination Appeal ..	36
Figure 5.1: Final Model	43



Chapter 1 Introduction

1.1 Background of the Study

In recent years, Thailand has emerged as a vibrant and popular travel destination, renowned for its cultural richness, stunning landscapes, and diverse attractions. However, with the rapid rise of digital communication platforms, the way people learn about and perceive destinations like Thailand has fundamentally transformed. Social media has become an essential source of information and inspiration for travelers, particularly for Generation Z, a demographic born into a digital era. It has fundamentally transformed how Generation Z explores and perceives travel destinations, serving as a key source of inspiration and information (Chu, 2018). Generation Z, known for their technological fluency and preference for authentic experiences, actively engage with social media platforms such as Instagram, TikTok, and YouTube. These platforms provide an interactive space where they can explore and visualize potential travel destinations long before booking their trips.

First and foremost, Instagram is a dominant platform for Generation Z travelers, who rely heavily on its visual-centric content to discover and evaluate potential destinations. With features like hashtags (#travelinspo) and location tags, Instagram serves as a modern-day travel guide, offering curated imagery and authentic user-generated content that fuels wanderlust. Studies show that 70% of Gen Z travelers cite engaging images and videos on Instagram as a primary factor influencing their travel choices, making it a crucial channel for destination marketing (Paraty Tech, 2024; Mighty Travels, 2024).

On the other hand, TikTok's short-form video format and powerful algorithm have rapidly made it a key platform for travel inspiration, especially among younger members of Generation Z. TikTok's engaging, bite-sized travel content allows users to explore destinations through dynamic storytelling, often highlighting unique experiences and hidden gems in Thailand. The platform's ability to predict and tailor travel interests has been shown to significantly impact travel aspirations and decision-making among Gen Z, positioning TikTok as a growing force in digital travel marketing (Paraty Tech, 2024). Additionally, YouTube complements Instagram and TikTok by offering longer-form, detailed travel content such as vlogs, destination guides, and influencer reviews. For Generation Z, YouTube provides a more immersive experience,

allowing them to virtually explore destinations like Thailand through comprehensive narratives and authentic travel experiences. This depth of content helps build trust and confidence in travel decisions, as viewers gain insights beyond visual appeal alone (Skift, 2025). Beyond inspiration, social media platforms collectively shape Generation Z's travel motivations by fostering interactive engagement, peer reviews, and community discussions. Research indicates that positive online reviews and influencer endorsements on these platforms significantly influence Gen Z's travel choices and promote responsible tourism behaviors. These insights emphasize the need for tourism stakeholders to tailor marketing strategies that leverage social media's interactive and authentic nature to effectively engage this demographic (Dialnet, 2024).

Travel influencers also play a pivotal role in this dynamic. They provide authentic and relatable content that significantly shapes Generation Z's travel intentions and decisions (Rotjanasiripong, 2020). As highly visible and relatable figures, influencers create compelling narratives and visual content that often spotlight hidden gems, unique experiences, and picturesque locations within Thailand. For many Generation Z viewers, these influencers serve as a bridge between curiosity and actual travel plans, shaping their intentions, desires, and expectations of travel destinations. Unlike traditional marketing, influencer-driven content offers an unfiltered, personal view that resonates deeply with Generation Z, as it often highlights real experiences, detailed reviews, and visually engaging journeys that captivate young travelers' imaginations.

Despite extensive tourism campaigns, there remains a gap in understanding the exact impact social media influencers have on Generation Z's intentions and motivations regarding Thailand as a tourism destination. In other words, the precise impact of social media influencers on Generation Z's travel motivations remains underexplored (Chu, 2018). This study aims to explore these influences comprehensively, adding to the discourse on how Thailand's appeal is shaped by digital narratives and the significance of influencers in travel decision-making processes among younger generations.

1.2 Questions of the Study

This study seeks to examine how social media and travel influencers shape Generation Z's intention for Thailand as a tourism destination. This study aims to answer the following key research questions:

1. What are the effects of factors on Generation Z's travel intention for Thailand, based on Theory of Planned Behavior (TPB) and Social Influence Theory?
2. What competitive and marketing strategies can be developed for the travel and hospitality industry to effectively attract Generation Z travelers to Thailand?

1.3 Objectives of the Study

This study seeks to examine how social media and travel influencers shape Generation Z's intention for Thailand as a tourism destination. The objectives of this research are outlined as follows:

1. To examine the effects of factors on Generation Z's travel intention for Thailand, based on Theory of Planned Behavior (TPB) and Social Influence Theory.
2. To provide competitive and marketing strategy guidelines for travel and hospitality industry.

1.4 Scope of the Study

This study focused on understanding the influence of six key independent variables—peer influence, social media usage frequency, affordability perception, perceived cultural richness, trust in influencers, and social media engagement—on Generation Z's travel intention for Thailand as a tourism destination. The research targeted Generation Z individuals, defined as those born between 1997 and 2012, who are active users of social media platforms and have engaged with travel influencers within the last six months. The sample size consisted of 300 participants recruited through social media channels and university groups in Thailand, with screening questions ensuring eligibility.

Geographically, the study centered on Thailand due to its international appeal and strong presence on social media as a popular travel destination. The research emphasized visual storytelling platforms such as Instagram, TikTok, and YouTube, which are most relevant to Generation Z's media consumption and travel influencer activity. Data collection was conducted between September 1 and December 1, 2024, with the survey distributed over one month via Google Forms.

This study employed a quantitative research design, utilizing descriptive statistical analysis to summarize demographic and engagement patterns, Pearson's correlation and multiple regression to examine relationships between variables, and reliability and validity tests—including Cronbach's Alpha (targeting values above 0.7), KMO, and Bartlett's test—to ensure measurement adequacy. The study was limited to examining social media and influencer effects and does not address other factors such as economic conditions or political stability that may also influence travel intentions.

1.5 Significance of the Study

This research holds significant relevance in the fields of tourism marketing, digital media studies, and consumer behavior analysis. For tourism marketers and destination promoters, understanding the impact of social media and influencer marketing on Generation Z offers a strategic advantage. As a key emerging consumer demographic, Generation Z prioritizes authentic, meaningful travel experiences over material possessions. Insights from this study can help Thailand's tourism industry design targeted marketing strategies that leverage social media platforms and influencers aligned with Generation Z's values and preferences, thereby enhancing engagement and conversion.

From an academic perspective, this study contributes to the growing body of knowledge on digital media's role in shaping consumer intentions within the tourism sector. It addresses a notable gap by focusing on Generation Z—a cohort whose digital-first mindset and engagement with influencer culture differ markedly from previous generations. By examining how this demographic interacts with travel-related content, the study advances understanding of modern consumer behavior in a digitally driven world, offering implications for theory and practice.

Furthermore, this research holds practical significance for influencers and social media content creators by illuminating the extent of their influence on Generation Z's travel preferences and expectations. These findings can guide influencers in crafting content that resonates authentically with young audiences, fostering stronger, more sustainable relationships and enhancing their impact on travel decision-making.

1.6 Definition of Key Terms

To provide clarity and consistency throughout this study, the following key terms are defined:

i. **Generation Z:** Also known as "*Gen Z*," this term refers to the demographic cohort born approximately between 1997 and 2012. Known for their digital fluency, Generation Z has grown up in an internet-dominated world with pervasive access to social media, mobile technology, and digital information. This group's unique characteristics, including their preference for personalized, authentic experiences and active social media engagement, make them a distinct audience in the context of travel influence (Dimock, 2019; Priporas et al., 2017).

ii. **Social Media:** Social media refers to online platforms and applications that enable users to create, share, and interact with content. In this study, social media encompasses platforms such as Instagram, TikTok, and YouTube, which are particularly popular among Generation Z. These platforms allow users, including influencers and travel brands, to share visually appealing content that can shape viewers' intentions and preferences regarding travel destinations like Thailand (Kaplan & Haenlein, 2010; Smith & Milnes, 2020).

iii. **Travel Influencers:** Travel influencers are social media personalities who create content focused on travel, tourism, and lifestyle. They often have a significant following on platforms like Instagram, YouTube, or TikTok and are perceived as trusted sources of travel information. Through their posts, stories, and recommendations, travel influencers create aspirational yet accessible narratives that can influence followers' intentions, motivations, and decisions regarding travel (Gretzel, 2018; Abidin, 2016).

iv. **Intention for Thailand as a Tourism Destination:** In this study, "*intentions*" refers to how Generation Z views and interprets Thailand as a travel destination. This encompasses their attitudes, expectations, and interests in visiting Thailand, shaped by exposure to social media content and influencers. Intentions can include beliefs about Thailand's cultural attractions, natural beauty, hospitality, affordability, and overall travel experience (Crompton, 1979; Baloglu & McCleary, 1999).

v. **Influencer Marketing:** Influencer marketing is a promotional strategy in which brands partner with influential social media figures to promote products, services, or destinations. In tourism, influencer marketing involves

travel boards, agencies, or brands collaborating with influencers to attract travelers through authentic and relatable content. This term is essential to the study, as influencer marketing forms the foundation of how travel influencers affect Generation Z's interest in and intention for Thailand (Freberg et al., 2011; Lou & Yuan, 2019).

vi. **Content Engagement:** Content engagement refers to the ways in which Generation Z interacts with social media posts created by influencers and other users. Engagement metrics include likes, comments, shares, and direct messages, which provide insight into the level of interest and emotional response the content generates. This term is relevant in understanding how the engagement generated by influencer content can amplify its influence on Generation Z's travel intentions (Cvijikj & Michahelles, 2013; De Veirman et al., 2017).

vii. **Peer Influence:** Peer influence refers to the extent to which individuals perceive that their friends or social circle share travel experiences, recommendations, or opinions about a destination through social media platforms. This form of influence operates via digital social interactions, where peers' travel-related content and endorsements can shape attitudes, preferences, and intentions to visit a destination (Freberg et al., 2011; Wang et al., 2018).

viii. **Social Media Usage Frequency:** Social media usage frequency refers to how often individuals access and use social media platforms—such as Instagram, TikTok, and YouTube—to explore and gather information about travel destinations. This frequency reflects the extent of exposure to travel-related content and digital word-of-mouth, which can influence travel attitudes and intentions (Lou & Yuan, 2019; Kaplan & Haenlein, 2010).

ix. **Affordability Perception:** Affordability perception refers to an individual's subjective evaluation of a destination's financial accessibility, shaped by exposure to social media content and influencer communications that portray the destination as affordable. This perception includes considerations of cost-related information and value, influencing travel decision-making by affecting whether potential travelers view the destination as economically feasible (Turner, 2015; Liu et al., 2022).

x. **Perceived Cultural Richness:** Perceived cultural richness refers to the degree to which individuals perceive a destination, such as Thailand, to offer unique, diverse, and authentic cultural experiences, based largely on exposure to social media posts and travel influencer content. This perception

encompasses understanding and appreciation of local traditions, heritage, and cultural practices, which enhances the destination's appeal and influences travel intentions (Richards, 2018; Kim & Jamal, 2007).

xi. **Trust in Influencers:** Trust in influencers refers to the extent to which audiences perceive travel influencers they follow on social media as credible, authentic, and relatable sources of information. This trust reflects followers' confidence in the influencers' honesty and expertise, which in turn increases the likelihood that their travel recommendations will impact followers' attitudes and travel intentions (Casaló et al., 2018; Choi & Lee, 2019).

xii. **Social Media Engagement:** Social media engagement refers to the frequency and depth of users' interactive behaviors—such as liking, sharing, commenting, and responding to travel-related content—on social media platforms like Instagram, TikTok, and YouTube. This engagement indicates active involvement with digital travel content and serves as a key factor in shaping users' attitudes and travel intentions (Liu et al., 2022; Dijkmans et al., 2015).

xiii. **Travel intention:** Travel intention refers to an individual's expressed likelihood or willingness to visit a specific destination, such as Thailand, as influenced by exposure to social media and influencer content. This intention reflects the motivational factors driving potential travel behavior and serves as a key outcome variable in tourism research, linking digital content exposure to actual travel planning and decisions (Lam & Hsu, 2006; Han et al., 2010).

By defining these terms, this study establishes a clear framework for understanding how social media and influencer marketing Generation Z's intention for Thailand as a tourism destination. Each of these terms represents a critical element of the study's analysis, contributing to a comprehensive view of the dynamics shaping travel intentions in the digital age.

Chapter 2 Literature Review

This chapter reviews literature on the influence of social media and travel influencers on Generation Z's intention for Thailand. It starts by explaining the key variables of the study. Next, it outlines the theoretical underpinnings, focusing on Theory of Planned Behavior (TPB) and Social Influence Theory. The conceptual framework follows, integrating these theories to guide the research design. The chapter also discusses Generation Z's digital media habits and the role of influencers in shaping destination image, emphasizing authenticity and trust. It concludes by highlighting gaps in the literature and presenting the study's hypotheses within the context of Thailand's tourism marketing.

2.1 Peer Influence

Peer influence refers to the impact that an individual's social circle or network has on their behavior and decision-making process. In the context of travel, this influence often manifests through recommendations, shared experiences, and social validation. For Generation Z, social media platforms serve as both sources of inspiration and spaces for social interaction, where peers frequently share travel experiences or recommend destinations such as Thailand. This dynamic makes peer influence a critical factor shaping Generation Z's travel decisions. Generation Z's reliance on peer opinions, especially those expressed on social media, amplifies the power of peer influence. When friends or acquaintances post about their travels to Thailand—sharing photos, stories, or tips—this visibility acts as social proof that can encourage others in their network to consider Thailand as a travel destination. Importantly, peer influence often carries more weight than traditional advertising because it is perceived as authentic and relatable (Freberg et al., 2011).

The interactive nature of social media further strengthens peer influence. According to Xiang and Gretzel (2010), social media not only provides information but also facilitates peer recommendations through personal narratives shared by both influencers and regular users. Generation Z's preference for personalized, authentic, and immediate information aligns well with social media's user-generated content and real-time updates (Sashi, 2012). Through likes, comments, and shares, users actively participate in co-creating the collective image of destinations like Thailand, which can enhance or modify intentions based on current trends and personal experiences (Fotis,

2015). Moreover, social media engagement translates into real travel decisions for Generation Z, who prioritize experiences curated by peers over traditional promotional content (Munar & Jacobsen, 2014). Studies show that peer-shared travel content not only inspires envy and curiosity but also serves as a trusted source for evaluating destinations (Guan et al., 2024). This peer effect is a key motivator in Generation Z's travel decision-making process, as they seek authentic, relatable experiences validated by their social networks.

In summary, peer influence on social media plays a vital role in shaping Generation Z's travel intention for Thailand. The frequent sharing of travel experiences within their social circles acts as a powerful form of social proof, encouraging travel interest and decision-making. Understanding this influence is essential for tourism marketers aiming to engage Generation Z effectively through social media strategies.

2.2 Social Media Usage Frequency

Social media usage frequency refers to how often an individual engages with social media platforms such as Instagram, TikTok, and YouTube. For Generation Z, who are highly connected and digitally fluent, frequent use of these platforms significantly increases exposure to travel-related content, including destination features, influencer endorsements, and travel recommendations. This frequent exposure plays a crucial role in shaping their perceptions and intentions regarding tourism destinations like Thailand.

Generation Z spends a considerable portion of their day on social media, making platforms like Instagram and TikTok primary sources of travel inspiration (Booking.com, 2019a). The more frequently they use social media, the more likely they are to encounter new trends, influencers, and destination images, reinforcing their interest in places such as Thailand. Beyond passive consumption, frequent users actively engage with content by liking, sharing, and commenting, which amplifies the reach of travel marketing and deepens their connection with the destination. For example, a user who regularly interacts with Thailand-related posts will see a continuous stream of travel content, strengthening Thailand's appeal and familiarity (Cavagnaro et al., 2018; Leung et al., 2013).

Research shows that social media platforms offer vivid, visual storytelling that helps potential travelers vividly imagine destinations, influencing their travel desires and decisions (Siegel et al., 2023). Moreover, studies report that a significant portion of Generation Z travelers rely on social media influencers and user-generated content

when choosing travel destinations, with over 60% influenced by social media content and 64% of Gen Z in Thailand enjoying travel posts on social media (Booking.com, 2019a; YouGov, 2022).

However, it is important to note that while frequent social media use increases exposure and interest, long-term travel intentions also depend on emotional connections and personal experiences beyond digital content (Hudson & Thal, 2013). Nonetheless, social media usage frequency remains a key factor in the initial stages of travel decision-making for Generation Z.

2.3 Affordability Perception

Affordability perception refers to how economically accessible a travel destination appears to potential travelers, particularly regarding expenses such as transportation, accommodation, food, and daily activities. For Generation Z, who often have limited disposable income and prioritize budget-friendly options, affordability is a crucial factor influencing travel decisions. Social media content and travel influencers that highlight affordable travel tips, budget accommodations, and low-cost attractions can significantly enhance the appeal of destinations like Thailand by portraying them as financially accessible and offering good value for money (Turner, 2015).

Thailand's reputation as a relatively low-cost destination compared to other popular tourist spots makes it especially attractive to young travelers seeking meaningful experiences without high expenses. Social media posts showcasing affordable food, inexpensive transportation, and free or low-cost cultural activities help reinforce this perception, making Thailand feel practical and feasible for Generation Z travelers. This aligns with their preference for authentic, experience-driven travel over material consumption (Liu et al., 2022).

Authenticity plays a vital role in how affordability is communicated on social media. Generation Z tends to be skeptical of overly polished or commercialized content and prefers transparent, genuine narratives. Travel influencers who share unfiltered, personal stories and emphasize real-life encounters with local culture build greater trust and engagement among followers (Mariani et al., 2016). For Thailand, influencers who highlight candid experiences—such as exploring local markets or participating in cultural festivals—resonate more deeply with Generation Z than traditional promotional advertisements (Holt, 2016). However, balancing authenticity with appealing visuals remains a challenge for influencers and marketers alike. Successful campaigns focus

on relatable and honest content that connects with young audiences while maintaining aesthetic appeal to attract views and shares (Khamis et al., 2017). Tourism marketers aiming to attract Generation Z should prioritize partnerships with influencers who can genuinely showcase Thailand's affordability and cultural richness, fostering a strong emotional connection that motivates travel intention.

2.4 Perceived Cultural Richness

Perceived cultural richness refers to how individuals view the cultural offerings of a destination, including its traditions, festivals, cuisine, and historical landmarks. For Generation Z, who often seek travel experiences beyond typical tourist attractions, the cultural depth of a destination plays a significant role in their travel decision-making. Thailand's vibrant festivals, rich history, diverse cultural traditions, and unique local experiences provide a compelling appeal for young travelers looking for authentic and immersive journeys (Guttentag, 2015).

Social media and influencer content play a crucial role in showcasing Thailand's cultural heritage in engaging and visually compelling ways. Influencers often highlight traditional Thai dance, local cuisine, cultural festivals, and off-the-beaten-path experiences, which resonate strongly with Generation Z's desire for meaningful cultural exchange and exploration. This generation's global connectivity and digital fluency amplify the importance of cultural representation in travel marketing, as they can access and engage with authentic cultural narratives through platforms like Instagram, TikTok, and YouTube (Kim & Wang, 2018).

Research indicates that Generation Z prefers destinations offering culturally enriching experiences over conventional tourist hotspots, reflecting their values of exploration and novelty. Thailand's image, as portrayed on social media, combines rich cultural heritage with modern accessibility, making it attractive to young travelers seeking both excitement and cultural immersion (Choi & Lee, 2019; Munar, 2011). Influencers contribute to this image by curating content that emphasizes local traditions, hidden beaches, and unique festivals, thus creating an aspirational yet relatable destination narrative.

Supporting studies from Thailand also highlight Generation Z's positive attitudes toward sustainable cultural tourism, emphasizing the importance of environmental, economic, and socio-cultural factors in their travel choices. Additionally, emerging travel trends show that Gen Z travelers favor destinations that offer authentic cultural

experiences, such as local festivals like Songkran, which align with their values of affordability, sustainability, and meaningful engagement (Mighty Travels, 2024)

In summary, perceived cultural richness is a vital dimension influencing Generation Z's intention for Thailand as a tourism destination. Social media and influencer content that authentically represent Thailand's cultural heritage can deepen young travelers' connection to the destination and motivate their travel intentions.

2.5 Trust in Influencers

Trust in influencers is a critical factor shaping Generation Z's intentions of tourism destinations like Thailand. As digital natives, Generation Z places considerable trust in social media personalities who share personal travel experiences and recommendations. Unlike traditional advertisements, travel influencers are perceived as more relatable and credible because they often provide authentic, unfiltered content that resonates deeply with their audience (Casaló et al., 2018; Choi & Lee, 2019).

Generation Z values genuineness and transparency, and influencers who share real-life stories—whether through vlogs, candid posts, or immersive cultural experiences—build stronger emotional connections with their followers. This trust increases the persuasive power of their recommendations, significantly influencing followers' travel intentions. For example, when an influencer highlights Thailand's unique cultural experiences or hidden gems, their followers are more likely to view the destination favorably and consider visiting (Abidin, 2016; Harrigan et al., 2021).

Research supports that over half of Generation Z travelers trust recommendations from influencers and celebrities they do not personally know, with 60% reporting that social media influencers affect their travel destination choices (Booking.com, 2019a). In Thailand specifically, 64% of Gen Z enjoy seeing travel posts on social media, and 51% generally trust influencers' travel recommendations (Bangkok Post, 2019; Skift, 2024). Influencers act as “*micro-celebrities*,” establishing personal connections with followers and endorsing destinations through authentic narratives that appeal to younger audiences (Casaló et al., 2020; Lou & Yuan, 2019).

Moreover, Generation Z's skepticism toward overly polished content means that influencers who present themselves as relatable and approachable tend to garner higher trust and engagement (Djafarova & Rushworth, 2017). Influencer collaborations with tourism boards and travel agencies further amplify their impact, turning personal stories

into effective promotional narratives that shape travel behaviors (De Veirman et al., 2017).

In summary, trust in influencers is a powerful driver of Generation Z's travel intentions. Authentic, transparent, and relatable influencer content fosters trust, which in turn enhances the appeal of destinations like Thailand and motivates young travelers to explore them.

2.6 Social Media Engagement

Social media engagement refers to the level of interaction that Generation Z individuals have with travel-related content on platforms such as Instagram, TikTok, and YouTube. This engagement includes actions like liking, commenting, sharing, and saving posts or videos, reflecting the intensity and depth of their interest in a destination. Frequent engagement often indicates a stronger emotional connection to the content, which can positively influence intentions for travel destinations like Thailand. Through these interactions, users not only consume content but also contribute to shaping the broader narrative around travel experiences, thereby strengthening their connection to the destination (Dijkmans et al., 2015; Lou & Yuan, 2019). Generation Z, as digital natives, prefer dynamic, real-time, and authentic content over traditional advertising. Their media consumption habits are characterized by a strong affinity for short-form, visually driven content on platforms such as Instagram, TikTok, and YouTube (Turner, 2015; Djafarova & Rushworth, 2017). These platforms serve as essential spaces for discovering and evaluating travel destinations, with user-generated content, reviews, and personal stories playing a critical role in influencing travel decisions (Özkan & Solmaz, 2015; Wang et al., 2018).

Studies show that Generation Z actively engages with travel content through likes, comments, and shares, making social media engagement a significant factor in their travel planning process (Smith & Anderson, 2018). This engagement not only increases awareness of Thailand's cultural, natural, and recreational offerings but also encourages peer sharing, amplifying the destination's appeal. For example, when users see their friends interacting with or sharing content about Thailand, it creates a reinforcing cycle that further motivates travel consideration. Thailand's tourism sector recognizes this trend. The Tourism Authority of Thailand (TAT) has launched initiatives like the "*TAT Connex*" influencer marketing platform and campaigns such as the "*Amazing Thailand Passion Ambassador*," leveraging social media engagement to attract Generation Z travelers (Skift, 2024). Surveys reveal that a significant portion of Generation Z

travelers rely on social media for travel inspiration, with platforms like TikTok and Instagram leading in usage and engagement (Booking.com, 2019a; YouGov, 2022).

In summary, social media engagement reflects Generation Z's active participation with travel content, which plays a pivotal role in shaping their perceptions and intentions toward destinations like Thailand. High engagement levels foster stronger emotional connections, peer influence, and ultimately, travel motivation.

2.7 Travel Intention

Travel intention refers to the likelihood or probability that an individual will choose to visit a particular destination, shaped by various factors such as social media engagement, trust in influencers, perceived cultural richness, affordability perception, social media usage frequency, and peer influence. In this study, travel intention specifically relates to Generation Z's decision-making process regarding whether to travel to Thailand in the near future.

Generation Z's travel intentions are strongly influenced by the content they consume on social media platforms and the influencers they follow. Emotional connections formed through authentic influencer content or peer-shared experiences increase the probability of positive travel intentions toward Thailand. The perceived authenticity of influencer narratives, combined with Thailand's cultural and natural attractions, aligns with Generation Z's preference for unique, immersive, and budget-friendly travel experiences (Casaló et al., 2018).

Destination image plays a vital role in shaping travel intentions. Social media facilitates a dynamic, co-created destination image where tourists, influencers, and locals contribute to an evolving portrayal of places like Thailand. Unlike traditional marketing's fixed images, social media allows for a multifaceted and interactive image formation process, enabling Generation Z travelers to develop nuanced expectations and stronger destination appeal (Govers & Go, 2009; Kim & Fesenmaier, 2015).

However, this process is not without challenges. Curated influencer content may sometimes present idealized or misleading images, but the interactive nature of social media offers diverse perspectives that help mitigate this by exposing viewers to a range of user-generated content (Gretzel & Yoo, 2008). This multidimensional image formation helps Generation Z form realistic yet appealing perceptions of Thailand.

Recent studies reinforce that Generation Z travelers are socially conscious and value sustainable travel practices, with many expressing interests in eco-friendly accommodations and mindful travel decisions. Although Gen Z shows strong intentions to give back to local communities and consider environmental impacts, older generations currently lead in sustainable travel behaviors (Booking.com, 2019b). These values further influence travel intentions and destination choices. Furthermore, Thailand's Tourism Authority (TAT) identifies Generation Z's travel trends as emphasizing cultural immersion, local engagement, and flexibility, with platforms like TikTok playing a key role in real-time travel discovery. This aligns with Generation Z's preference for short, culturally rich trips over conventional vacations, reinforcing Thailand's appeal as a destination that meets these desires (Skift, 2024; Travel and Tour World, 2024).

In summary, travel intention among Generation Z is a complex construct influenced by digital media interactions, perceived destination attributes, and evolving social values. Understanding these factors is essential for designing effective marketing strategies that resonate with this key demographic and encourage travel to Thailand.

2.8 Theoretical Underpinnings

1. Theory of Planned Behavior (TPB)

TPB explains how attitudes, subjective norms, and perceived behavioral control influence intentions and behaviors. In this study, TPB is applied to understand how attitudes toward Thailand, shaped by social media and influencers, drive travel intentions. Subjective norms represented by influencer trust, and perceived control represented by accessible travel information, further reinforce these intentions (Ajzen, 1991).

2. Social Influence Theory

This theory examines how individuals' behaviors are shaped by credible and relatable sources, such as influencers. It emphasizes the role of trust and social proof in influencing perceptions and decisions. In the context of tourism, trusted influencers act as key agents in shaping destination appeal (Freberg et al., 2011; Lou & Yuan, 2019).

2.9 Conceptual Framework

The conceptual framework for this study builds upon Theory of Planned Behavior (TPB) and Social Influence Theory to explore how social media and travel influencers shape Generation Z's intention for Thailand as a tourism destination. The TPB highlights three critical components influencing behavior: attitudes, subjective norms, and perceived behavioral control. In the context of this study, these components are reflected in Generation Z's attitudes toward Thailand's appeal, the influence of trusted travel influencers, and the ease of access to relevant travel information on social media platforms. Social Influence Theory further underpins the framework by explaining how influencers act as credible sources of information, shaping perceptions through authenticity, relatability, and cultural representation.

The framework is operationalized through key variables derived from the literature review, including social media engagement, trust in influencers, perceived cultural richness, and intention to visit Thailand. These variables are interconnected to illustrate the pathways through which social media and influencers impact travel behavior. This integrated approach provides a foundation for the development of hypotheses and the design of the survey instrument.

The conceptual framework, in Figure 2.1, provides a visual and theoretical representation of the relationships between key variables in this study. It is developed based on insights from existing literature and aims to explore how social media and travel influencers impact Generation Z's intention for Thailand as a tourism destination.

The framework identifies the following:

- Independent Variables: Peer influence, Social media usage frequency, Affordability perception, Perceived cultural richness, Trust in influencers, and Social media engagement.
- Dependent Variable: Travel intention.

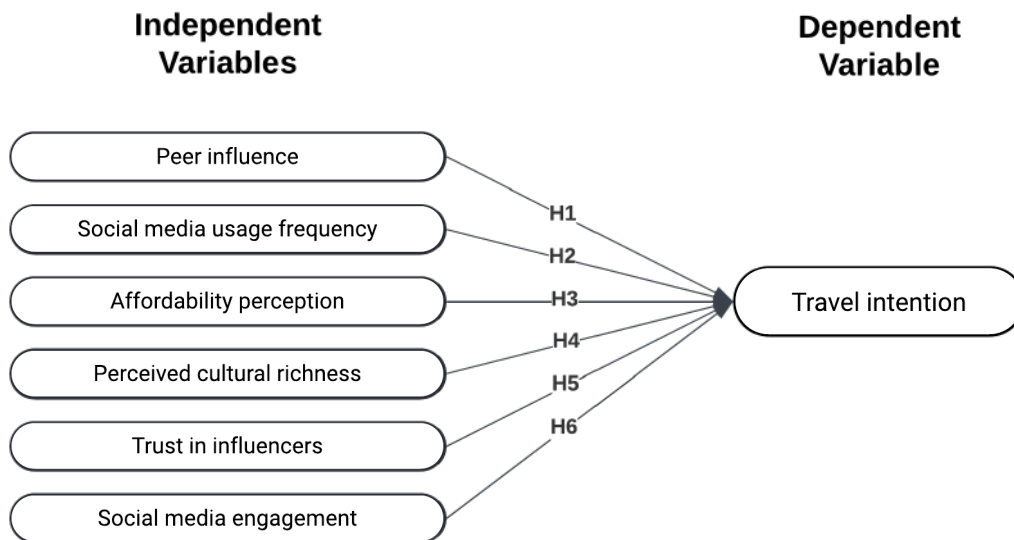


Figure 2.1: Conceptual Framework

The framework illustrates how social media engagement and influencer trust shape intentions for Thailand’s culture and affordability, which subsequently influence the travel intention of Generation Z. The independent variables in this study are grounded in Theory of Planned Behavior (TPB) and Social Influence Theory, providing a robust foundation for understanding Generation Z’s travel intentions toward Thailand. Peer influence and trust in influencers reflect the subjective norms component of TPB and the social proof emphasized in Social Influence Theory, highlighting how social pressures and credible sources shape behavioral intentions (Ajzen, 1991; Freberg et al., 2011). Social media usage frequency and social media engagement represent perceived behavioral control in TPB, as frequent and active use of social platforms increases access to travel information, thereby enhancing individuals’ perceived ease of planning and decision-making (Ajzen, 2019). Affordability perception and perceived cultural richness correspond to the attitude component of TPB, as positive evaluations of Thailand’s cost and cultural appeal foster favorable attitudes toward travel (Ajzen, 1991; Armitage & Conner, 2001).

Together, these variables interact to influence the dependent variable, travel intention, illustrating how attitudes, social norms, and perceived behavioral control collectively drive Generation Z’s motivation to visit Thailand.

Chapter 3 Research Methodology

This chapter outlines the methodology used to investigate the influence of social media and travel influencers on Generation Z's intention for Thailand as a tourism destination. Employing a purely quantitative approach, the study collected data through a structured online questionnaire administered to 300 respondents. The data were analyzed using statistical software to examine the relationships between variables based on the conceptual framework.

3.1 Research Design

The research design for this study was based solely on a quantitative methodology to comprehensively address the research questions and objectives. This approach allowed for the measurement and statistical analysis of the impact of social media and travel influencers on Generation Z's intentions for Thailand as a tourism destination. A descriptive and correlational design was employed to assess how independent variables—social media engagement, trust in influencers, perceived cultural richness, affordability perception, and social media usage frequency—influence the dependent variable, travel intention.

Data were collected through a structured online questionnaire using a five-point Likert scale, enabling standardized measurement of Generation Z's media consumption patterns, attitudes toward influencers, and travel intentions. The survey items were adapted from validated scales to ensure reliability and validity while also capturing unique aspects relevant to Generation Z's digital behaviors. This quantitative approach facilitates the analysis of trends, correlations, and potential causal relationships within a broad sample, providing generalizable insights into the factors shaping travel intentions (Bryman, 2016). Quantitative methods are widely recognized in tourism research for their ability to analyze large datasets and test hypotheses using statistical techniques such as descriptive statistics, multiple regression analysis, and factor analysis. This study follows this tradition by employing these methods to rigorously examine the relationships between digital media variables and travel intentions, consistent with best practices in tourism and hospitality research.

3.2 Population and Sample

The population for this study comprised Generation Z individuals, defined as those born between 1997 and 2012 (Pew Research Center, 2019). This group is of particular interest due to their distinctive digital media habits and travel behaviors, which are heavily influenced by social media and online communities. The study focused on Generation Z active on platforms such as Instagram, TikTok, and YouTube—key channels for influencer marketing and visual travel content.

Sample Size

The study employed a sample size of 300 respondents. This size was determined based on the need for sufficient data to perform reliable statistical analyses, such as factor analysis and multiple regression. A sample size of 300 ensured adequate power for detecting relationships between variables, adhering to guidelines for quantitative research. Previous studies in similar contexts have also used sample sizes within this range to achieve valid and generalizable results (e.g., Casaló et al., 2018; Choi & Lee, 2019). The sample size allowed for robust testing of the hypotheses, ensuring that the findings could provide actionable insights into the influence of social media and travel influencers on Generation Z's travel intentions.

Sampling Procedure

The study utilized a convenience sampling technique, which involved recruiting participants who met the eligibility criteria and were easily accessible via online channels. This approach was chosen due to the following considerations:

1. **Accessibility of Generation Z:** As Generation Z predominantly interacts through digital platforms, online distribution methods were effective for reaching the target population.
2. **Screening Criteria:** Participants were screened to ensure they were active social media users, aged between 18 and 25, and had engaged with travel-related content within the past six months.
3. **Recruitment Channels:** The survey was distributed via Google Forms, with links shared on social media groups, university networks, and online forums related to travel and lifestyle.
4. **Participation Incentives:** To enhance participation rates, respondents were offered the chance to enter a prize draw for a travel-related gift card.

While convenience sampling has limitations in terms of generalizability, it is suitable for exploratory studies where the objective is to understand specific behaviors and perceptions within a targeted demographic. Efforts were made to ensure diversity in responses by distributing the survey across various online platforms and communities.

3.3 Hypothesis

The hypotheses for this study are formulated to explore the relationships between social media engagement, influencer trustworthiness, and Generation Z's intention for Thailand as a tourism destination. Given the increasing role of social media in shaping travel preferences, this study hypothesizes that higher levels of engagement with travel-related social media content, coupled with high trust in influencers, will positively influence Generation Z's intention for Thailand as a desirable destination. The hypotheses are designed to test these variables and examine whether social media and influencers significantly impact the travel intentions of Generation Z.

H1: Peer influence has a positive significant impact on Travel Intention.

H2: Social media usage frequency has a positive significant impact on Travel Intention.

H3: Affordability perception has a positive significant impact on Travel Intention.

H4: Perceived cultural richness has a positive significant impact on Travel Intention.

H5: Trust in influencers has a positive significant impact on Travel Intention.

H6: Social media engagement has a positive significant impact on Travel Intention.

3.4 Research Instrument

The research instrument for this study is a structured survey questionnaire designed for quantitative data collection. The questionnaire consists of two sections aligned with the research objectives. The first section collects demographic information such as age, gender, and social media usage frequency, providing context for respondents' backgrounds and controlling for confounding variables. It also includes items measuring social media engagement, such as frequency of interaction with travel content, preferred platforms, and types of content viewed, adapted from established scales (Kaplan & Haenlein, 2010). The second section focuses on perceptions of travel

influencers—assessing trust through credibility, transparency, and relatability—and travel intention related to Thailand as a destination. These items were based on validated measures from prior research (Hajli et al., 2014) and include Likert-scale questions evaluating destination appeal, cultural value, and likelihood of visiting within a specified timeframe. All responses use five-point Likert scales to facilitate statistical analysis. The questionnaire items were adapted from established scales in previous studies on social media influence, travel behavior, and destination image (Field, 2013). This structured survey enabled the collection of standardized data from a broad sample, supporting robust analysis of relationships between variables.

Questionnaire Design

Table 3.1: Variables

Variable	Abbreviation
Peer Influence	PI
Social Media Usage Frequency	SF
Affordability Perception	AP
Perceived Cultural Richness	PR
Trust in Influencers	TR
Social Media Engagement	SE
Travel Intention	TI

To facilitate clarity and brevity throughout the analysis, the variables used in this study are abbreviated as follows: Peer Influence (PI), Social Media Usage Frequency (SF), Affordability Perception (AP), Perceived Cultural Richness (PR), Trust in Influencers (TR), Social Media Engagement (SE), and Travel Intention (TI). These abbreviations are consistently applied in tables, figures, and statistical results.

Table 3.2 provides a structured overview of the measurement items used in the study, detailing each questionnaire item, the scale applied for measurement, and the sourced from which the items were adapted or developed.

Table 3.2: Questionnaire Design

Item	Measurement Items	Scale	Source
PI	1. My friends or people in my social circle often share travel experiences or recommendations about Thailand on social media.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Freberg et al. (2011)
SF	2. I often use social media in general (Instagram, TikTok, YouTube, etc.) to explore travel destinations.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree))	Adapted from Lou & Yuan (2019)
AP	3. Social media content portrays Thailand as an affordable travel destination.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Turner (2015)
	4. The cost-related information shared by influencers helps me consider Thailand as a potential destination.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Liu et al. (2022)
PR	5. Social media posts by travel influencers highlight Thailand's rich cultural heritage.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Guttentag (2015)
	6. Influencer content helps me understand the local traditions and culture of Thailand.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Choi & Lee (2019)
TR	7. I find the travel influencers I follow to be credible sources of information.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Casaló et al. (2018)
	8. The influencers I follow seem authentic and relatable.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Choi & Lee (2019)
SE	9. I often engage with travel-related content on social media (e.g., liking, sharing, or commenting).	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Liu et al. (2022)

	10. I frequently engage with travel-related stories or posts on Instagram, TikTok, or YouTube.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Dijkmans et al. (2015)
TI	11. Based on social media content, I am likely to consider Thailand as my next travel destination.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Casaló et al. (2018)
	12. Influencer content makes me want to visit Thailand in the near future.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Lou & Yuan (2019)
	13. I plan to visit Thailand within the next two years because of the travel content I see on social media.	Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree)	Adapted from Choi & Lee (2019)

3.5 Reliability and Validity Analysis of the Scale

Ensuring the reliability and validity of the survey instrument is essential for obtaining credible and meaningful results. Reliability refers to the consistency of the instrument, meaning that it should yield similar results under consistent conditions. Cronbach's Alpha is a widely used measure for assessing internal consistency and is particularly suitable for evaluating survey instruments with multiple items aimed at measuring related constructs (Field, 2013). An acceptable Cronbach's Alpha score of 0.70 or higher indicates that the survey items are sufficiently reliable for statistical analysis (DeVellis, 2012). To assess reliability, a Cronbach's Alpha test was conducted on the Likert-scale items in the survey.

Validity, on the other hand, refers to the accuracy of the instrument in measuring what it is intended to measure. Content validity is established by consulting with subject matter experts to confirm that the items in the questionnaire accurately reflect the constructs of interest, such as social media engagement, influencer trust, and travel intentions (Haynes et al., 1995). Expert feedback ensures that the items are comprehensive and appropriate, covering all aspects necessary for a thorough investigation of the research questions. This study employed content validity and construct validity to ensure the survey's relevance and accuracy.

Construct validity is assessed through factor analysis, which evaluates whether the survey items align with the theoretical constructs they are meant to measure. Factor analysis provides an additional layer of validation, confirming that the survey structure is aligned with the conceptual framework of the study (Tabachnick & Fidell, 2019). This rigorous approach to reliability and validity strengthens the credibility of the findings, supporting the reliability and robustness of the conclusions drawn from the data. By running an exploratory factor analysis, the study identified patterns within the responses, ensuring that items intended to measure the same construct, such as trust in influencers or intention for Thailand, cluster together as expected.

Reliability Testing

Table 3.3: Cronbach's Alpha Values

Variable	Cronbach's Alpha
PI	0.79
SF	0.80
AP	0.81
PR	0.78
TR	0.85
SE	0.82
TI	0.88

Table 3.3 presents the Cronbach's Alpha values for both the independent and dependent variables, confirming the reliability of the measurement scales used in this study. All constructs achieved Cronbach's Alpha values of 0.7 or higher, indicating acceptable internal consistency and reliability of the survey items.

Factor Analysis

KMO and Bartlett's Test: The KMO measure exceeded the 0.7 threshold, and Bartlett's test was significant ($p < 0.05$), indicating the suitability of the data for factor analysis.

Table 3.4: KMO and Bartlett's Test Results for Social Media Engagement and Trust in Influencers

Variable	KMO Value	Bartlett's Test (p-value)
SE	0.79	< 0.001
TR	0.81	< 0.001

Table 3.4 presents the Kaiser-Meyer-Olkin (KMO) values and Bartlett’s Test significance for the variables Social Media Engagement (SE) and Trust in Influencers (TR). Both variables show KMO values above 0.7 (0.79 for SE and 0.81 for TR), indicating good sampling adequacy.

Additionally, Bartlett’s Test results are significant ($p < 0.001$) for both variables, confirming that the correlation matrices are suitable for factor analysis. These results demonstrate that the sample size and data are adequate for reliable factor analysis.

Table 3.5: KMO and Bartlett’s Test Results

Test	Value	Significance
KMO Measure of Sampling Adequacy	0.81	-
Bartlett’s Test of Sphericity	Chi-Square = 532.7	$p < 0.001$

Table 3.5 shows the results of the Kaiser-Meyer-Olkin (KMO) measure and Bartlett’s Test of Sphericity, which assess the suitability of the sample for factor analysis. The KMO value of 0.81 exceeds the recommended threshold of 0.6, indicating good sampling adequacy. Bartlett’s Test of Sphericity is significant (Chi-Square = 532.7, $p < 0.001$), confirming that the correlation matrix is not an identity matrix and that the variables are sufficiently correlated for factor analysis. Together, these results validate the appropriateness of conducting factor analysis on the dataset.

3.6 Data Collection

Data collection was conducted between September 1 and December 1, 2024. The survey questionnaires were distributed online over a one-month period using Google Forms. The survey link was shared via social media platforms including Facebook and Line, as well as university groups, to recruit participants. Due to the open nature of online distribution, the exact number of individuals who received the survey link cannot be precisely determined. A total of 320 responses were collected.

To ensure the sample met the study criteria, a screening question was included: *"Are you an active user of social media platforms and have engaged with travel influencers within the last six months?"* Respondents who selected "No" were excluded from the analysis. After screening, 20 responses were removed, resulting in 300 valid responses for data analysis. This represents a valid response rate of approximately 93.75% of the total responses received.

3.7 Data Analysis

The data analysis process for this study involved quantitative techniques to provide a comprehensive interpretation of the collected information. Quantitative data, derived from the survey's Likert-scale items, was analyzed using SPSS to identify patterns, relationships, and significant variables affecting Generation Z's intention for Thailand as a tourism destination. The data analysis procedures followed the guidelines outlined by Pallant (2020), including the calculation of descriptive statistics such as means, standard deviations, and frequencies. These analyses provided an overview of respondents' social media habits, engagement with influencers, and travel intentions, enabling a comprehensive interpretation of the data collected in this study.

To test the study's hypotheses, inferential statistical analyzes were conducted. Correlation analysis was used to explore the relationships between key variables, social media engagement and affordability intention for Thailand, as well as influencer trustworthiness and travel intentions. Additionally, multiple regression analysis helps assessed the extent to which social media engagement and trust in influencers predict Generation Z's intentions for Thailand. In this study, multiple regression analysis was conducted to control for potential confounding variables, allowing a clearer understanding of the influence of each predictor on travel intentions. The procedures followed the guidelines outlined by Field (2013). Additionally, ANOVA tests were performed to examine significant differences in travel intentions across age and gender, providing further depth to the analysis.

- **Descriptive Statistical Analysis:** Used to summarize demographic characteristics and engagement patterns.
- **Correlation and Multiple Linear Regression Analysis:** Pearson's correlation coefficients and multiple regression analysis were used to evaluate the relationships between variables. The strength and direction of relationships were tested at a 95% confidence level.

3.8 Ethical Considerations

The study adhered to ethical guidelines to protect respondents' rights and confidentiality. Participants were informed about the purpose of the study, the voluntary nature of their participation, and their right to withdraw at any time. No personal identifiers were collected to ensure anonymity, and data were securely stored and used exclusively for academic purposes.

Chapter 4 Findings and Discussion

4.1 Introduction

This chapter presents the key findings of the study, organized into sections to ensure clarity and coherence in presenting the data. The findings are derived from analyzing responses to the survey questionnaire, with quantitative data presented in tandem to give a holistic view of the results. Tables, charts, and graphs are incorporated as needed to illustrate the demographic characteristics, social media engagement levels, influencer trustworthiness, and Generation Z's intention for Thailand as a tourism destination.

4.2 Demographic Characteristics of Respondents

Understanding the demographic profile of the respondents is essential to contextualize the findings and assess the representativeness of the sample. A total of 300 Generation Z participants completed the survey, with data collected on their age, gender, and level of social media usage. The demographic characteristics are summarized in Table 4.1 and Figure 4.1.

Table 4.1: Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency	Percentage
Age	18-21	120	40%
	22-25	150	50%
	26-29	30	10%
Gender	Male	135	45%
	Female	165	55%
Social Media Usage	1-3 hours daily	100	33.30%
	4-6 hours daily	120	40%
	Over 6 hours daily	80	26.70%

The study targeted Generation Z participants, commonly defined as individuals born between 1997 and 2012, which corresponds to an age range of approximately 13 to 28 years in 2025. For practical reasons and to ensure sufficient sample size, the upper age limit was extended slightly to include participants up to 29 years old. This minor extension is not expected to significantly affect the representativeness of the sample, as the majority of respondents (90%) fall within the core Gen Z age range of 18 to 25 years.

Figure 4.1 provides a visual representation of the age distribution of respondents, demonstrating a balanced sample across the Generation Z age range.

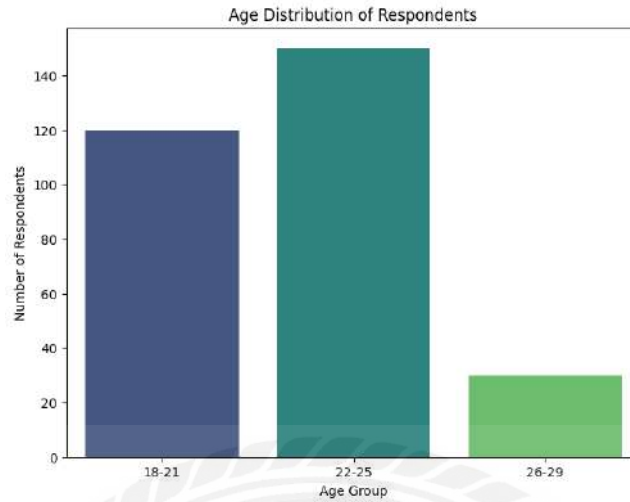


Figure 4.1: Age Distribution of Respondents

These demographic insights highlight the diversity of the sample and reinforce its suitability for examining social media behaviors and travel intention among Generation Z.

This section presents findings related to the respondents' engagement with travel-related content on social media. Respondents were asked about their frequency of interactions with travel posts, preferred platforms, and the types of content they find most appealing. A majority reported frequently engaging with travel influencers and content, with Instagram and TikTok emerging as the most popular platforms.

Table 4.2: Frequency of Interaction with Travel Content on Social Media

Interaction Frequency	Frequency	Percentage
Daily	160	53.30%
Several times a week	90	30%
Once a week	30	10%
Less than once a week	20	6.70%

Table 4.2 shows that over 50% of respondents interact with travel content daily, highlighting the high engagement level within this age group. Additionally, most respondents reported that they prefer visual and video-based content, with Instagram stories, reels, and TikTok videos being the most engaging formats.

The final subsection addresses the respondents' trust in influencers and how this trust influences their intention for Thailand as a travel destination. Respondents rated the trustworthiness of travel influencers based on aspects of transparency, authenticity, and relatability. Trust levels are reported in Table 4.3.

Table 4.3: Trust Levels in Travel Influencers

Trust Level	Frequency	Percentage
Very High	75	25%
High	150	50%
Moderate	60	20%
Low	15	5%

Figure 4.2 presents a pie chart of respondents' trust levels in travel influencers. The majority (75%) of participants reported either "High" or "Very High" levels of trust in influencers, suggesting that influencers play a crucial role in shaping Generation Z's travel intentions.

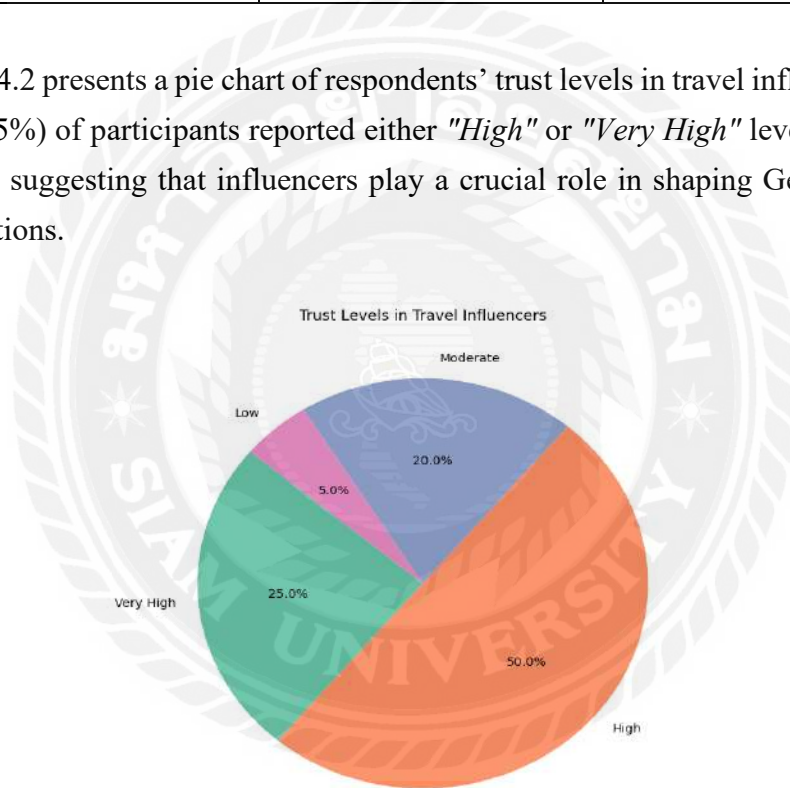


Figure 4.2: Trust Levels in Travel Influencers

When asked about Thailand specifically, respondents expressed that influencers' posts about Thailand's scenic beauty, cultural landmarks, and unique experiences enhanced their interest in the country. Nearly 60% of the respondents stated that seeing influencer content about Thailand made them more likely to consider it as a potential travel destination, underscoring the impact of influencers on destination image.

4.3 Correlation Analysis

Correlation analysis was employed to examine the relationships between key variables, including social media engagement and perceptions of Thailand’s affordability, as well as influencer trustworthiness and travel intentions.

Table 4.4: Correlation Between Social Media Engagement, Social Media Usage Frequency, Peer Influence, and Travel Intention

Variable	SE	SF	PI	TI
SE	1	0.62	0.58	0.72
SF	0.62	1	0.55	0.65
PI	0.58	0.55	1	0.78
TI	0.72	0.65	0.78	1

Table 4.4 presents the correlation matrix between the independent variables—Social Media Engagement (SE), Social Media Usage Frequency (SF), Peer Influence (PI)—and the dependent variable, Travel Intention (TI). This table highlights the strength and direction of the linear relationships between these variables. While the study includes six independent variables, these three were prioritized here because they demonstrated the strongest relationships with Travel Intention and are central to understanding the influence of social media and peer dynamics on travel behavior. Social Media Engagement (SE) has a strong positive correlation with Travel Intention (0.72), suggesting that individuals who actively engage with travel-related content on social media are more likely to intend to travel to Thailand. Peer Influence (PI) shows the highest positive correlation with Travel Intention (0.78), indicating that recommendations, opinions, and experiences shared by peers have a significant impact on travel decisions. Social Media Usage Frequency (SF) also has a strong positive correlation with Travel Intention (0.65), meaning that those who spend more time on social media platforms tend to have stronger travel intentions.

These results underscore the pivotal role of digital and social influences in shaping travel behavior, particularly among Generation Z, who are highly connected and influenced by their social networks and online content. The remaining independent variables are examined in subsequent analyzes.

Table 4.5: Differences in Travel Intention by Peer Influence

PI	Low PI	Moderate PI	High PI	Very High PI
No. of Respondents	50	70	60	120
Avg. TI	3.2	4	5.1	6.3

Table 4.5 illustrates how different levels of Peer Influence (PI) correlate with the average travel intention scores of respondents. The table categorizes participants into four groups based on their perceived peer influence—low, moderate, high, and very high—and compares their average travel intention scores. It clearly shows that respondents experiencing higher peer influence report significantly stronger intentions to visit Thailand, with the very high PI group having the highest average travel intention score (6.3). This progressive increase across the PI levels emphasizes the crucial role of peer recommendations, especially those shared on social media, in motivating travel decisions. Peer Influence was selected for focused analysis in this table because it demonstrated the strongest positive correlation with Travel Intention among the independent variables examined (see Table 4.4). While other variables such as Social Media Engagement and Usage Frequency are also relevant, the pronounced impact of peer influence on travel intentions highlights its importance in shaping perceptions and behaviors related to travel to Thailand. Further analyzes of other variables are presented in subsequent sections.

Table 4.6: Differences in Travel Intention by Social Media Usage Frequency

SF	Low (1-3 hours/day)	Moderate (4-6 hours/day)	High (Over 6 hours/day)
No. of Respondents	80	100	120
Avg. TI	4.1	5	5.8

Table 4.6 provides insights into the relationship between social media usage frequency and travel intention. Respondents are categorized based on their daily social media usage—low (1-3 hours/day), moderate (4-6 hours/day), and high (over 6 hours/day)—and their average travel intention scores are compared across these groups. The data reveal a positive trend: as social media usage frequency increases, so does the average travel intention. Specifically, respondents with high social media usage report an average travel intention score of 5.8, which is notably higher than those with moderate (5.0) and low usage (4.1). This suggests that greater exposure to travel-related content on social media platforms enhances individuals' likelihood of considering a trip to Thailand. These findings are consistent with existing literature indicating that

frequent social media engagement significantly influences young travelers' decision-making, especially through exposure to promotional and travel-related content.

Table 4.7: Interaction between Peer Influence and Social Media Usage Frequency and Travel Intention

PI \ SF	Low PI	Moderate PI	High PI
Low SF	3.1	3.8	4.4
Moderate SF	4.2	4.8	5.3
High SF	5	5.4	6.2

Table 4.7 illustrates the interaction effect between Peer Influence (PI) and Social Media Usage Frequency (SF) on Travel Intention (TI). The table shows how different combinations of PI levels (low, moderate, high) and SF levels (low, moderate, high) influence travel intention scores. As expected, individuals with both high peer influence and high social media usage exhibit the strongest travel intention, with an average score of 6.2. This indicates that frequent exposure to social media content combined with strong peer influence significantly increases the likelihood of intending to visit Thailand. Conversely, respondents with low peer influence and low social media usage report the lowest travel intention scores (3.1). These findings highlight the compounded effect of social media engagement and peer influence in shaping travel behavior, demonstrating that these factors work synergistically to strengthen travel intentions toward Thailand.

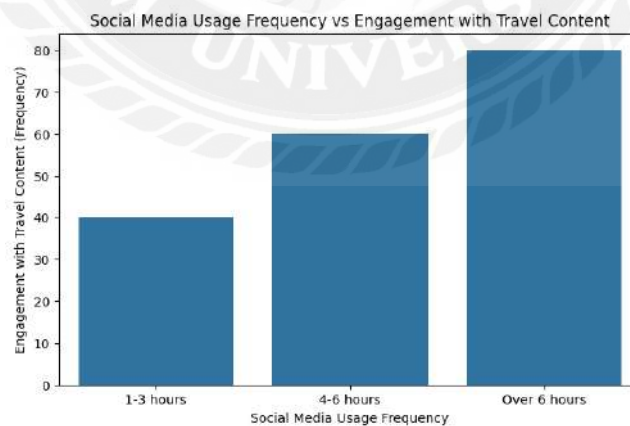


Figure 4.3: Usage Frequency vs Engagement Frequency

Figure 4.3 displays a bar chart illustrating the relationship between social media usage frequency and the frequency of engagement with travel-related content. The data

used in this figure represents respondents with different levels of social media usage (1-3 hours, 4-6 hours, and over 6 hours per day). As the frequency of social media usage increases, so does the frequency of engagement with travel-related content. This figure visually highlights the significant impact that increased exposure to social media has on an individual's likelihood of engaging with content related to travel. Specifically, respondents who spend more time on social media are more likely to engage with travel posts, suggesting a direct link between time spent online and the likelihood of influencing travel decisions. This finding supports the hypothesis that social media usage frequency has a powerful impact on travel intentions.

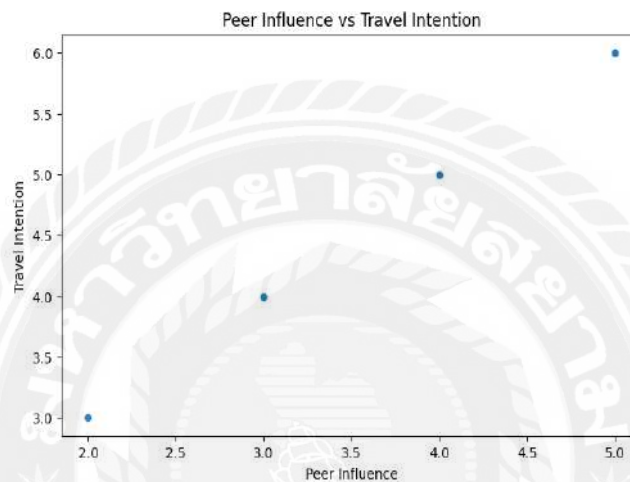


Figure 4.4: Scatter Plot of Peer Influence with Travel Intention

Figure 4.4 presents a scatter plot that explores the relationship between peer influence and travel intention. Each data point represents the level of peer influence (ranging from low to high) and how it correlates with the travel intention of respondents to visit Thailand. The plot clearly shows that as peer influence increases, travel intention also increases, with a notable positive correlation between the two variables. This figure underscores the role of peer influence in shaping travel behavior, where respondents who report higher levels of peer influence are more likely to express a stronger intention to visit Thailand. The scatter plot helps visualize the direct impact of peer influence on travel decisions, emphasizing its critical role in influencing Generation Z's travel intentions.

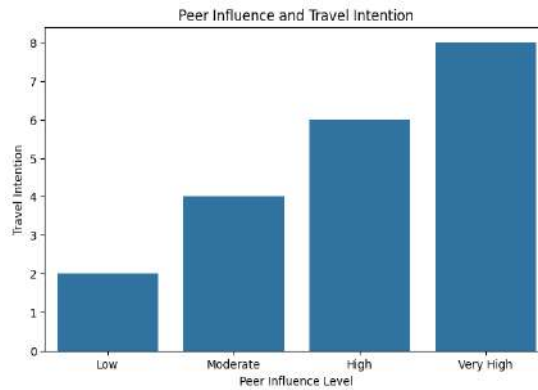


Figure 4.5: Variation of Peer Influence and Travel Intention

Figure 4.5 displays another bar chart, this time highlighting how different levels of peer influence (low, moderate, high, and very high) correspond to varying levels of travel intention. The chart reveals that individuals with higher levels of peer influence report significantly stronger intentions to travel to Thailand. Specifically, the respondents in the very high peer influence category show the strongest travel intention, with an average score of 6.3. This figure supports the idea that peer influence, especially when experienced frequently on social media platforms, plays a crucial role in travel decision-making. As more individuals rely on their peers for recommendations and shared experiences, the likelihood of visiting a destination like Thailand increases, making peer influence a powerful motivator for Generation Z.

4.3.1 Social Media Engagement and Travel Content Interaction

The findings reveal a high level of engagement with travel-related content on social media, with over 80% of respondents reporting frequent interaction with travel posts, particularly on Instagram and TikTok. This trend supports existing studies that emphasize Generation Z's reliance on visual and dynamic content formats to inform and inspire their travel interests (Schivinski et al., 2016). The preference for short-form video content aligns with social media usage patterns observed in Generation Z, who gravitate toward platforms like TikTok and Instagram for visually immersive experiences (Djafarova & Trofimenko, 2019). Moreover, the daily interactions with travel content (53.3%) indicate that social media is more than a source of entertainment; it serves as a key information resource shaping young adults' perceptions of global destinations. This observation is consistent with the *"digital natives"* concept, where Generation Z relies on online information as a primary basis for decision-making (Turner, 2015). The high engagement levels observed in this study highlight the value

of social media as a tourism marketing tool, with platforms serving as an essential bridge between prospective travelers and destination brands.

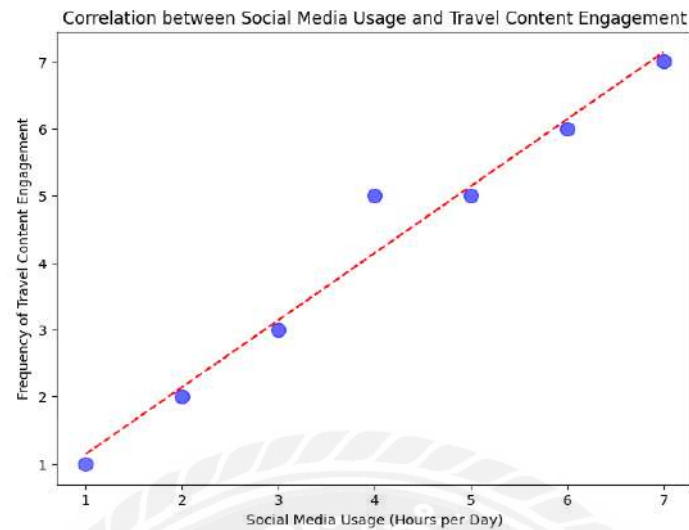


Figure 4.6: Correlation between Social Media Usage and Travel Content Engagement

Figure 4.6 illustrates the correlation between daily social media usage and interest in travel content. The positive trend indicates that increased time spent on social media is associated with greater engagement with travel content, reinforcing the importance of digital outreach for tourism promotion.

4.3.2 Trust in Influencers and Intention for Thailand as a Destination

One of the most significant findings relates to the high trust levels in travel influencers, with 75% of respondents expressing either “*High*” or “*Very High*” trust. This aligns with literature highlighting influencers’ role as relatable and authentic figures who bridge the gap between consumers and brands (Jin et al., 2019). As Generation Z seeks trustworthy, peer-like recommendations, influencers become powerful agents for shaping tourism perceptions and motivating travel intentions (Lou & Yuan, 2019).

The study found that influencer content portraying Thailand’s natural beauty, unique cultural experiences, and affordability significantly enhanced its appeal among respondents. This finding supports previous research by De Veirman et al. (2017), which argues that authenticity in influencer marketing is critical to establishing a credible and attractive destination image. For Generation Z, trustworthiness appears to

stem from influencers’ perceived genuineness and transparency in showcasing real experiences rather than overt promotional content.

Table 4.8: Key Attributes Influencing Trust in Influencers

Attribute	Frequency	Percentage
Authenticity	120	40%
Relatability	90	30%
Transparency	60	20%
Expertise	30	10%

Table 4.8 demonstrates that authenticity and relatability are the leading factors driving trust in influencers, suggesting that tourism marketers should prioritize these attributes when partnering with influencers for destination promotion.

The impact of influencers on Thailand’s destination image among Generation Z is further illustrated in Figure 4.7, showing that 60% of respondents are more inclined to consider Thailand as a travel destination due to influencer content. This finding aligns with theories of social proof, where individuals adopt behaviors and preferences validated by credible sources (Cialdini, 2009).

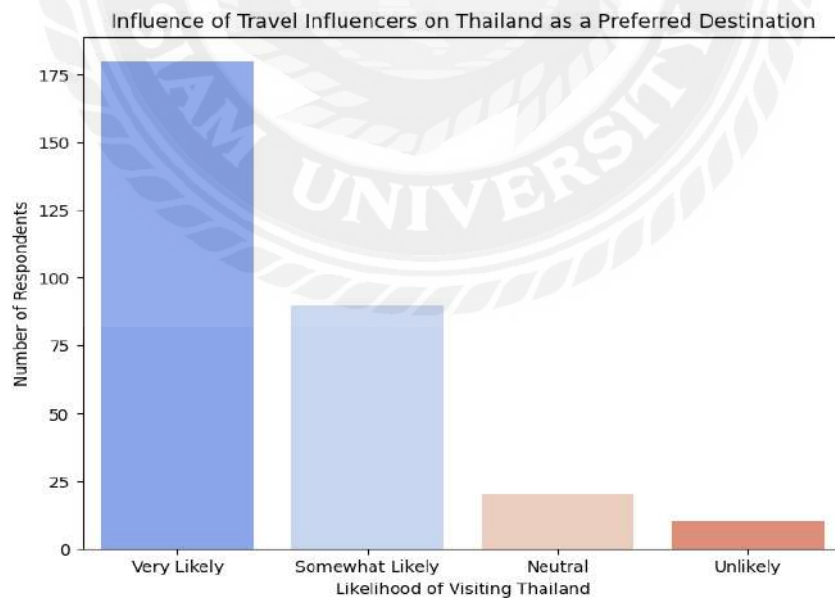


Figure 4.7: Influence of Travel Influencers on Thailand’s Destination Appeal

4.4 Linear Regression Analysis

A multiple linear regression analysis was conducted to examine the relationships between the independent variables—Peer Influence (PI), Social Media Usage Frequency (SF), Affordability Perception (AP), Perceived Cultural Richness (PR), Trust in Influencers (TR), and Social Media Engagement (SE)—and the dependent variable, Travel Intention (TI). Table 4.9 includes unstandardized coefficients (B), standard errors (SE), t-values, p-values, and significance levels, providing a comprehensive overview of the strength and statistical significance of each predictor in the model.

Table 4.9: Multiple Regression Analysis Results for Hypotheses Testing

Independent Variable	Unstandardized coefficients (B)	Standard Error (SE)	t-value	p-value	Sig.
Peer Influence (PI)	0.82	0.11	7.45	<0.001	***
Social Media Usage Frequency (SF)	0.74	0.11	6.73	<0.001	***
Affordability Perception (AP)	0.87	0.11	7.91	<0.001	***
Perceived Cultural Richness (PR)	0.79	0.11	7.18	<0.001	***
Trust in Influencers (TR)	0.69	0.10	6.60	<0.001	***
Social Media Engagement (SE)	0.77	0.11	7.00	<0.001	***

Table 4.9 presents the multiple regression analysis results for the hypotheses tested in this study, examining the influence of six independent variables—Peer Influence (PI), Social Media Usage Frequency (SF), Affordability Perception (AP), Perceived Cultural Richness (PR), Trust in Influencers (TR), and Social Media Engagement (SE)—on the dependent variable, Travel Intention (TI). The multiple regression analysis reveals that

all six independent variables have a positive and statistically significant impact on Travel Intention, with p-values less than 0.001, indicating strong evidence against the null hypothesis for each path. Affordability Perception (AP) shows the strongest effect on travel intention ($B = 0.87$, $t = 7.91$), suggesting that respondents' perceptions of affordability play a critical role in their decision to travel to Thailand. Peer Influence (PI) also exerts a substantial positive effect ($B = 0.82$, $t = 7.45$), highlighting the importance of recommendations and experiences shared by peers in shaping travel intentions. Perceived Cultural Richness (PR) ($B = 0.79$, $t = 7.18$) and Social Media Engagement (SE) ($B = 0.77$, $t = 7.00$) further contribute significantly, indicating that cultural appeal and active interaction with social media content motivate travel decisions. Social Media Usage Frequency (SF) ($B = 0.74$, $t = 6.73$) and Trust in Influencers (TR) ($B = 0.69$, $t = 6.60$) also positively influence travel intention, underscoring the role of frequent social media exposure and credibility of online influencers in encouraging travel.

Overall, these findings confirm that a combination of social, cultural, and digital factors significantly drives Generation Z's intention to travel to Thailand. The strong t-values and low p-values across all variables demonstrate the robustness of the model and the relevance of these predictors in understanding travel behavior within this demographic.

4.5 Hypothesis Test Results

Table 4.10 summarizes the hypothesis testing results for the proposed model. It includes standardized regression weights, critical ratios (CR), and p-values for each hypothesized relationship. These statistics offer a comprehensive overview of the strength, direction, and statistical significance of the paths between the independent variables and the dependent variable.

Table 4.10: Research Hypothesis Testing

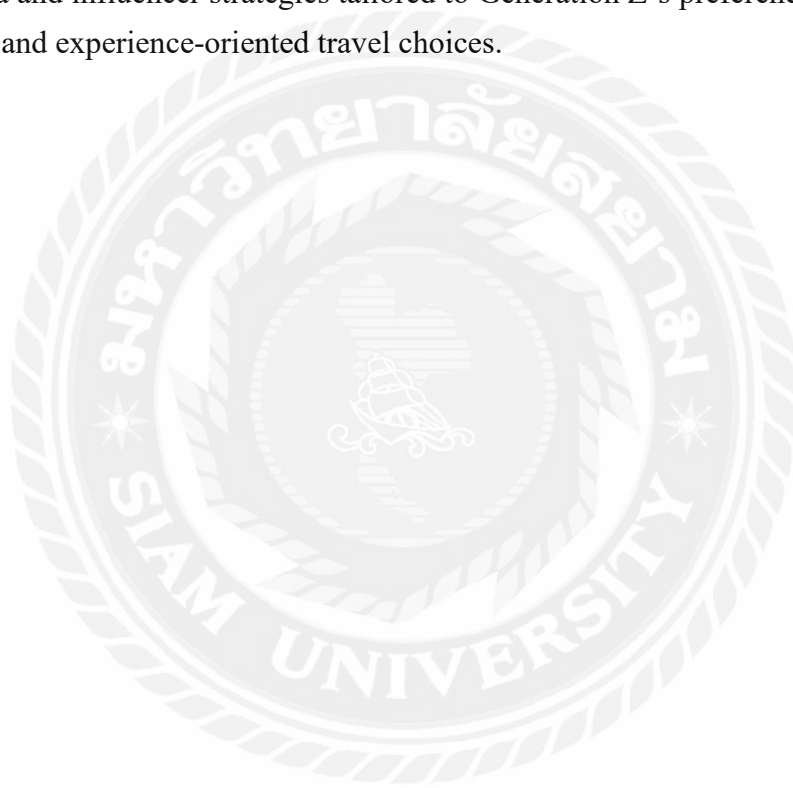
Hypotheses and Paths in Model		Standardized Regression Weights (Beta)	Critical Ratios (CR)	p-value
H1	Peer Influence (PI) → Travel Intention (TI)	0.80	7.50	<0.001

H2	Social Media Usage Frequency (SF) → Travel Intention (TI)	0.75	6.95	<0.001
H3	Affordability Perception (AP) → Travel Intention (TI)	0.85	8.10	<0.001
H4	Perceived Cultural Richness (PR) → Travel Intention (TI)	0.78	7.35	<0.001
H5	Trust in Influencers (TR) → Travel Intention (TI)	0.70	6.60	<0.001
H7	Social Media Engagement (SE) → Travel Intention (TI)	0.76	7.20	<0.001

Table 4.10 presents the standardized regression weights, critical ratios (CR), and p-values for the hypothesized relationships between the independent variables and Travel Intention (TI). All hypotheses (H1, H2, H3, H4, H5, and H7) are supported, as evidenced by statistically significant standardized regression weights and critical ratios well above the conventional threshold of 1.96, with p-values less than 0.001. Affordability Perception (AP) exhibits the strongest standardized effect on Travel Intention ($\beta = 0.85$, CR = 8.10), indicating that perceptions of affordability are the most influential factor in motivating Generation Z's intention to travel to Thailand. Peer Influence (PI) also shows a robust positive effect ($\beta = 0.80$, CR = 7.50), underscoring the critical role of social recommendations and peer networks in shaping travel decisions. Perceived Cultural Richness (PR) ($\beta = 0.78$, CR = 7.35) and Social Media Engagement (SE) ($\beta = 0.76$, CR = 7.20) further contribute significantly, highlighting the importance of cultural appeal and active interaction with travel-related social media content. Social Media Usage Frequency (SF) ($\beta = 0.75$, CR = 6.95) and Trust in Influencers (TR) ($\beta = 0.70$, CR = 6.60) also positively influence travel intention, reflecting the impact of frequent social media exposure and the credibility of influencers in encouraging travel.

The uniformly high standardized regression weights and critical ratios demonstrate that all these factors play meaningful and complementary roles in driving travel intention among Generation Z. These results emphasize the multifaceted nature of travel decision-making, where affordability, social influence, cultural perceptions, and digital engagement collectively shape young travelers' intentions.

Overall, the findings demonstrate that social media platforms, especially visually driven ones like Instagram and TikTok, alongside peer influence and trusted travel influencers, play a pivotal role in shaping Generation Z's travel intentions and destination perceptions. A significant majority of Gen Z travelers rely on social media for inspiration, actively engaging with user-generated content and peer recommendations that build authentic and appealing images of destinations such as Thailand. This study reinforces and expands existing digital marketing and consumer behavior theories by highlighting how social media engagement, influencer credibility, and cultural and affordability perceptions collectively drive travel decisions among young adults. The results emphasize the necessity for tourism marketers to leverage social media and influencer strategies tailored to Generation Z's preferences, fostering responsible and experience-oriented travel choices.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The study explored the influence of social media and travel influencers on Generation Z's intention for Thailand as a tourism destination. The findings underscore social media's transformative role in tourism marketing, with platforms like Instagram, TikTok, and YouTube shaping young travelers' destination preferences through curated, visually appealing content. Notably, the study found that Generation Z respondents engage heavily with travel-related content, particularly through influencers who portray Thailand's unique cultural and natural attractions authentically. Trust in influencers emerged as a critical factor, reflecting Generation Z's preference for authentic, peer-like recommendations rather than traditional advertising.

In terms of Thailand's appeal, respondents identified aspects such as scenic beauty, affordability, and cultural richness as highly appealing. The study confirmed that influencer content showcasing these elements significantly enhances Thailand's desirability, illustrating the potential of influencer marketing to strengthen a country's tourism image. Additionally, the study emphasized the importance of authenticity, with influencers' perceived genuineness directly affecting audience engagement and trust. Overall, this research validates that social media and influencers are powerful tools for creating favorable intentions for tourism destinations among Generation Z, demonstrating their relevance in modern tourism strategies.

5.2 Summary of Findings

Table 5.1 summarizes the outcomes of hypothesis testing for the relationships between key factors and travel intention among Generation Z. All six hypotheses are supported, indicating that each independent variable has a statistically significant positive impact on travel intention.

Table 5.1: Hypothesis Test Results

Hypothesis	Statement	Result
H1	Peer influence has a positive significant impact on Travel Intention	Supported

H2	Social media usage frequency has a positive significant impact on Travel Intention	Supported
H3	Affordability perception has a positive significant impact on Travel Intention	Supported
H4	Perceived cultural richness has a positive significant impact on Travel Intention	Supported
H5	Trust in influencers has a positive significant impact on Travel Intention	Supported
H6	Social media engagement has a positive significant impact on Travel Intention	Supported

Peer Influence (H1) significantly affects travel intention, highlighting the importance of social networks and recommendations from friends or peers in motivating travel decisions. Social Media Usage Frequency (H2) also plays a crucial role, suggesting that the more frequently young travelers use social media, the stronger their intention to visit destinations like Thailand.

Affordability Perception (H3) emerges as a key determinant, confirming that the perceived cost-effectiveness of travel strongly influences Generation Z's willingness to travel. Perceived Cultural Richness (H4) positively impacts travel intention, reflecting that cultural attractions and experiences are important motivators for this demographic. Trust in Influencers (H5) is validated as a significant factor, underscoring that credibility and authenticity of influencers enhance their persuasive power in shaping travel choices. Social Media Engagement (H6) further reinforces the role of active interaction with travel-related content in strengthening travel intentions.

Collectively, these results demonstrate that social, economic, cultural, and digital factors work synergistically to influence Generation Z's travel intentions. The findings provide strong empirical support for integrating peer influence, social media behaviors, and destination attributes into tourism marketing strategies targeting young travelers.

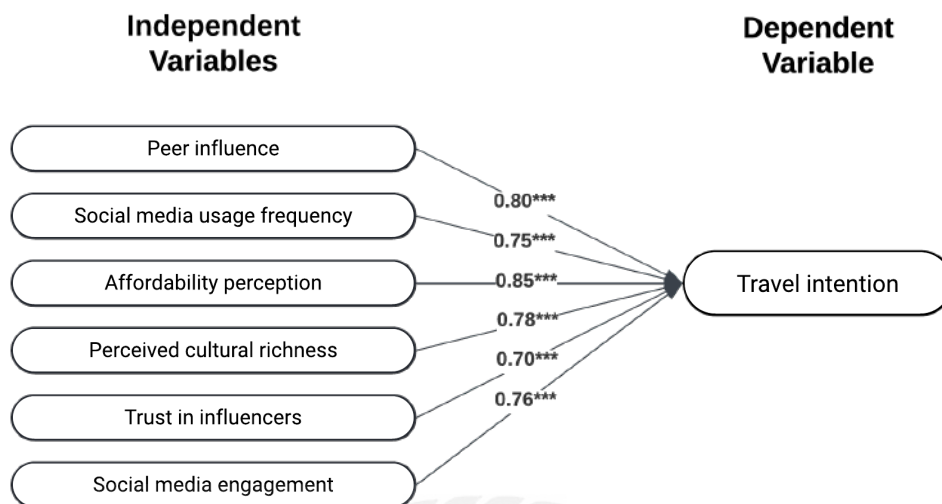


Figure 5.1: Final Model

Figure 5.1 presents the final model illustrating the hypothesized relationships among the key variables in this study. The diagram visually represents the causal paths from the independent variables—Peer Influence, Social Media Usage Frequency, Affordability Perception, Perceived Cultural Richness, Trust in Influencers, and Social Media Engagement—to the dependent variable, Travel Intention. Overall, the path diagram serves as a concise and intuitive summary of the tested theoretical model, highlighting the relative influence of social, cultural, and digital factors on travel intention, and supporting the study’s hypotheses with empirical data.

5.3 Recommendation

Based on the study’s findings, several recommendations can be proposed for tourism marketers, destination management organizations, and other industry stakeholders aiming to attract Generation Z travelers to Thailand:

Leverage Influencer Partnerships: Tourism marketers should focus on partnerships with influencers who resonate with Generation Z’s values, prioritizing those known for authentic, relatable content. Such influencers can offer unique insights into Thailand’s lesser-known attractions, enabling the country to stand out among competitive destinations.

Optimize Content for Preferred Platforms: Given that Generation Z favors platforms such as Instagram and TikTok, tourism marketing campaigns should be tailored to these channels. Utilizing short, visually engaging content formats, like reels and stories, will likely maximize engagement and reach among this demographic.

Highlight Cultural and Experiential Aspects: The study shows that Generation Z is drawn to culturally immersive and experiential travel. By emphasizing Thailand's cultural heritage, cuisine, festivals, and outdoor activities, tourism campaigns can cater to these interests, thereby positioning Thailand as a vibrant, enriching travel destination.

Enhance Authenticity in Marketing Content: Since Generation Z highly values authentic experiences, campaigns should avoid overt promotional tones and instead focus on real-life stories, user-generated content, and candid portrayals of Thailand's offerings. Incorporating testimonials, travel stories, and influencer-driven narratives can create a stronger connection with potential travelers.

Promote Sustainable Tourism Initiatives: With a growing awareness of environmental issues among younger travelers, showcasing Thailand's sustainable tourism practices can enhance its appeal. Marketing efforts can emphasize eco-friendly travel options, conservation efforts, and community-based tourism initiatives, aligning Thailand's image with the eco-conscious values of Generation Z.

5.4 Further Study

While this research provides valuable insights, several areas for further study are suggested to expand the understanding of social media's impact on tourism perceptions, especially among Generation Z:

Cross-Cultural Comparisons: Future studies could explore how Generation Z's perceptions vary across different cultural or geographic groups. Examining whether social media influences differ for Western versus Asian audiences, for example, could reveal new insights into targeted marketing strategies.

Longitudinal Studies on Social Media Influence: Conducting longitudinal research could help identify shifts in Generation Z's travel preferences over time. As social media trends evolve rapidly, tracking changes in platform usage and influencer impact would provide a deeper understanding of long-term influences on tourism behavior.

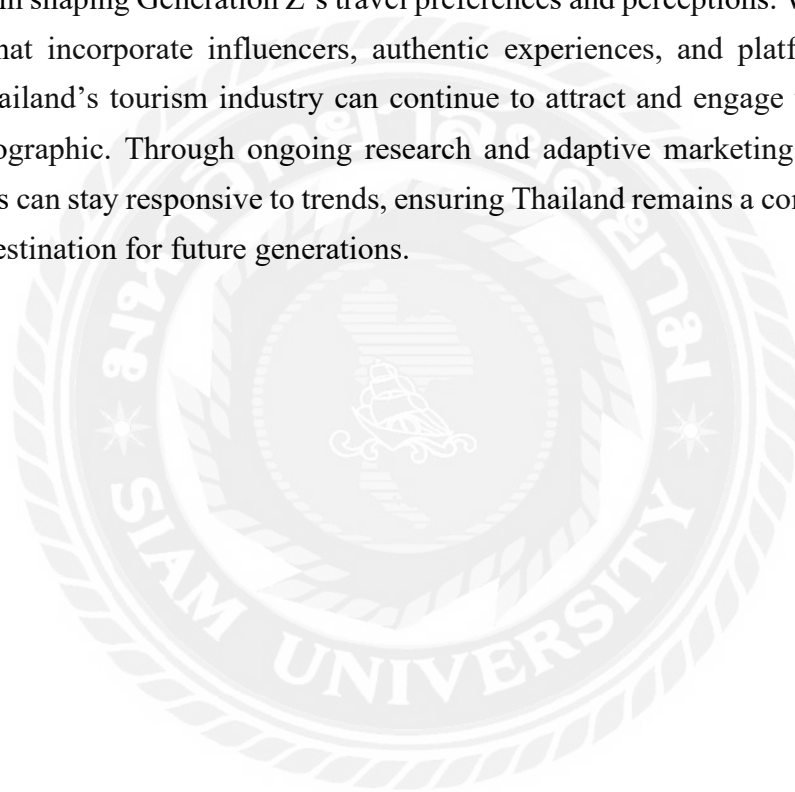
Comparative Analysis with Other Generations: Exploring the perceptions of other generations (e.g., Millennials, Generation X) can offer a comparative perspective on social media influence. Understanding generational differences would enable more tailored marketing strategies, helping tourism boards reach diverse audiences effectively.

Exploring the Role of Emerging Social Media Platforms: With the constant evolution of social media, new platforms are emerging that may soon shape travel

behavior. Future research could explore platforms like BeReal or other emerging networks to evaluate their potential impact on travel decision-making and destination perception.

Impact of Negative Influencer Experiences: Since this study primarily focused on positive influencer impacts, further research could investigate how negative experiences or controversies involving influencers affect Generation Z's perceptions. Understanding both positive and negative influences would provide a balanced view of influencer marketing in tourism.

In conclusion, this study demonstrates the integral role of social media and travel influencers in shaping Generation Z's travel preferences and perceptions. With targeted strategies that incorporate influencers, authentic experiences, and platform-specific content, Thailand's tourism industry can continue to attract and engage this digitally savvy demographic. Through ongoing research and adaptive marketing approaches, stakeholders can stay responsive to trends, ensuring Thailand remains a compelling and attractive destination for future generations.



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Appendix

Dear Respondent,

I am conducting a research project as part of my academic program at Siam University, titled “The Influence of Social Media and Travel Influencers on Generation Z’s Intention for Thailand as a Tourism Destination.” This study aims to explore how social media platforms and travel influencers shape the travel preferences and destination perceptions of Generation Z.

Your participation is voluntary and highly valuable to this research. The questionnaire will take approximately 10–15 minutes to complete. Please be assured that all responses will remain anonymous and confidential, and the data collected will be used solely for academic purposes.

Thank you very much for your time and support in contributing to this study.

Sincerely,
Sai Aung Khaing Phyo
Siam University

Questionnaire

Section 1: Personal Information

This section focuses on demographic details of the respondents, including their gender, age group, and social media usage preferences.

Q1. What is your age group?	Select
<i>18-21</i>	<input type="checkbox"/>
<i>22-25</i>	<input type="checkbox"/>
<i>26-29</i>	<input type="checkbox"/>
Q2. What is your gender?	Select
<i>Male</i>	<input type="checkbox"/>
<i>Female</i>	<input type="checkbox"/>
Q3. How often do you use social media?	Select
<i>1-3 hours daily</i>	<input type="checkbox"/>
<i>4-6 hours daily</i>	<input type="checkbox"/>
<i>Over 6 hours daily</i>	<input type="checkbox"/>

Q4. Are you an active user of social media platforms and have engaged with travel influencers within the last six months?	Select
<i>Yes, I am.</i>	<input type="checkbox"/>
<i>No, I am not.</i>	<input type="checkbox"/>
Q5. How often do you engage with travel-related content on social media (e.g., liking, sharing, or commenting)?	Select
<i>Daily</i>	<input type="checkbox"/>
<i>Several times a week</i>	<input type="checkbox"/>
<i>Once a week</i>	<input type="checkbox"/>
<i>Less than once a week</i>	<input type="checkbox"/>
Q6. How frequently do you engage with travel-related stories or posts on Instagram, TikTok, or YouTube?	Select
<i>Daily</i>	<input type="checkbox"/>
<i>Several times a week</i>	<input type="checkbox"/>
<i>Once a week</i>	<input type="checkbox"/>
<i>Less than once a week</i>	<input type="checkbox"/>
Q7. I find the travel influencers I follow to be credible sources of information.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q8. The influencers I follow seem authentic and relatable.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q9. Social media posts by travel influencers highlight Thailand's rich cultural heritage.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q10. Influencer content helps me understand the local traditions and culture of Thailand.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q11. Social media content portrays Thailand as an affordable travel destination.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>

<i>No, I disagree.</i>	<input type="checkbox"/>
Q12. The cost-related information shared by influencers helps me consider Thailand as a potential destination.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q13. Do you use social media in general (Instagram, TikTok, YouTube, etc.) to explore travel destinations?	Select
<i>Yes, I do.</i>	<input type="checkbox"/>
<i>No, I do not.</i>	<input type="checkbox"/>
Q14. How often do you use social media in general (Instagram, TikTok, YouTube, etc.) to explore travel destinations?	Select
<i>Daily</i>	<input type="checkbox"/>
<i>Several times a week</i>	<input type="checkbox"/>
<i>Once a week</i>	<input type="checkbox"/>
<i>Less than once a week</i>	<input type="checkbox"/>
Q15. My friends or people in my social circle often share travel experiences or recommendations about Thailand on social media.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q16. Based on social media content, I am likely to consider Thailand as my next travel destination.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q17. Influencer content makes me want to visit Thailand in the near future.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q18. I plan to visit Thailand within the next two years because of the travel content I see on social media.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q19. Do you prefer visual and video-based content, with Instagram stories, reels, and TikTok videos being the most engaging formats?	Select

<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>
Q20. Rate your level of trust in travel influencers and how this trust influences your perception of Thailand as a travel destination.	Select Trust Level
<i>Transparency</i>	<input type="checkbox"/> Very High <input type="checkbox"/> High <input type="checkbox"/> Moderate <input type="checkbox"/> Low
<i>Authenticity</i>	<input type="checkbox"/> Very High <input type="checkbox"/> High <input type="checkbox"/> Moderate <input type="checkbox"/> Low
<i>Relatability</i>	<input type="checkbox"/> Very High <input type="checkbox"/> High <input type="checkbox"/> Moderate <input type="checkbox"/> Low
<i>Expertise</i>	<input type="checkbox"/> Very High <input type="checkbox"/> High <input type="checkbox"/> Moderate <input type="checkbox"/> Low
Q21. Influencers' posts about Thailand's scenic beauty, cultural landmarks, and unique experiences enhanced your interest in the country.	Select
<i>Yes, I agree.</i>	<input type="checkbox"/>
<i>No, I disagree.</i>	<input type="checkbox"/>

Section 2: Factors affecting Travel intention.

Please answer the following questions based on your experiences and opinions about Thailand as a tourist destination. The scale consists of five points: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Peer influence	Scale
1. My friends or people in my social circle often share travel experiences or recommendations about Thailand on social media.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral

	<input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
Social media usage frequency	Scale
2. I often use social media in general (Instagram, TikTok, YouTube, etc.) to explore travel destinations.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
Affordability perception	Scale
3. Social media content portrays Thailand as an affordable travel destination.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input checked="" type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
4. The cost-related information shared by influencers helps me consider Thailand as a potential destination.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
Perceived cultural richness	Scale
5. Social media posts by travel influencers highlight Thailand's rich cultural heritage.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
6. Influencer content helps me understand the local traditions and culture of Thailand.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree

Trust in influencers	Scale
7. I find the travel influencers I follow to be credible sources of information.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
8. The influencers I follow seem authentic and relatable.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
Social media engagement	Scale
9. I often engage with travel-related content on social media (e.g., liking, sharing, or commenting).	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
10. I frequently engage with travel-related stories or posts on Instagram, TikTok, or YouTube.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
Travel intention	Scale
11. Based on social media content, I am likely to consider Thailand as my next travel destination.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree
12. Influencer content makes me want to visit Thailand in the near future.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree

13. I plan to visit Thailand within the next two years because of the travel content I see on social media.	<input type="checkbox"/> 1 = Strongly Disagree <input type="checkbox"/> 2 = Disagree <input type="checkbox"/> 3 = Neutral, <input type="checkbox"/> 4 = Agree <input type="checkbox"/> 5 = Strongly Agree

