The Impact of Social Media Influencers on Tourists Travel Decision and Post-Travel Behavior: The Role of Parasocial Interaction on Consumer Decision and Post-Travel Behavior

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THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON TOURISTS TRAVEL DECISION AND POST-TRAVEL BEHAVIOR: THE ROLE OF PARASOCIAL INTERACTION ON CONSUMER DECISION AND POST-TRAVEL BEHAVIOR

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ESKISEHIR OSMANGAZI UNIVERSITY

TO THE DIRECTORATE OF THE INSTITUTE OF SOCIAL SCIENCES

This study titled **'The Impact of Social Media Influencers on Tourists Travel Decision and Post-Travel Behavior: The Role of Parasocial Interaction On Consumer Decision Making and Post-Travel Behavior** ' prepared by **Bibiana Amos Diamond** is found to be successful as a result of the defence examination held on 19.06.2023 in accordance with the relevant article of the Eskişehir Osmangazi University Social Sciences Institute Graduate Education and Training Regulations, and was awarded a Master's degree thesis in Tourism Management by our jury has been accepted as

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ABSTRACT
THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON TOURISTS TRAVEL DECISION AND POST-TRAVEL BEHAVIOUR: THE ROLE OF PARASOCIAL INTERACTION ON CONSUMER DECISION AND POST-TRAVEL BEHAVIOR

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The study's purpose is to determine how parasocial interaction impacts consumer's decision-making and post-travel behavior and the influence of social media influencers on travelers' travel decisions and post-travel actions. To accomplish this, the relevant research was examined, and a model based on the research studies in the literature has been developed. It was able to reach out to both domestic and foreign visitors to Zanzibar using the convenience sample method, and an online survey was conducted with 480 willing participants to test the existing model. The collected data were evaluated using LISREL 8.80 and SPSS 22.0. When the model was tested after the analysis, it was shown to be statistically significant and to have correlations between the variables of parasocial interaction, desire, information search, and purchase decision, satisfaction, memorable tourism experience, place attachment, experience sharing and hedonic well- being.

The study's findings show that there are correlations between variables that affect each other. It has been proven that influencers' parasocial interactions on social media have an impact on consumer travel behavior and post-trip behavior, making these interactions the most effective approach to contacting influential people. The parasocial interactions of the travel influencers on Instagram are extremely important in reaching the ratings that follow them and influencing their behavior during and after the trip. The proposal of a model in which these relations are empirically verified by considering the antecedents that play a significant role in the formation of parasocial interaction and the relationships between these antecedents in a single model is one of the study's most important theoretical contributions. This study identifies the antecedents that are important to fostering the development of parasocial interaction and consumer behavior, as well as how they relate to one another.

Keywords: Zanzibar, parasocial interaction, social media influencers. Travel decision, post travel behavior.

ÖZET
SOSYAL MEDYA ETKILEYICILERININ TURISTLERIN SEYAHAT KARARI VE SEYAHAT SONRASI DAVRANIŞLARINA ETKISI: PARASOSYAL ETKILEŞIMIN TÜKETICI KARARI VE SEYAHAT SONRASI DAVRANIŞ ÜZERINDEKI ROLÜ

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Turizm Bakanlığı

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Çalışmanın amacı, parasosyal etkileşimin tüketicilerin karar verme ve seyahat sonrası davranışlarını nasıl etkilediğini ve sosyal medya etkileyicilerinin gezginlerin seyahat kararları ve seyahat sonrası eylemleri üzerindeki etkisini belirlemektir. Bunun için ilgili araştırma incelenmiş ve literatürdeki araştırma çalışmalarına dayalı bir model geliştirilmiştir. Zanzibar'a gelen yerli ve yabancı ziyaretçilere kolayda örnekleme yöntemi ile ulaşılmış ve mevcut modeli test etmek için 480 istekli katılımcı ile online anket yapılmıştır. Toplanan veriler LISREL 8.80 ve SPSS 22.0 kullanılarak değerlendirildi. Analiz sonrası model test edildiğinde istatistiksel olarak anlamlı olduğu ve parasosyal etkileşim, istek, bilgi arama ve satın alma kararı, memnuniyet, unutulmaz turizm deneyimi, yer bağlılığı, deneyim paylaşımı ve haz değişkenleri arasında korelasyonlar olduğu gösterilmiştir.

Araştırmanın bulguları, birbirini etkileyen değişkenler arasında korelasyonlar olduğunu göstermektedir. Etkileyenlerin sosyal medyadaki parasosyal etkileşimlerinin, tüketicinin seyahat davranışı ve yolculuk sonrası davranışı üzerinde bir etkiye sahip olduğu kanıtlanmıştır ve bu etkileşimler, etkili insanlarla iletişim kurmak için en etkili yaklaşımdır. Seyahat fenomenlerinin Instagram'daki parasosyal etkileşimleri, onları takip eden reytinglere ulaşmak ve seyahat sırasında ve sonrasında davranışlarını etkilemek için son derece önemlidir. Parasosyal etkileşimin oluşumunda önemli rol oynayan öncüller ve bu öncüller arasındaki ilişkilerin tek bir modelde dikkate alınarak bu ilişkilerin ampirik olarak doğrulandığı bir model önerisi çalışmanın en önemli teorik katkılarından biridir. Bu çalışma, parasosyal etkileşim ve tüketici davranışının gelişimini teşvik etmek için önemli olan öncülleri ve bunların birbirleriyle nasıl ilişkili olduğunu tanımlar.

Anahtar Kelimeler: Zanzibar, Parasosyal Etkileşim, Sosyal Medya Etkileyicileri, Seyahat Kararı, Seyahat Sonrası Davranış

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LIST OF ABBREVIATIONS

PSI- Parasocial Interaction

D- Desire

IS- Information Search

PD- Purchase Decision

S- Satisfaction

MT- Memorable Tourism

PA- Place Attachment

ES- Experience Sharing

HW- Hedonic Well-being

API- Application Programming Interface

SCP- Social Commerce Platform

SMIs- Social Media Influencers

DMO- Destination Management Organisation

E-WOM- Electronic Word of Mouth

WOM- Word of Mouth

SNSs- Social Network Sites

SEM- Structural Equation Model

SPSS-Statistical Package

IT- Information Technology

UNWTO- United Nations World Tourism Organization

UGC-User Generated Content

UCSs- User Created Content

UNESCO- United National Educational Scientific and Cultural Organisation

CFA- Confirmatory Factor Analysis

PREFACE

Throughout this research, the impact of social media influencers on tourists travel decisions and post-travel behavior and the role of parasocial interaction on consumer decision-making and post-travel behavior were discussed by the consultant, who does not hesitate to share his valuable time and knowledge, Assoc. Dr. Orhan Can YILMAZDOĞAN, with his valuable contributions in the thesis monitoring and defense process, Asst. Prof. Dr. Cansev ÖZDEMİR GÖZEN, and Assoc. Dr. Emre Ozan AKSÖZ for their contributions, efforts, and kindness during the thesis defense process. Mr. Cosmas Kaitani NZIKU with his patience, hard work, and helpfulness; my family, who never loses their trust in me and stands by me in every decision I make; and my friends, who enrich and make my moments better with their presence and wishes.

My sincere appreciation and gratitude.

INTRODUCTION

The tremendous progress in information technology (IT) through the internet has transformed the knowledge accessible regarding tourism and influenced how people plan and choose their travels (Backer & Hay, 2013; Law & Xiang, 2013; Ráthonyi, 2013; Ye et al., 2011 Azeez, 2021). The internet has influenced the growth of social platforms like blogs, forums, wikis, social networks, and YouTube on the path to becoming a medium that has attracted a lot of attention from travelers (Sánchez et al., 2021).

In general, tourists are more actively involved in sharing digital information, which promotes multidirectional communication, tourist empowerment, and the development of a bottom-up communication strategy (Seeler et al., 2019). Tourism marketing now has new dynamics that allow for distinctive and richly mediated experimental environments, social exchange, and interactions due to the introduction and quick growth of social networking services (SNSs) and the closely related increasing relevance of user-generated content (UGC) (Audrezet et al., 2020).

The rapid growth of social networking services (SNSs) helps travelers learn, get information easily that is relevant to them personally, and find inspiration. Additionally, Dabija et al., (2018), insist that customers frequently look for information regarding their next travel destination before visiting. The dramatic expansion of social networks led to the rise of social media influencers (SMI), acknowledged as influential individuals who may increase the spread of data and knowledge to others (Chatzigeorgiou, 2017).

According to Asdecker (2022), SMI is described as "a new sort of independent third-party endorser who changes audience attitudes through blogs, tweets, Instagram, and other social media users". Even though most social media platforms have started to take off during the past ten years Lee et al., (2014), social media influencers have already proven themselves as an effective way for destination marketers and managers as well as consumers to collect and disseminate information (Kaurav & Gursoy, 2022).

Social media influencers have been demonstrated to have an impact on followers travel intentions in research on the tourist industry's purchase decision-making process (Lim et al., 2017). Social media is used in the stages leading up to, during, and following travel, highlighting the temporal roles throughout the tourist

experience (Chu et al., 2020). Consumers utilize social media to research potential travel destinations, visualize photographs, and read postings about other people's previous travel experiences (Wong et al., 2020).

The level of social interaction on social media is increased by active social media influencers who frequently promote a variety of travel-related subjects on their social media profiles through reciprocal interaction (Casaló et al., 2011). Considering PSI can satisfy customers' desires for using social content, previous studies have shown that PSI can be used to predict internet users' attitudes and behaviors toward such use.

For instance, online travel groups may be able to meet the informational needs of potential tourists by encouraging PSI among community members. Further, PSI may influence how individuals connect with social networks through cognitive, affective, and behavioral interactions (Madison & Porter, 2016). Additionally, PSI has been proven in numerous earlier empirical studies to have a significant impact on media consumers' cognitive, affective, and behavioral outcomes, including enjoyment, selective exposure, attitude change, social learning, and satisfaction with the media (Chen & Tsai, 2008; Madison & Porter, 2016; Lu & Lu, 2022).

However, despite the potential benefits of PSI as described above, the idea of PSI has thus far garnered little attention in travel management literature. To fill the literature gap, the current study intends to determine the impact of social media influencers by examining their role as independent factors leading consumers' decision-making through travel information generated by social media influencers and post-travel behavior. Hence, the purpose of the research is to examine the effect of PSI as an independent construct at each stage of the tourist purchasing and post-purchase process.

The propose a model-based consumer decision-making process and post-travel behavior, including desire, information search, evaluating alternatives, purchase decision, satisfaction, memorable tourism experience, place attachment, and hedonic well-being. Also, the study examines how each step affects others. Moreover, in this study, the concepts of social media and SMIs were highlighted, as was the overview of the transition process from traditional media to social media and the differences, features, and benefits of social media. In order to gain a clear understanding of this, social media marketing and tourism were discussed based on Instagram as a social

media marketing tool in the tourism industry. To fulfil the study's aims, the concept of influencers, their role in Instagram marketing, and how they play a part in travel decisions and post-travel behaviour were outlined.

In the second part, the concepts of parasocial interaction, theory, and drives were analyzed and how they are related in a social media context. In continuation of the concept, the influence of PSIs on consumer purchasing decisions and post-travel travel was given attention, and concluding with the literature of this study, tourists' purchasing processes through the proposed model were explained in more detail. In the next chapter, the study gives an overview of methodology, and then proceeds to do data analysis, bring results to the table, and finally make a conclusion and recommendation.

CHAPTER 1

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

1.1 The Concept of Social Media and Social Media Influencers

The rise of social media was induced when people first started exchanging information and communicating on the internet; at that point, only a small number of individuals used the earlier platforms because they were more "technology" intensive and required some technical knowledge. As technology advanced over time, platforms were created so that average people with no prior technical knowledge could also use the services. This marked a turning point in the evolution of the internet, bringing internet technology into the mainstream and removing individuals from their role as passive consumers of media.

Additionally, Kaplan & Haenlein (2010), define a *"social media tool as any device that uses the Internet to facilitate conversations".* According to him, social media required a change from a one-to-many setting to a several-to-many model. Social media platforms are highly interactive spaces where people and communities can share, co-create, discuss, and alter user-generated content. These platforms are built using mobile and web-based technologies. Given how widely social media has been covered in the media recently, it would seem that the communication landscape has completely changed (Kietzmann et al., 2011).

Social media involves a natural, genuine conversation between people about something of shared interest, a conversation built on the thoughts and experiences of participants (Evans et al., 2017). It is about communicating and coming to a consensus frequently to make a wiser or more knowledgeable decision. The term social media describes a group of Internet-based technologies that build on the conceptual and practical basis of Web 2.0 and allow for the creation and sharing of content generated by users (Kaplan & Haenlein, 2010).

On the other hand, Kent (2010), defines "social media as *"any interactive communication channel that allows for two-way interaction and feedback"* in the context of public relations. He also added that modern social media are distinguished by their "potential for real-time communication, decreased anonymity, a sense of proximity, prompt responses, and the freedom to *"time shift"* or use social networks

whenever it's convenient for each individual member (Kent, 2010). In light of this, *"social media is viewed as the kind of media that provides people with a platform to produce in communities and networks, where people can discuss, transmit, and swap information"* It is also seen as the sharing of skills and ideologies related to user-generated content (Whiting & Williams, 2013).

As a result of the growth of social networking sites in 2000, social media saw a notable increase in popularity (Edosomwan et al., 2011). Many reasons have contributed to the rapid growth of social media usage. These include technological developments like better software tools, a wider availability of internet service, and the creation of more powerful computers and mobile devices. Social factors include the youthful demographics' rapid adoption of social media and economic considerations like the decrease in the cost of computers and software and the rise in commercial interest in social media sites (Boyd &Danah, 2009).

Social media influencers (SMIs) have grown as a consequence of the expansion of online social networks (Cox & Hooley, 2009). SMIs are a new breed of unaffiliated third-party endorsers who utilize social media platforms, including blogs, tweets, and others, to influence audience perceptions (Freberg et al., 2011). According to Duffy (2020), social media influencers are a subcategory of digital content producers distinguished by gaining prominence via the internet, distinctive brand personas, and established business partnerships. They use information, advice, and inspiration to promote and offer their fan base trademarked goods and services.

Instagram, a platform with a strong visual component, is especially suited to influencer marketing; according to one forecast, businesses would spend more than US$1 billion on Instagram influencers in 2018 (Whiting & Williams, 2013). Additionally, influencers appeal to a greater cultural attraction to sincerity because they are viewed as more sincere or trustworthy providers of information and advice. Since they are usually presented as being "just like us," present-day influencers moderate their marketing messages with sentiments of reality and ordinariness (Duffy & Wissinger, 2017).

According to the emergence of social media influencing, it has recently gone through a process of modernization as a result of social media recruiters and management companies that facilitate agreements between marketers and influencers. Particularly, sponsor advertisers are promoted as tools to aid content producers in

"monetizing" their marketing initiatives. Users of social media can demonstrate curiosity about goods worn or displayed by their favorite influencers through their social media pages (Law & Xiang, 2013).

SMIs can share their travel experiences with their friends on social media, which is a powerful and intensive platform and can be a key deciding factor for new tourists. The reputation of travel companies and destinations may suffer as a result of SM and SMIs, even though they are useful tools for engaging consumers in many areas (Varkaris & Neuhofer, 2017). Additionally, given that SMI are more likeable, believable, and cost-effective than traditional advertising, they have developed into a vital component of social media marketing efforts in destination marketing (Law & Xiang, 2013).

SMIs represent a specialized role between service providers and customers, engaging and influencing followers through the creation and distribution of information that is related to brands. By involving and working with followers in value co-creation activities, in accordance with the study that was done by Leung et al. (2013), Engaged using social media, influencers and travel bloggers in the travel and hospitality sectors play a crucial facilitation function for the service provider or brand (Kapoor et al., 2022). They observed that customers frequently engage with travelers' social media during all phases of the travel process, including preparation, consumption, and post-trip.

The study conducted by Arsal et al. (2008); Wen (2009), on consumer behavior and decision-making indicates that trust among customers and the tendency for online buying when planning online travel are significantly impacted by interactions between consumers and social media influencers and are positively correlated. Tourist behavior is influenced by demands for both direct and indirect levels of quality of service, making travel towards the destination increasingly probable (Pop et al., 2022).

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1.1.1. Transition Period from Traditional Media to Social Media

The traditional television system began to emerge at the beginning of the 1950s. The media industry began to gradually expand in the early 1980s with the entry of numerous newspapers, magazines, television stations, and radio stations. The term “traditional media” refers to mass media, which includes traditional devices used to disseminate information to people in various locations. Print and broadcast media are included in the notion of traditional media. Textbooks, newspapers, magazines, and other informational mediums that have been documented are considered print media.

On the other hand, traditional media is widely regarded as a closed system or a one-way form of communication. One-to-one marketing is necessary. There is a space restriction; the general public cannot use this paid platform. These communication channels have been used by businesses to consistently reach both consumers and rival businesses for many years (Yelsma, 2000).

People utilizing the internet significantly increased in number in the latter part of the 1990s. In the second half of the modern era, most people favour using various digital platforms to gain knowledge or communicate with others. A good investment and expenditure for a business can be achieved through internet-enhanced social networking with interactivity and social media for the world (Stokes, 2011). The number of audiences utilizing traditional media is decreasing as more people use various digital media platforms. Previously, audiences preferred reading the newspaper and watching the news on television over other methods of information acquisition.

The usage of digital media platforms is increasingly being fostered, while the survival of traditional media is in jeopardy. Due to the tremendous transformation, organizations across all sectors are under extreme pressure to change their operating models and customer value propositions in order to keep up with the environment. In this way, webs will be examined for it to be possible to comprehend the transformation process and use and engage with it in the proper manner to get the most advantage out of it (Media 3, 2017).

1.1.1.1 Web1.0

A web service is an application program created to facilitate computer-to-computer communication online. Web services have been around for a while and often take the form of an application programming interface (API). Web 1.0, also referred to as the *"read-only web"* was the first version of the internet and is represented by the first web implementation by Tim Berners-Lee from 1989 to 2004.

The web was created so that people could search for information and read it on the web. During this era, people obtained knowledge by going to the source, where a few authors produced web pages for many audiences. There is very little opportunity for customer exchange of information, and there is no way to engage with the website. The web's function was largely passive in character.

- Web 1.0 characterized with three primary web protocols are HTML, HTTP, and URI.
- They've only read content.
- Create a presence online and always make their information accessible.
- It utilizes basic Hypertext Mark-up Language and provides static web pages.

1.1.1.2. Web 2.0 and Social Media

In the context of the internet and marketing, the terms “Web 2.0 and social media” are relatively new, and there is no general agreement on the specific definition. The newest version of the internet is called Web 2.0. In 2004, Dale Dougherty referred to it as a read-write web. The expression became more well-known after Tim O'Reilly gave a thorough explanation. The change was referred to as “a revolution” by (O'Reilly 2007).

Additionally Kärkkäinen et al., (2010), Web 2.0 refers to technologies that make it easier than ever for consumers to involve, create, and disseminate content with each other through online social platforms, digital worlds, and online communities. It also refers to technologies that enable users to interact with virtual worlds in a real way and use content aggregators to organize online content. On top of that, Constantinides & Fountain, (2008), claim that “Web 2.0” is a group of open-source, user-controlled, interactive web applications that increase users' experiences, knowledge, and purchasing power as participants in social and corporate activities.

By enabling the effective creation, dissemination, sharing, and enhancement of informative content, Web 2.0 applications encourage the development of informal user networks that facilitate the flow of ideas and knowledge. Nevertheless, Kaplan & Haenlein (2010), argue that “web 2.0” It's a word that was first employed in 2004 to represent the late way IT professionals as well as consumers began to exploit the internet as an application where apps and content are regularly updated in a participatory and cooperative manner by all users.

In a short period of time, the web's environment has undergone a significant transformation because of the newly provided capability to contribute material and connect with other users. The user experience is made more dynamic, practical, and interconnected by using the most recent technology and concepts. Moreover, O'Reilly (2007) summarized the concept of Web 2.0 as the next stage in the evaluation of the

internet as a wide assortment of internet applications with the number of basic features as follows:

- Using platforms like the World Wide Web
- The conclusion of the software release cycle,
- The Next Intel Inside Data
- Rich user-friendly interfaces and streamlined programming models.
- exploiting collective intelligence

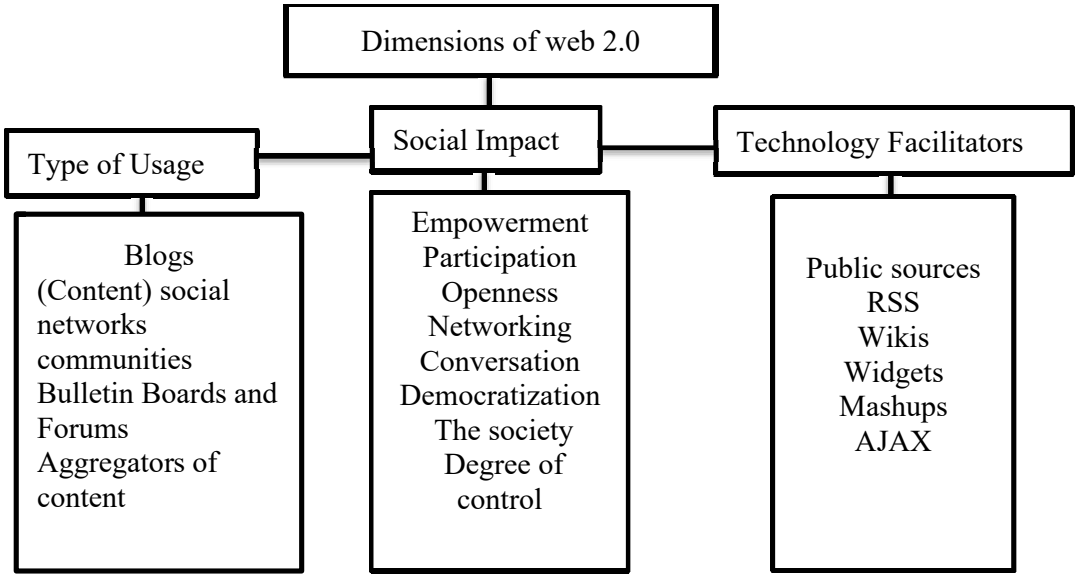
With the emergence of Web 2.0 technologies that enable the Internet to be more interactive and participatory, as well as notions that have made the Internet more socially connected, there has been an increase in the creation of what is frequently referred to as Internet media," or "social media. Web 2.0 is exemplified by social networking sites, blogs, wikis, video-sharing websites, hosted services and web apps.

In some literature studies, the terms “Web 2.0 and social media” are frequently used interchangeably. According to Kaplan & Haenlein (2010), “Social Media is a range of Internet-based applications that expand on the theoretical and technological underpinnings of Web 2.0 and that allow users to create and share user-generated content (UGC)” . On top of that Kim et al. (2010), define “social websites’ as platforms that enable users to create online communities and share "user-created content (UCCs)". In addition, Tredinnick (2006), verified that social networking websites rely on user interaction and user-generated content to succeed.

According to the definition shared by most practitioners and many academics (Jani & Hwang, (2011); Ye et al., (2011); Ana, (2019); Narangajavana Kaosiri et al., (2019), the term social media refers to user-generated content, which web 2.0 technologies have made possible, is the common thread underlying these dimensions.

Table 1.

The Dimensions of Web 2.0



Source: Based on Constantinides & Fountain, (2008)

The important thing is that social media usage is under personal control. Additionally, these mediums are very simple and inexpensive for anyone to use. As a result, social media is viewed as a potent force for democracy because it greatly facilitates communication and collaboration across geographic boundaries.

1.1.1.3. Web 3.0 and New Trends

The Web 1.0 links together sites with content, the Web 2.0 links together people, and the Web 3.0 links together webs of data while also changing data into knowledge (Potluri & Vajjhala, 2018). Scholars and professionals do not appear to agree regarding versioning or on a particular set of traits or technology to exactly define each version. In fact, there is little consensus among definitions of Web 3.0 (Potluri & Vajjhala, 2018).

With the evaluation of Web 3.0, also referred to as the "Semantic Web," as described by Tim Berners-Lee, who created the World Wide Web, information may be expressed in a natural language that software agents can use and comprehend, making it simple to explore, share, and integrate information (Almeida et al., 2014). It results from ongoing technological advancements and concept innovations on the, "World Wide Web" (WWW).

The fundamental objective of “Web 2.0” is to advance the development of the present Web by making it easier for users to access, integrate, and exchange information (Goy & Magro, 2012). “Web 2.0”, as it was initially imagined, is a platform that allows “machines to understand” and reply to sophisticates considering the meaning of human desires. For instance, “understanding” demands the semantic structuring of the relevant information sources (Silva et al., 2008).

According to Simon et al. (2012), “Web 3.0” is described as the collective term for third-generation Internet-based services that form what could be referred to as “he intelligent Web,” similar to others utilizing artificial intelligence, machine learning, recommendation engines, data mining, micro formats, the semantic web, and natural language search technologies, which prioritize information understanding by machines in order to provide a more productive and responsive consumer experience. Based on those facts, current users of technology can easier access, modify, and use this to satisfy their needs.

With the transformation to Web 3.0, businesses across a variety of industries are facing significant obstacles and opportunities. Additionally, Web 3.0 presents new opportunities for vendor, customer, and supplier engagement while also significantly improving the user experience (Hendler, 2008; Almeida et al., 2014; Russo, 2017). As a result, businesses modify their business plans in order to take advantage of the smooth integration of many platforms and technologies and the big wave of data that is currently available (Lassila & Hendler, 2007).

However, it is conscious to make specific definitions regarding the new web concept. According to Tim Berners-Lee's explanations, web 3.0 can be generalized as being a “read-write-execute” web (Silva et al., 2008, p. 3). From a technological aspect, the semantic web technology is an amalgamation of Web evaluation, which is attributed with the following basic features:

- “Semantic Web”
- “Artificial intelligence”
- “3D Graphics”
- Interaction, and ubiquitous computing
- Decentralization

The primary distinction between online "1.0, Web 2.0 and Web 3.0" is that Web 1.0 is considered a "read-only web" that emphasizes the information creator's creativity. Web 3.0 focuses on linked data sets, while Web 2.0 prioritizes user and producer content creativity (Choudhury, 2014). The following list summarizes the minimal variations between "Web 1.0, Web 2.0, and Web 3.0"

Table 2.

Comparison between Web 1.0, Web 2.0 and Web 3.0

Web 1.0	Web 2.0	Web 3.0
Tim Berners-Lee at 1996-2005	Tim O'reilly, Dale Dougherty at 2004-2006	Sir Tim Berners-Lee at 2016
Reading based web	Reading and writing web	Read, writing and execute web
Sharing of information	Engagement	Exploration
Focus on companies	Focus on communities	Focus on Individuals
Integrate information	Integrate people	Integrate knowledge
One-way	A semi-directional	Virtual multi-user
Corporations produce content	Individual publish content	Individuals create apps in which people can engage and publish content.
Personal websites	Social media and profile	Semi Blog, Haystack
The CGI/Hypertext Web (the basics)	The Community Web, which connects individuals through apps and websites	The machine-readable Semantic Web

Sources: Based on Choudhury, (2014); Shivalingaiah & Naik, (2008).

1.1.1.4. Differences between Traditional Media and Social Media

Suffice to say that traditional media refers to outlets like television and print-based newspapers. They encompass broadcast, print, and electronic media, all of which have made great strides over many years. On the other hand, social media are computer-mediated methods that enable users to produce, disseminate, or share knowledge, concepts, images, and videos in networks and implicit communities (Buettner, 2016; Ogidi & Utulu, 2016).

Considering the widespread use of new media, traditional media's method of disseminating information is excessively rigid and lacking in both content and aesthetic appeal, making it challenging to appeal to young consumers and satisfy market demands. Traditional media often just broadcast information in one direction,

with little to no interaction or connection between the audience and the information broadcaster. Consequently, the effect and attractiveness of traditional media declined (Wang, 2021).

In the essence of marketing, social media provide a distinct strategy for marketing communication compared to traditional media (Tomse & Snoj, 2014). In the study conducted by Colliander (2012), it was discovered that social networks outperform other forms of media in terms of effectiveness at building brand perception and positioning. Individuals who were involved in marketing communications through bloggers possess a more positive attitude regarding the brand than those who accessed it through online magazines. The ability for users to be active in engagement on the internet and the availability of two-way communication on social networks clearly distinguish between marketing communications in traditional media and those in social media (Zarrella, 2010).

In addition to the two-way communication provided by social media Chen (2013), people are no longer just passive consumers of the information and data fed to them by the media, as was the case with conventional media, including newspapers, radio, and television. Instead, they are active participants in the information and data that are fed to them by the media. People could now produce, share, review, analyze, discuss, collaborate, and react to any information or content that was given to them. As a result, SM has become a significant factor in many businesses' day-to-day operations and has an inescapable potential for marketing practice. Conversely, *"Social media is no longer a trend for marketers; it is a reality"* (Chung & Austria, 2010).

Different media may provide the same functions for users; however, new media, with its innovative uses, will eventually supplant traditional media (Kayany & Yelsma, (2000); Nguyen & Western, (2006); Robinson & Agne, (2010). The displacement impacts of recently emerging media, especially radio and TV, have been the subject of numerous studies Althaus & Tewksbury, (2000); Lin, (2001); Lee & Leung, (2008), which report that time and functional displacement are typically the main reasons for the displacement of traditional media.

Nevertheless Robinson et al. (2000), discovered that people who watched more radio and television watched less frequently and engaged in activities not related to the media. In relation to that, Kayany & Yelsma (2000), observed that television watching

lost the most time when people went online, followed by reading the newspaper and using the phone. Moreover, Stokes (2011), argues that social media are tools that were created for sharing. By sharing, people can easily exchange information, post and comment on posted content, and interact with content at a low cost.

The drastic growth of using social networking sites has resulted in businesses having a wider perspective for communicating with and listening to their customers, capturing their interest, and enabling them to help one another and work together to enhance products and services (Van der Bank & van der Bank, 2014). As seen in Table 3, traditional and social media have key differences, including the second's ability to reach an infinite number of people and its ability to update itself quickly.

Table 3.

Comparison of Traditional Media and Social Media

Traditional Media	Social Media
Fixed and immutable	Instantaneous updating
There is little real-time commentary.	Free, endless real-time comments
limited, delayed best-seller records	Rapid popularity gauge
insufficiently accessible archives	The archives are easily accessible
Availability of limited media mix	All media can be integrated
Publication mention by publisher committee	There are Individual publisher
Sharing is not supported.	Sharing and participation are supported
All publications are under control	There is freedom to create content

Source: Based on Stokes, (2011)

1.1.1.5. Features and advantage of social media

Social media have distinctive features that greatly increase its power over traditional media as following: (Kent, 2010).

Moderation*:* have the freedom to post whatever they want, sharing opinions, stories, or even feedback that other people can view quickly. Social media content moderation serves as a filter to take outposts that are offensive and make them suitable for the intended audience. Unfiltered content has the potential to cause all kinds of chaos, making it necessary to regulate these messages. Instead of being as conservative as traditional media, moderation deals with moral judgment in order to provide benefits to every internet user by adding content that supports moral value.

Integration: using social networking sites provides opportunities for people to interact with one another and with the online content that is available. Social engagement in the past, which was severely constrained by several restrictions, has now been massively changed, providing a huge range of new opportunities. As verified by Ou et al. (2014), integration provides businesses with appealing opportunities to monitor consumer opinion, attract new clients, engage with them, strengthen their brand, and manage their online reputation.

Interchangeable: Social media sites are more about "sociability than professional networking" allowing people to share information and create large networks (Kent, 2010). The websites that are followed by friends, co-workers, and blogs are mainly random, and a person's involvement within a network is interchangeable. Social networking sites have an egocentric structure that puts the user at the centre of their own group. Therefore, SNS is described as "*web-based services that enable people to create a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections as well as those made by others within the system"* (Boyd & Ellison, 2007)**.** While creating a profile on social media sites, users are setting themselves up for a specific audience or goal.

Dialogue: social media involve diverse communication features that allow for the production, modification, transmission, and storage of knowledge in new and interesting ways (Leonardi, 2007). For instance, going beyond their capacity to enable information sharing, the "Like" and "Comment" features enable the transmission of meaning between social network users in a distinctive way. Likes, comments, and postings they are associated with are distributed on social media users' newsfeeds and kept on the communication initiator's home page for later access and visualization**.**

Proximity: proximity refers to closeness. As justified by Kent & Taylor (1998), websites, and hence social media platforms, have the potential to serve as dialogical relationship-building tools. As a matter of fact, for this to occur, there must be actual intellectual contact. Social media provide an opportunity to generate a sense of identity through unawareness, which is a foundational component of all genuine relationships since great relationships are predicated on shared experience and understanding. However, proximity can be an illusion, but it does offer a platform for creating greater business connections. However, relationships need to be maintained. Social media

presents an opportunity to generate a sense of identity through unawareness, which is a foundational component of all genuine relationships since great relationships are predicated on shared experience and understanding.

Responsiveness: social media users transmit and receive information instantly, anytime they wish, sharing information and enabling quick access to the information that is needed. Quick responsiveness can save time, which is a significant indicator of the worth of information. Lack of time effectiveness in traditional media is the cause of intellectual aging and value degradation. Social media information is valuable as a result, which draws more users. On the other hand, Agnihotri et al. (2016), verified that customer satisfaction in a B2B market has been proven to be positively impacted by social media responses. However, responsiveness can improve partner quality in addition to customer pleasure. This is due to the relationship between responsiveness and businesses' dependability, which may indicate a business partner's quality (Elsantil et al., 2022).

Low cost: Traditional media, particularly for small enterprises, may be very expensive. Businesses only experience costs related to time spent maintaining accounts and communicating with people on nearly all social media networks, which are entirely free to use. As more business owners use it due to the inexpensive entry cost. Social media is especially helpful to small businesses because it has a low barrier to entry, while they frequently find the price of traditional media prohibitive. Businesses may produce and share promotional

Unlimited access: Since social media is available to everyone, regardless of company size, turnover, or contacts, it effectively levels the playing field for businesses. It costs an immense amount of funds and requires an extensive base of contacts in the media industry to often engage the traditional media sector, but social media platforms are accessible to anybody.

Simple: Traditional media production requires a high level of expertise, training, and specialized tools. Comparatively, social networking platforms only require a computer and an internet connection for use, making them even accessible to those with rudimentary IT knowledge.

Creating connections: Due in large part to their real-time, interactive character, social media platforms present impressive chances to engage with users and create

connections. Online forums allow businesses to swiftly and directly source input, test ideas, and handle client services, as opposed to how traditional media could. In contrast to mass media, which only permits one-way contact. An additional direct channel of communication, as contrasted with just broadcasting purchase messaging, is also made possible by the business-customer proximity feature of social media sources.

Flexibility: Content management is often more dynamic due to social media's flexibility. Information may be updated, changed, added to, and discussed in ways that printed advertisements, newspaper articles, and magazine features simply cannot. Additionally, since material can now be released in a matter of seconds, businesses can make sure that their content is always current, which is necessary for obtaining a higher ranking in the search engine results.

Measurability: Statistics from social media can be seen right away, whereas those from traditional media are frequently subject to long-term monitoring. Utilizing social media, firms may test marketing strategies and messages, monitor user feedback, and adjust the message as necessary. This is accomplished using the numerous, simple-to-use, free social media measurement tools.

1.1.2. Social Media Marketing and Tourism

With the advent of social networking sites, numerous new online information sources have emerged, with a major focus on consumer information contributions. Business communication approaches, strategies, and tools with customers and other stakeholders have undergone considerable changes. The Internet has evolved from a broadcasting medium to an interactive platform throughout the digital age, allowing users to cooperate and exchange information as "media" themselves (Thevenot, 2007; Li & Wang, 2011).

The overall number of people using social media increased most dramatically between April and July 2020, from 3.8 billion to 3.96 billion. Social media marketing growth figures indicate that the market for social media advertising will continue to expand, making it a profitable one. The global market for digital social media is anticipated to reach $223.11 billion by the end of 2022, expanding at a *compound annual growth rate* (CAGR) of 39.7%, and 58.5% of marketers believe that social

media marketing is a successful technique to direct visitors to a company as well as to their overall marketing plan (Media 3, 2017).

On the other hand, customer testimonials and rankings on social media sites have emerged as an exceptional instance of trustworthy kinds of promotion, so social media is anticipated to transform how several marketers conduct business (Lu et al., 2014). In light of these progressives, the maturity-level discussion about the necessity of social media marketing, also known as new marketing or "e-marketing," has picked up steam. What appears to be developing is an agreement on the requirement to redefine marketing strategies (Constantinides, 2006; Thomas et al., 2012; Heaton, 2016).

Many academics have put forth arguments in favoritism of relationship-based marketing as a different strategy Rust et al., (2004); Gummesson, (2008); Andreki & Yazdanifard, (2014), others have suggested a customer-focused model built on transparency, participation, collaboration, partnership, and a propensity to support consumers instead of managing them (Katz, 2002; Prahalad & Ramaswamy, 2004; Urban, 2005; Deighton & Kornfeld, 2009).

Along with, Wigmo & Wikström (2010), pointed out that social media marketing is an innovative method used for advertising objectives that targets WOM advertising, whereby consumers can discuss with organizations and other customers instead of businesses communicating with customers in a one-way manner without providing an opportunity for feedback. According to the number of definitions given above, several modern social media marketing strategies can be distinguished (Miletsky, 2010).

Public relations: As a result of the rapid dissemination of news from traditional media that people have published and shared, public relations staff is now required to engage with the target audiences of customers. Without careful public relations on social media, news that users would regard favorably could become problematic or go unnoticed.

Creation of marketing content: this includes blogs, websites, and other types of content that are promoted through internet consumers. They are created in a way that will catch the interest of online consumers.

Viral Marketing: The virality of the material created by businesses using social media marketing needs to be a defining feature. They ought to be created in a way that encourages sharing, such as by being interesting, enjoyable, impassioned, and sensitive. Content that has been properly developed distributes considerably more quickly and raises awareness of the services and goods in the way that businesses intended. In addition to these three techniques, traditional word-of-mouth (WOM) gave way to eWOM and ORs (online reviews), which let people express their thoughts and feelings freely.

Over and above that, Munar (2012), illustrates that social media seems to be more prevalent in the tourism and travel industries, where word-of-mouth is more important, due to the extremely susceptible and unpredictable intangible and perishable nature of popular goods and services. Back then, according to a study, *word-of-mouth (WOM*) had a greater effect on purchasing decisions when it came to services than it did for goods. According to Silverman (2001), word-of-mouth refers to interpersonal discussions about a particular good or service that happen away from the supplier of the goods or service and instead make use of a decentralized channel. In addition, Zarrad & Debabi (2015), point out that consumer recommendations for a particular service, product, or company have an independent commercial influence.

Furthermore, Tucker (2011), argues that word-of-mouth marketing has much greater impact and influence in the tourism business than conventional advertising since it can strongly affect consumers' perceptions, whether they are favorable or negative. Thus, word-of-mouth advertising is effective because it gives potential buyers the chance to hear directly from actual clients who have used the company's services.

In relation to these, Gohil (2015), emphasizes that every industry may use social networks for marketing because of rapid expansion. The travel sector is well-positioned to benefit from social media platforms since it has historically heavily relied on word-of-mouth marketing, consumer perceptions of destinations, and the reputation of those destinations. Consequently, various destinations across the world are increasingly depending on social media as a competitive and cost-efficient method for marketing their individual tourism destinations (Tham et al., 2020). From this perspective, the tourism marketing industry might be viewed as being dominated by social media.

Considering that, Buhalis (2000), pointed out that tourism is one of the industries with a particularly tight relationship to new information and communication technologies. It is believed that an excellent awareness of the type and scope of online information dissemination methods can help accommodations and other tourism-related businesses promote their own businesses online. Online travel has anticipated new market dynamics and customer behaviors ever since and is continuing to do so (Werthner & Klein, 1999; Werthner & Ricci, 2004).

Nowadays, before visiting a place, travelers form an opinion about the destination and set their expectations based on previous experiences, word of mouth, press reports, advertising, and prevailing beliefs (Karim, 2019). Additionally, social media has shaped travel agencies to live up to the promises they make and promote on their various platforms. Travelers and tourists today are quicker and frequently express their ideas in a proactive manner through social media technologies. In this context, Mangold & Faulds (2009), insist that social media users now have a substantial impact on numerous aspects of customer behavior, such as "awareness, information gathering, opinion creation, attitude formation, purchasing behavior, and post-purchase interaction and evaluation".

Multilateral communication patterns, including several agents, channels, and directions, are greatly helped through online media marketing (Choi et al., 2018). Travelers and other tourism providers can simply change, reproduce, and disseminate online travel information that was originally produced by a tourism company (Ghosh, 2019). With Internet technology, customer reviews, ratings, and comments are made more available and become significant sources of information for both other travelers and tourism service providers (Kim et al., 2015). Additionally, travelers can look for and exchange travel-related information using a variety of online resources, including search engines, online communities, travel websites, and social media (Werenowska & Rzepka, 2020).

Considering the potential of social media as a driver of tourists travel decisions, one study conducted demonstrated that most tourists had been impacted by SMIs when making travel decisions. Additionally, participants preferred to obtain travel information from tourism influencers with knowledge and competence in certain inclusive information, among the nine elements impacting tourists' behavior and their incentive to go (Lim et al., 2017). According to Constantinides & Fountain (2008),

quoted in Ivanauskas (2009), consumers' preferences and decisions are strongly impacted by input from parties other than “online” marketers, like family and close friends who are active on social networking sites. As a result, people who use social networks have the power to have a considerable impact on other consumers' buying principles and behaviors without ever encountering them.

Nevertheless, arguments from Cholprasertsuk et al. (2020), ‘‘Tourists Behavior, Travel Motivation, and Influencing Factors," illustrate the varied functions social media influencer marketing plays in a range of commercial industries, including Thailand's tourism sector. The research findings imply that influencers on social network sites have a substantial impact on customers' decision-making in the travel and tourism industries, as most travelers seek out evaluations or practical advice from SMIs about their vacation plans in order to avoid unpleasant travel experiences.

In the evolving marketing environment, the Internet's involvement, particularly the changes around the Web 2.0 era as well as the role of social media, has become significant. The message is clear for marketing strategists: using traditional mass-marketing strategies less frequently is necessary to survive in the age of the empowered consumer. Instead, marketers must understand how technology shapes the market and, more importantly, incorporate social media strategically into their toolkit.

1.1.2.1. Instagram and Instagram Marketing in Tourism

Utilizing social media has gained importance as a means of effective communication between individuals and organizations. It is a well-known social networking site where individuals may communicate with friends on a personal level (Subrahmanyam et al., 2008). Social networking platforms, like Facebook, Twitter, MySpace, and Instagram, are frequently used as a gathering spot and a forum for the exchange of ideas that lead to decisions on what products to purchase (Barczyk & Duncan, 2011). From this perspective, a lot of businesses, including tiny ones, are using social networking sites to sell their goods and interact with customers (Leskovec et al., 2007).

Instagram (IG) is photo-sharing social networking software that enables users to take images and alter them using several digital effects (Ting et al., 2015). *On October 6, 2010, Kevin Systrom and Mike Krieger* founded this application. In 2021, Instagram had a value of 1. billion registered users per month, and over 28% of all

internet users used Instagram (In 2025, it is estimated that the social media platform will have 1.44 billion user (Farmer, 2017).

On top of that, Instagram was the fourth-most prominent social networking site in January 2022. As of January 2022, there were over 230 million Instagram users in India, making it the nation with the most users overall (Media 3, 2017, p. 3). On the other hand, 31% of Instagram users worldwide in April 2022 were between the ages of 25 and 34. Based on those factors, the website is incredibly appealing and practical for marketers. (Clement, 2020).

As was previously indicated by Ting et al., (2015), Instagram launched for the purpose of posting photos and videos and now offers live streaming. While it gained popularity and attracted a lot of followers, bloggers, advertisers, and promoters started to use it effectively. Like any other social media network, Instagram has undergone changes according to its users. People, particularly influencers and brand specialists, continue to use Instagram in ways that the app's creators did not even consider when they first created it.

Marketers from various fields are attempting to reach the target demographic as a result of the platform's expansion. Instagram improves visual storytelling rather than just providing text-based information. Visual content is a means to get past the noise of advertising, which is an advantage of a more visually dominant social network channel (Miles, 2019). According to Neher (2013), photos and visual material might be useful for raising awareness and boosting traffic.

Unsurprisingly, the tourism amalgamation sector has benefited from this utilization of Instagram for increased visibility by sharing original content and reposting traveler experiences to demonstrate the diverse personalities of the destination. Instagram is an effective platform for tourism businesses to interact with their consumers considering how popular it is as a platform for researching and arranging travel due to its visual emphasis (Barbe et al., 2020, p. 20). Additionally, Hanan & Putit (2013), claimed that the majority of Instagram-based marketing campaigns used in the tourism sector increase customer attraction and active involvement.

Instagram users are extremely fond of experiencing new destinations. There are already more than 179 million posts with the hashtag travel on Instagram, and the

number is steadily rising (Asdecker, 2022). Based on the context, 35% of Instagram users currently use the app to locate new places to visit, while 48% use it to find new places to travel (Tein et al., 2022). In a similar vein, she explores several locations on Instagram while planning her vacation, followed by research on the destination. Consumers like sharing enjoyable travel experiences before, during, and after their trips.

Although travelers' sharing behavior changes travel destinations and the tourism industry Li et al., (2017), post-travel, after returning from home, travelers use social media as a repository for their travel memories (Fakharyan, 2012). Many times, Instagram sites with archives of photographs are collections of comments by various tourists outlining their likes and dislikes of experiences (Lee et al., 2014). Engaged social media influencers can be useful to travelers in defending their choices and minimizing post-buy dissonance, even about their choice of destination (Tham et al., 2020). Instagram seems to be applicable to and effective in influencing decisions made by tourists' preferences at each of these three stages (Benea, 2014).

Instagram provides information on the target market. It enables the brand to highlight the location's beautiful features and landscape. The platform also allows users to share content as experiences via stories, highlights, and Instagram TV (IGTV) videos (Terttunen, 2017). Based on that fact, Abbott et al. (2013); Barczyk & Duncan (2011); Bergström & Bäckman (2013); and Bronner & de Hoog (2011), claim that the innovative nature of the site's content is a result of the following Instagram features:

Using geo-tagging and hashtags to search

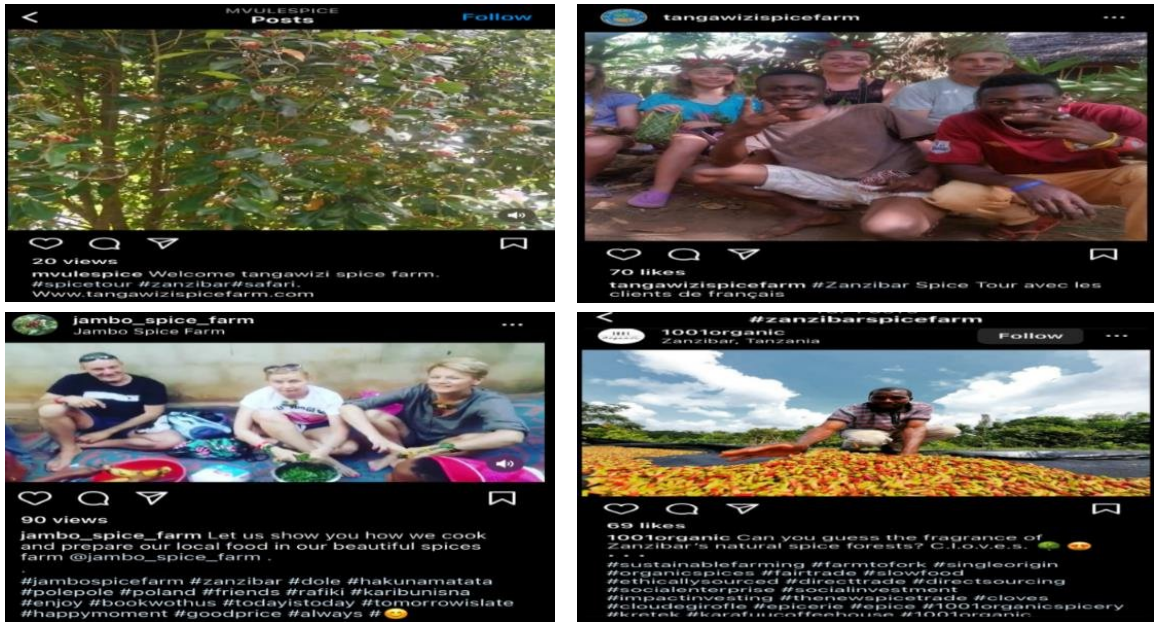
Many other social network sites and websites, including Pinterest, Google+, Facebook, and Instagram, adopted the hashtag concept after it was first developed on Twitter (Huang & Copel, 2020). A description with hashtags can be added to a photo when it is shared on Instagram. A hashtag makes it simple to identify photographs and gives the user the option to increase the photo's reach. From a marketing perspective, hashtags give marketers a way to increase brand or destination recognition and provide greater visibility for their content (Abbott et al., 2013). They also help users identify information they are interested in. If the caption is updated with a hashtag, the image will be visible to anyone who checks for that hashtag, and conversely, i.e.*#zanzibarspice #zanzibarspicetour.* They will find all the posts that have #zanzibarspicetour tagged with them.

The study conducted by Adekunle & Kajumba (2021), on the impact of Instagram on developing nations illustrates that Zanzibar, as a spice island, produces spices like vanilla, pepper, and cloves. It is crucially important for entrepreneurs to adopt the use of social network sites, including Instagram and Facebook, to advertise and share with hash tags and captions with a specific name of the product they intend to promote, such as *coffee, vanilla, and spices.* They are involved in their sales in order to increase business and promote such spices' status in the market for spices.

Zanzibar spice farmers benefit from being aware of their intended market while choosing a suitable forum for marketing and raising awareness of their business. The use of social media, particularly Instagram, by Zanzibari business owners has a positive effect on selling direct in the domestic and international spice marketplaces.

Figure 2.

Screenshot Pictures from Zanzibar Spice Farmers Who Use Instagram Pictures and Videos with #Hashtags on Instagram Marketing



Source: Based on screenshot pictures by researcher from Instagram sites.

According to (Statista 2018), the statistic for the most popular tourism destinations globally, based on the number of postings as of September 2018, New York City's Central Park, with almost 6.17 million hashtag mentions during the

measurement period, was the most popular location on Instagram. Second on the list of tourist destinations "instagrammed" was Paris, France's Eiffel Tower.

Bloggers and Instagram models

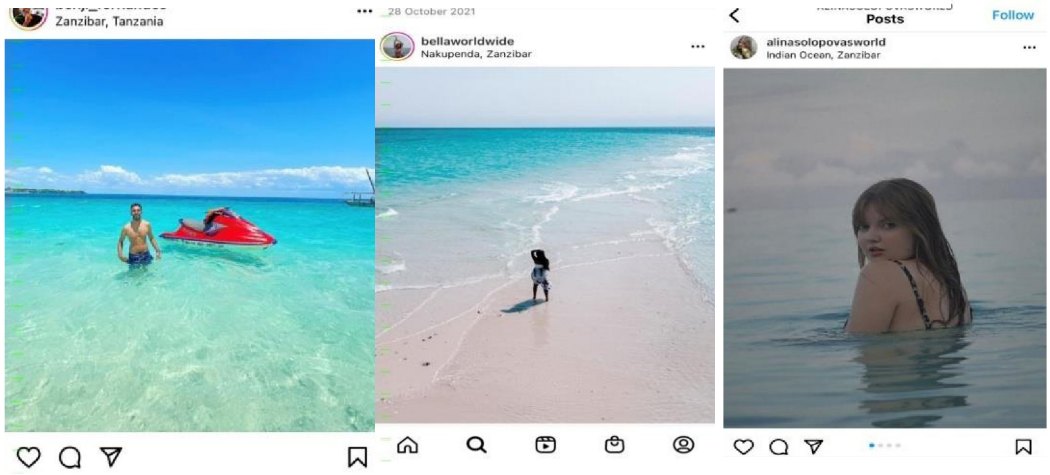
People with a lot of online followers from all over the world travel and experience new places while uploading images to their accounts. Popular bloggers or influencers frequently post lifestyle content as well as vacation images (Sokolova & Kefi, 2020). In addition to being bloggers, they might also be photographers, famous people, personal trainers, and moderators of content profiles (Bergström & Bäckman, 2013). Tourism marketers have always focused on bloggers as content distributors that can persuasively reach a large audience, but they are now also starting to pay attention to Instagram influencers.

Real- time and spontaneous

Instagram, which was created to display images, videos, and other types of rich visual content, has the ability to elicit emotions through those photos that affect travel decisions and generate enthusiasm for travel. Iglesias-Sánchez et al. (2020), argue that one of the variables influencing the choice of travel location is undoubtedly the visual material on Instagram, which also helps to build brands and a positive image of destinations. From a marketing perspective, Instagram offers search results in real-time with a great deal of flexibility. It facilitates the sharing of content by marketers that promote tourism destinations. Instagram acts as a content-sharing platform where users may provide others access to exclusive insights about the travel places, they are interested in.

Figure 3

. Screenshot Pictures from Instagram Travel Influencers who have been to Zanzibar



1.1.2.1. The Concept of Influencer and the Role of Influencers in Instagram Marketing

Influencer marketing is the most significant new strategy for marketing in the last few years for those professionals who are at the vanguard of consumer decision-making. Influence is a concept that has been defined as the skill of persuading someone, something, or a course of events (Brown & Fiorella, 2013). According to Brown & Hayes (2008), an influencer is an individual or entity that has a substantial impact on a customer's choice of purchase but may never be held accountable for it. Also, Geyser (2017), defines Influencers are those who can influence people's purchasing decisions due to their position, knowledge, or relationships.

The concept of influencer is a common term that refers to an individual who can influence someone else to make decisions (Enke & Borchers, 2019). For instance, travelers can be seen as influencers because their recommendations are likely to influence other new travelers' travel experiences. In light of that, (Geyser, (2017b), defines an influencer as a person who has the ability to influence others' purchasing decisions due to their reputation, expertise, position, or connections with their audience. These people are not just marketing tools; they are valuable social connection assets that brands can work with to execute their marketing goals.

Farmer (2017), defines influencers as those who have the ability to mold other people's beliefs based on their knowledge, skills, and character rather than their

position. This includes coworkers, employees, and, on occasion, even superiors who are employed in the same capacity (Vered, 2007). Additionally, Helsinki (2019), states that influencers are individuals who write on social network sites or promote their thoughts on social media websites such as Instagram, Snapchat, and YouTube. The important thing is that they constitute a separate community on social media platforms and are ready to create sponsored and expertly crafted content for viewers (Helsinki, 2019).

Moreover, Brown & Fiorella (2013), elaborate that most of the time the concepts influencer and advocate are used interchangeably, but they may not necessarily convey the same meaning. While advocates are current customers who voluntarily suggest the brand or product, influencers are typically noncustomers who are compensated by the brand to promote products or services with a legal agreement (Marjerison et al., 2020). Influencers can be identified by counting followers, analyzing content types, and determining influence as follows:

- **Mega influencers**

A prevalent belief is that mega-influencers possess a minimum of one social media platform with one million or more followers, even if there are no absolute laws defining the borders among the several types of fans. Nevertheless, while some mega-influencers have used social media and the internet to build enormous follower bases, they prefer to work with large brands for influencer marketing. Mega-influencers frequently have agents who deal with any marketing agreements on their behalf.

- **Macro influencers**

Macro-influencers are considered upcoming or "B-grade" celebrities as well as famous and successful online influencers with a fan following that is larger than that of the typical micro-influencers. Most macro-influencers are well-known and excel at raising awareness. Macro-influencers, according to popular opinion, are those with 40,000–1 million followers. Influencer marketers may find it simpler to work with macro-influencers than mega-influencers to gain work experience with brands, which facilitates communication.

- **Micro-Influencers**

From a micro-level influencer's point of view, their influence is determined by their connection and relationship with their followers, not simply by the number of

followers they have. Micro-influencers are regular people who have become well-known for their knowledge of a certain specialized industry. They consequently frequently have a substantial social media fan base among followers of that genre. Most micro-influencers, before a brand is excited to work with them, may not be aware of its existence. In light of this, the company must first persuade the influencer of its worth. Despite the wide range of viewpoints, micro-influencers often have between 1,000 and 40,000 followers on the same social media platform.

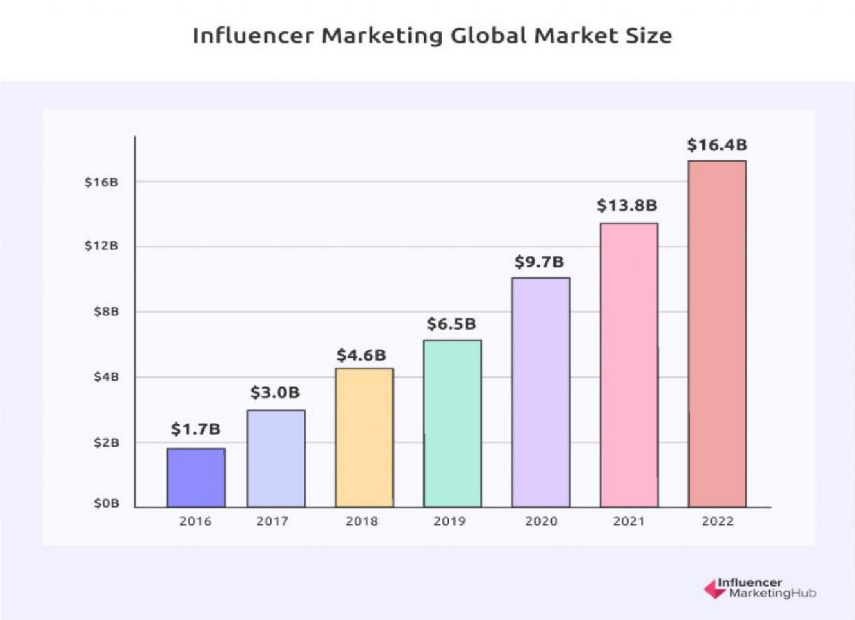
- **Nano-Influencers**

The ‘‘nano-influencer’’ is the most recent variety of influencer to acquire popularity. Even though they possess a small audience, those people are typically specialists in highly particular or obscure topics. Nano-influencers are comparable to the stereotype of the big fish in the small pond. Often, they have fewer than 1,000 fans, but they are active, enthusiastic friends who are excited to interact and attentive to what the nano-influencer ought to convey. However, nano-influencers certainly lack the strength to be truly useful for well-known and large brands, despite their low cost, high level of effectiveness, and tiny group of extremely powerful followers.

Influencer marketing on Instagram is the process of working with online influencers whose fan bases are pertinent to the company's mission and the image it wants to project (Geyser, 2022). As a result, Instagram offers so many visual aspects and purchase choices that influencer marketing has experienced phenomenal growth on the platform. Businesses have indeed learned that photographs shared by Instagram users with thousands of followers directly reach more people than any traditional advertising effort (Neher 2013). Instagram users' photos and videos not only provide amazing opportunities for in-person advertising but also for social connection. Recently, businesses have found that partnering with influencers to sell on Instagram is an efficient way to reach a wider audience (De Veirman et al., 2017).

Figure 4.

Influencer Marketing Statistic Worldwide 2016-2022



Source: Based on Santora, (2017)

Influencer marketing and all forms of marketing surged between 2020 and 2021, contrary to original predictions that they may drop as a result of COVID-19. Even though some industries, like tourism and airlines, initially had to make significant concessions, many other businesses adjusted their business models to prosper in the COVID (and post-COVID) world. Additionally, signs of revival are returning in some of the more severely damaged industries from COVID (Singh et al., 2020).

With the confluence of several mechanisms, influencer marketing has recently grown in popularity. Among other things, humans have switched from reading print media to reading internet media, and they respond to advertisements differently online. Consumers are considered to be goal-directed when they are online, which makes them less receptive to overt marketing (Campbell & Farrell, 2020). Influencer-generated content experimental results show branded posts in terms of performance. 38% of customers believe information created by brands, whereas 61% believe recommendations from influencers. 60 percent of marketers concurred that content

created by influencers succeeds more effectively and attracts higher levels of engagement than branded segments (Campbell & Farrell, 2020).

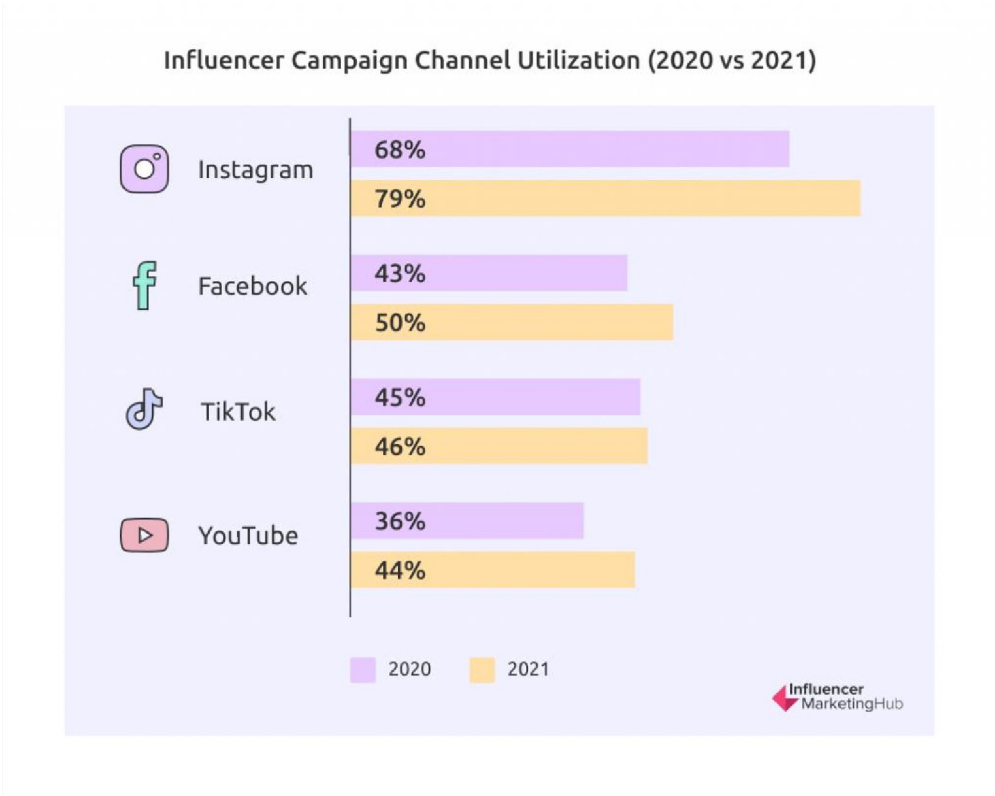
In fact, Instagram has emerged as the preferred platform for marketers to use influencer marketing, where they have been observed to apply inventive tactics like sharing discount codes that included a SMI's name (De Veirman et al., 2017). Influencers on Instagram have a significant impact on changing people's behavior. According to many academics (Abdullah et al., 2020; Audrezet et al., 2020; Belanche et al., 2021; Tafesse & Wood, 2021). Considering the fact that influencers have the capacity to affect individuals often through creating and shifting their viewpoints, either by swaying their decision regarding purchasing something or just by convincing them to buy something by exposing them to brand logos and commercials.

Customer experience transforms how influencer marketing campaigns are executed. The user experience on social media sites is always being improved. As an illustration, Instagram developed an audio function that enables content creators to select and store tracks they want to use in their upcoming work (Tein et al., 2022). Additionally, it just launched a map search function that serves as both a directory and a way for individuals to research companies and find out additional information regarding them.

Henceforth, Instagram is reported as the preferred social networking platform for businesses that implement the marketing of influencers (Santora, 2020). Instagram's popularity grew in 2021 regardless of having 1.3 billion fewer monthly active users than Facebook, one of the most popular channels, which has 2.89 billion. For their influencer marketing strategies, most firms opted to use Instagram. It's interesting to note that Instagram is still the most widely used social media site for influencer marketing.

Figure 4.

Influencer Campaign Channel Utilization Statistic 2020-2021



Source: Based on (Santora, 2020)

1.1.2.1.1 The Role of Social Media Influencer on Travel Decision and Post-Travel Behavior

Social media is among the least widely used online activities today, with 2.95 billion users globally in 2019 and a projected increase to over 3.43 billion in 2023 (Cholprasertsuk et al., 2020). Social networks have had a significant impact on how individuals live their lives (De Veirman et al., 2017). By giving consumers the opportunity to link to everyone and distribute information at once around the globe, it enables users to act as both senders and receivers. Due in large part to the influence of social media how tourists obtain and use information has drastically changed in modern times (Xiang & Gretzel, 2010). The main factor influencing SM's growth its application a means of persuasion for influencing people's thoughts, desires as well as behaviors (Luo & Zhong, 2015). It is thus a significant source of data when making decisions about where they plan to go (Cholprasertsuk et al., 2020).

As online social networks have grown, social media influencers (SMIs) have come into existence Cox & Hooley (2009), consequently, various schools and practitioners started to pay attention to the concept. Researchers have defined an SMI as ordinary individuals with notable social media communities who engage with their fans online by publishing content about their own lives and lifestyles and who grow their following by incorporating branded content (De Veirman et al., 2017; Enke & Borchers, 2019).

Nevertheless, Freberg et al. (2011), stated that SMIs are an innovative species of unaffiliated independent salespeople who utilize social media platforms, including blogs, tweets, and others, to influence audience perceptions. Due to the fact that they are more pleasant, believable, and acceptable than conventional advertisements, they have developed into an essential component of destination marketing's social media marketing efforts (Kapoor et al., 2022). SMIs have been demonstrated to have an impact on followers' travel intentions in studies on the tourist industry's purchase decision-making process (Magno & Cassia, 2018). The consumer travels, which encompasses multiple state interactions such as “pre-purchase, purchase, and post-purchase” (Lemon & Verhoef, 2016).

The consumer's experience before entering into a purchase agreement is included in the pre-buy stage (Lemon & Verhoef, 2016). Online communication has a significant impact on the consumer's initial willingness to travel to a particular location. When a customer chooses and purchases their ideal travel package, they have fully interacted with the brand. *Travelers internally compare their actual trip experiences with their expectations during the final stage, known as the post-purchase phase* (Kang & Schuett, 2013). Additionally, customers routinely interact with travelers' social media accounts at all stages of the travel process, including planning, utilization, and post-trip (Cholprasertsuk et al., 2020).

SMIs represent a specialized role between service providers and customers, engaging and influencing followers through the creation and distribution of information that is related to brands. By involving and working with followers in value co-creation activities, based on the study that was conducted with Leung et al. (2013), engage using social media, influencers and travel bloggers in the travel and hospitality sectors play a crucial facilitation function for the service provider or brand (Kapoor et al., 2022). Considering the potential of social media as a driver of tourists travel

decisions, one study conducted demonstrated that most tourists had been impacted by SMIs when making travel decisions. Additionally, participants preferred to obtain travel information from tourism influencers with knowledge and competence in certain inclusive information, among the nine elements impacting tourists' behavior and their incentive destination (Lim et al., 2017).

Also supporting evidence from Cholprasertsuk et al. (2020). The *tourists Behavior, Travel Motivation, and Influencing Factors* illustrates the varied functions social media influencer marketing plays in a range of commercial industries, including Thailand's tourism sector. The research findings imply influential influencers on social media have a substantial contribution to customers' decisions in the travel and tourism industry, as most travelers seek out evaluations or practical advice from SMIs about their vacation plans in order to avoid unpleasant travel experiences.

Most tourists purchase travel-related products online, which results from the fact that most tourism buying decisions are exploratory in nature (Chan & Guillet, 2011; Roque & Raposo, 2016; Icoz et al., 2018). To lower the risk involved with buying tourism services, travelers must acquire several facts to consider before deciding. Many people hold the belief that information shared by other travelers online is equivalent to offline recommendations from friends and family (Fridolf & Arnautovic, 2011). Consumer behavior and decision-making are significantly impacted by interactions between consumers and social media influencers (Arsal et al., 2008; Wen, 2009). Customer confidence in purchasing online and propensity to plan travel online are positively correlated. Tourist behavior is influenced by travel to a place, which is made more difficult by demands for service quality in addition to other factors (Pop et al., 2022).

Customer behavior is the way people buy, utilize, and dispose of products and services (Akhoondnejad, 2015). Customer behavior issues are something that destination marketers and tourism service providers deal with on a regular basis (Pizam & Mansfeld,1999). Understanding consumer behavior, and specifically the behavior of tourists, helps companies develop their products and services, enhance their business plans, and ensure customer satisfaction. As people move towards the era of the service economy, post-purchase behavior intentions are becoming an increasingly crucial gauge and basis for decision-making (Santos & Boote, 2003). Businesses and their managers are placing more weight on post-purchase behavior

intentions, and academic research has turned more attention to this issue (Santos & Boote, 2003; Jani & Hwang, 2011; Xie & Jie, 2019).

The idea of post-travel behavior and tourist intentions can be defined as a particular action that a traveler might take in the future regarding the goods and services they have used and enjoyed, the tourist destinations they have visited, or even the travel service companies themselves, such as a return visit (re-patronage), a recommendation to others, or word-of-mouth promotion (Xie & Jie, 2019). Customers frequently attribute their satisfaction or dissatisfaction with other customers to the business providing the service as a result, and this may affect how they view the service provider overall and their post-purchase behavior, such as whether they would return to the business (Chen & Tsai, 2008).

To this end, although it was first thought that pleasant customer interactions had a substantial beneficial impact on a customer's brand loyalty and word-of-mouth marketing, it was later discovered that there was no such relationship. In this study, an exploratory study was conducted on the interactions between tour groups and discovered that these interactions affected how visitors felt about their visit and how they behaved afterward.

In the study conducted by Xie & Jie (2019), on investigating the impact of the interactions between tourists on the intention of post-tour behavior, the study uses the visitors from the travel agency team as the research subjects and introduces the intermediary variable of tourist satisfaction. It has been discovered that visitor engagement directly affects visitor satisfaction and post-tour behavioural intentions. The mediating effect in the process of the interaction between tourists in the interaction of the post-tourism intents indicates a layered difference, but tourists are satisfied with the mediating effect of the interaction between tourists on the influence of tourists' conduct after the trip.

1.2.1. Concepts used in the Research.

In 1956, one of the first to adopt the term “parasocial interaction” was the scholar Horton and Wohl, who termed it the concept. Horton and Wohl outline the features of parasocial interaction. The correlation between participants in the audience and identities they engaged with on an internet platform, primarily television, broadcasting, and the theater According to Horton and Richard Wohl (1956),

parasocial interaction has specific characteristics. They emphasized that the audience has the option to end the relationship right away and can also select from any of the available relationships. Additionally, Horton and Wohl argue that audience members are unable to establish new relationships. They define a relationship as *one-sided, non-dialectical, dominated by the performer, and not receptive to reciprocal development* (Horton & Richard Wohl, 1956).

Also, as a characteristic of conversational give-and-take, viewers have an answer to the media's "persona" with the setting of coverage in the media. Although the viewers are aware that it is simply an illusion, they argue that audiences see parasocial engagement as a close-knit, reciprocal social interaction. This characteristic is supported by Perse & Rubin (1989), who describe "parasocial interaction" as the imagined intimacy between media characters and viewers.

The “personae” of a character are a component of the parasocial concept. The fictional characters that an actor portrays as personae are those with whom the audience establishes a parasocial connection. These imaginary characters develop personalities, which lead to their becoming famous people. Generally, these “personalities” are not well-known in any family or among friends besides the media. They only have a parasocial relationship with their audiences." (Horton & Richard Wohl, 1956).

According to Laken (2009), parasocial interaction needs to be mediated properly. A multitude of media, including television, periodicals, newspapers, radio, and the internet. Also, the connection should be unbalanced. This interaction or relationship exists between the celebrity or other mediated figure and the audience. The celebrity doesn't interact with or have a relationship with the audience. Even when a celebrity breaks the fourth wall, the interaction is still one-sided. When a character addresses the camera directly, it breaks the fourth wall and makes it appear as though the audience member is the one being addressed. In that case, social media websites do make good platforms for parasocial relationship building.

In relationships that are parasocial, the user reacts as though their relationship with the media character is genuine (Kim & Song, 2016; Giles, 2002a). Although there is just one way to communicate in a parasocial connection, it is equivalent to an interpersonal social encounter (Auter & Palmgreen, 2000). Knowing parasocial

contact, in the opinion of Auter and Palmgreen, may provide substantial insight into the audience-media relationship (Auter & Palmgreen, 2000).

1.2.1.1. Parasocial Interaction Theory

In accordance with the parasocial interaction idea, viewers usually have a one-sided attachment to media personalities, which is comparable to yet distinct from social interactions (Rihl & Wegener, 2019). The purpose of parasocial interaction theory is to explain the one-sided interactions and attempts at relationships that traditionally occur between media figures, such as celebrities or fictional characters from TV shows, and media consumers (Giles, 2002a). Customers that engage in this type of virtual contact, they convey their opinions about public figures in the media in real time and also develop a stronger sentimental bond with them (Freberg et al., 2011).

During the period of social media on the internet, regular people, or followers, have a closer bond with influencers as media figures. The study of influencers' effects can be properly defined by the parasocial interaction theory (Choi et al., 2019). According to this theory, researchers have discovered that extremely influential people encourage the development of interaction between users in a parasocial way by producing in-depth information (Hollebeek & Macky, 2019).

SMIs that actively reveal themselves on platforms may have an impact on consumers' attitudes toward their social presence, which may ultimately improve consumers' parasocial interaction and loyalty (Kim & Song, 2016). Following their reading of the topic produced by influential people, consumers may *like, forward, and comment* on it, and they will promptly receive generous responses (Hu et al., 2020). As a result of their frequent contacts and exchanges with consumers, travel influencers grow in popularity.

The influencers can be used by Office Technology Assessment (OTA) platforms to enhance purchase intent, enhance engagement in tourism marketing, and improve tourists' awareness of travel goods and services relevant to destinations. As a result, due to their large customer base and wide network influence on parasocial interactions with consumers, travel influencers are preferred by online travel platforms (Chen et al., 2022a). The background of the socialization and platform-based transformation of the current Office Technology Assessment services is thus consistent with the parasocial interaction theory. It is also appropriate for analyzing

the conceptual underpinnings of the “travel influencers” effects in the fields of behavioral and tourism studies.

1.2.1.2. Drivers of Parasocial Interaction in Social Media

Since the original work of Horton and Wohl in 1956, the parasocial interaction concept has received extensive review, particularly among communication and media researchers. The review by Stern et al. (2007), argues that viewers of television form relationships with television stars in a similar way to how they do with real-life friends. Due to "parasocial interactions, the participants in their study bought into the television stars' subtle attempts at persuasion because they considered them their friends and were offering them advice.

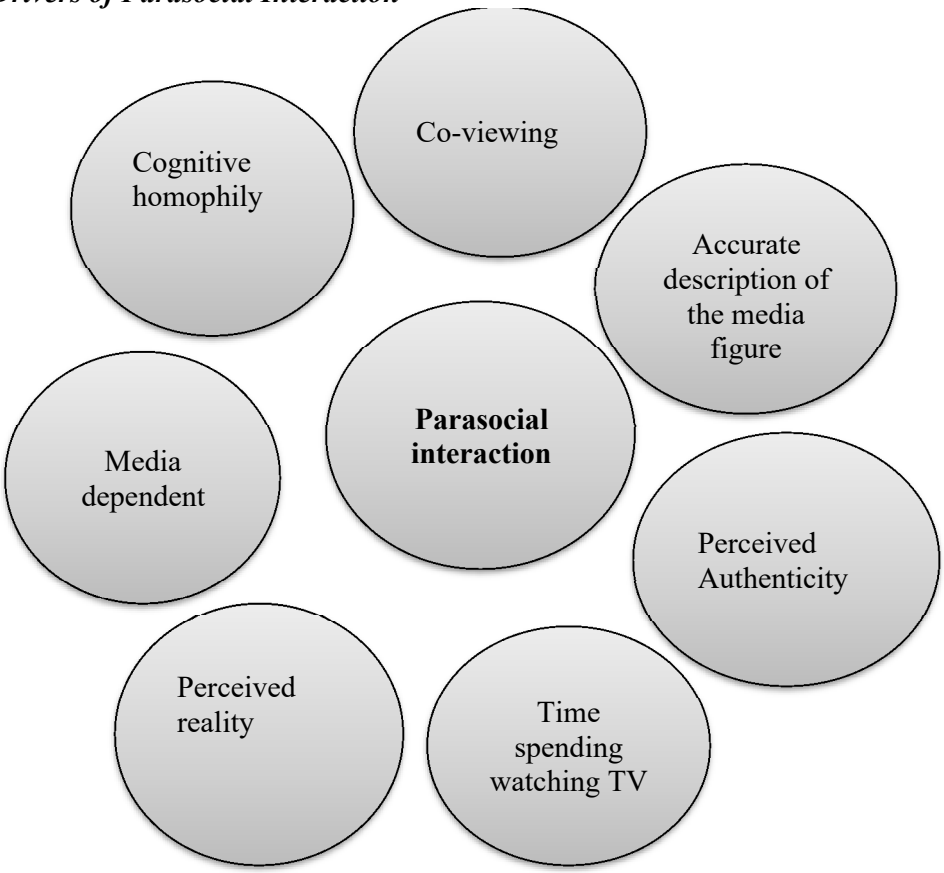
Recent media and communication research has identified some factors that influence the development of parasocial interaction. Notwithstanding, the evidence from Ballantine & Martin (2005), confirms that, even though parasocial relationships are based on vicarious interaction (such as watching television) rather than actual interaction, they still arouse feelings of knowing and understanding the persona with an intimacy like that of real-life friends.

Recent media and communication research has identified some drivers that influence the development of parasocial interaction. As potential antecedents of interaction formation, these studies have identified factors such as perceived authenticity (Giles, 2002a), both authenticity and allure of the following media characters: Rubin et al., (1985), time spent watching television, dependence on it (Gleich, 1997), and co-viewing (Giles, 2002b). Regarding the predictors, researchers have come to some degree of consensus.

According to Rubin et al. (1985), the establishment of parasocial interaction is mediated through attraction to the media's character and the impression of realism (see Figure 4). Similarly, Giles (2002a), includes perceived authenticity as a key motivator. Additionally, the frequency of television viewing or potential dependence on it promotes the development of parasocial interaction (Gleich, 1997). Additionally demonstrated to mediate the development of parasocial interactions are user context and co-viewing (Giles, 2002a), across numerous media sources (Giles, 2002b).

Figure 5.

Drivers of Parasocial Interaction



Source: Based on Rubin et al., (1985); Gleich, (1997); Giles, (2002b)

Attraction of Media Personality: According to Hoffner & Cantor (1991), a celebrity's physical appearance may have an influence on a consumer's parasocial interaction. Physical attractiveness, according to Hogg & Hardie (1992), indicates an attraction toward body and appearance. According to Hartmann & Goldhoorn (2011), consumers who consider a personality appealing may be further encouraged to enjoy the fantasy of social interaction. They also discovered that consumers' parasocial interactions were inversely correlated with how attractive they thought a celebrity to be. According to social media researchers Lee & Watkins (2016), socially attractive media figures, including friends and co-workers, create an ideal setting for parasocial interaction. The author studied the relationship between social attractiveness and parasocial interaction between a YouTube influencer and a luxury brand user. The outcome demonstrated that PSI would be led by celebrities who are perceived as being like the public.

Dependence on the Media: An important factor in describing media effects is audience dependence. According to Rosengren & Windahl (1972), there is a negative correlation between a person's reliance on mass media for demand fulfillment and the availability of useful alternatives. The more dependent a person is on a mass medium for the satisfaction of basic wants, the less functional alternatives are thought to exist. A medium's or its content's dependence could raise the likelihood of its consequences (Rubin & Windahl, 1982).

Cognitive Homophily: Lazarsfeld and Merton developed the term *homophily,* as cited by Dunkake (2019), to refer to *a desire for friendships to form between persons who are alike in some specific aspect* (Turner, 1993). Homophily is defined as *the degree to which people who interact are similar in beliefs, education, social status, and the like* (Eyal & Rubin 2003). A human being is more inclined to interact with someone frequently if they perceive themselves as being similar to others. These contacts with others allow one to validate their own convictions. In terms of PSI, the user is more likely to continue the interactions if they feel that their beliefs and those of the media figure are comparable. According to a PSI study, homophily is a precondition for stronger affiliation with a TV star (Eyal & Rubin, 2003). The research suggests that since social media platforms including Twitter, Instagram, and YouTube resemble traditional media like television characters, homophily will have a favorable effect on PSI.

Perceived Reality: Perceived reality drivers appear to be a major contributor to the emergence of reliance, as media consumption should have less of an effect than it would if one believed the information to be true. In parasocial interaction, where the persona attempts to simulate the impression of intimacy, perceived reality elements seem to be significant (Horton & Richard Wohl, 1956). Nevertheless, Perse & Rubin, 1989; Rubin et al., (1985), while using the personal conception of perceived realistic aspects to analyze these connections, they discovered that viewers demonstrated increased PSI levels when they believed that media coverage appeared more genuine, especially with relation to reality shows and television news.

Perceived Authenticity: Authenticity is determined by how closely media characters correspond to physics and can exist in the real world. Customers like to watch celebrities lead regular lives and commit failures because it allows them to empathize with them (Cornelis & Peter, 2017). It is believed that authentic content mediates not

only the success of recommendations but also the development of parasocial interaction. Previous research has demonstrated that those who do not include personal information in their social media communications may be perceived as dishonest and unauthentic (Chung & Cho, 2017).

Furthermore, dispositional development is more likely to be guided by authenticity than by overt indicators of resemblance, such as attitudes or values, because it can be assessed objectively and with little understanding of the media figure through features of the character's description, narrative, shape, and characteristics. As a result, it is proposed that authenticity is a crucial factor in developing assessments of similarity as well as in figuring out PSI, media engagement, and enjoyment (Perse & Rubin, 1989).

Even though there is consensus about some of the drivers explaining how parasocial interaction develops among media members, much is still unknown. For instance, demographic factors have not yet received extensive research (Giles, 2002a). With a few notable exceptions, the impact of the viewer's age is thus unknown. Limited research has been done on issues like how adolescents form parasocial interactions with media personalities.

1.2.1.3. Parasocial interaction in Social Media Contex

Social networking has grown tremendously, leading various researchers to investigate how platforms such as Instagram and Twitter foster relationships with famous people or media figures. Due to social media, it is now possible for internet users to interact and communicate by connecting on social networking websites and sending texts over the internet. Relationships that arise in digital contexts are seen as comparable in function to PSI (Giles, 2002a). The concept supported by various social media researchers like Facebook Tsiotsou, (2015); Yuksel & Labrecque, (2016); Tsai & Men, (2017), Twitter Tsai & Men, (2013); Tsiotsou, (2015), and Instagram Ward, (2016); Jin & Ryu, (2020); Sokolova & Kefi, (2020); Yılmazdoğan et al., (2021), studies, along with research on a website (Hoffman & Kelley, (2000); Thorson & Rodgers(2006), all lend support to this concept.

According to Tsiotsou (2015), PSI created with online users in a social networking context includes partial connections to other group members, individuals' emotional participation with individuals from social media (Tsai & Men, 2013), and

digital user behavior for establishing and upholding attachment with other users that includes intimacy or friendship (Chiu & Huang, 2015). Prior researchers discovered that PSI has an impact on group recognition in the context of social networking groups on the internet (Tsiotsou, 2015). This encourages an attitude of digital belonging Keng et al., (2011), and community involvement and is known as *the individual's knowledge that he or she belongs to certain social groups together with some emotional and value significance to him or her of his or her group membership* (Tajfel, 1974 Tsai & Men, 2013; Tsiotsou, 2015). Additionally, PSI anticipates the perspectives and choices made by users on the internet through gratification, including loyalty towards a brand Tsiotsou (2015), participation in online communities and social networks Chiu & Huang, 2015), and WoM advertising (Colliander & Dahlén, 2011).

Furthermore Ballantine & Martin, (2005), examined how parasocial interactions occur throughout and in online communities. They approached the study from a marketing perspective, focusing on *how PSI can affect online community participants' consumption behavior.* They perceived online platforms as an opportunity for brands and businesses to interact with consumers and organizations to provide support. Online communities and social networking sites (SNS) facilitate the brand's visibility to other customers, who might be persuaded to engage (Ballantine & Martin, 2005).

In their study they insisted that using public figures is crucial for enhancing customer perception of a brand. Web-based networks offer a quick way to connect with influential people and have a great possibility of influencing their followers (Ballantine & Martin, 2005). Regarding the formation of these parasocial interactions in online media contexts, one of the researchers claimed that it's important to take into account the influence of celebrity parasocial interactions given the popularity of using social media for marketing (Smith, 2010). Moreover, Rust et al. (2010), argue that clear communication between celebrities and their fans is the basis of parasocial connections, which is crucial to understanding media user relationships.

Regarding experience within the framework of the present research (Stever & Lawson, 2013), Considering that famous people utilize online platforms to improve the authenticity of their relationships with followers, it appears vital to investigate in what ways parasocial interaction (PSI) and social involvement have similarities. Since celebrities can be messaged on social media sites like Twitter, Some users might sense

and act as though they had been in a traditional, intimate connection. But “users can follow one another's content without reciprocal obligation” which is particularly prevalent in relation to how famous people utilize digital platforms (Horton & Richard Wohl, 1956; Rubin & McHugh, 1987 Reeves & Nass, 1996). Based on the fact that the other side largely regulates how they communicate, it would still be viewed as one-sided communication (Hargittai & Litt, 2011). As a result, it continues to be a parasocial relationship as opposed to a regular interpersonal relationship (Cohen, 2003).

Furthermore, (Casaló et al., 2008), investigated customer involvement in online brand communities in their study. They looked for ways to involve consumers and keep them interested over time. This practice, which capitalizes on the concept of imaginary relationships and parasocial interaction, is known as *relationship marketing.* These studies examined what type of relationship consumers need from a company in order to engage with it through an online community. Studies have shown that building trust in a virtual community is crucial for consumer involvement, satisfaction, and communication. The study concludes that when customers are given access to these factors, they will not only participate but also keep using the brand and interacting with the online brand community, which will promote and spread awareness of that brand.

In addition, the research done by Lin et al. (2021), on evaluating how effectively an Instagram influencer can influence consumers to make decisions and promote brands showed that customer assessments of influencer credibility were highly associated with past brand attitudes. PSI with the influencer was significantly associated with perceived influencer knowledge and attractiveness.

1.2.1.4. Influence of Parasocial Interaction in Consumer Purchasing Decision and Post-Travel

People frequently use social channels of communication to fulfill their requirements, and mediated communication can fulfill those needs as well (Wang et al., 2008). The use of social networking sites supports viewers in discussing, enjoying, and sharing videos of celebrities in order to satisfy their requirements. Additionally, viewers have the option to like and respond to other audiences' comments, which helps improve audience interaction. a preliminary investigation of the personality features of audiences as a predictor of parasocial interaction (Yang & Sanchi, 2022). The

parasocial interaction (PSI) theory was applied to comprehend consumers' online purchasing behavior. Digital platforms, including social media like Facebook, Twitter, Instagram, and YouTube, have grown in popularity, and this has led to an increase in the utilization of social advertising networks with both businesses and customers (Zhang & Benyoucef, 2016).

Several studies have shown that when it comes to social commerce platform (SCP) purchases, parasocial interaction has a greater potential to influence consumers' decisions than other factors, such as product credibility. In contrast, Sokolova & Kefi (2020), conducted research to comprehend how parasocial interaction affects credibility toward consumers' purchases among the audiences of four well-known influencers in the French beauty and fashion industries. Their research reveals that younger generations place a higher value on parasocial interaction and their emotional connections to influencers than on credibility.

According to Annese (2004), parasocial interactions can have an impact on behavior in addition to self-perception (Rubin & Step, 2000). Parasocial interaction can influence users' attitudes and increase their cognitive and emotional engagement with the messages and content being delivered. It also aids in the better understanding of multimedia content. Hartmann & Goldhoorn (2011), found that parasocial interaction affects two fundamental potential outcomes, including commitment to the norm and enjoyment of the exposure situation.

On the other hand Frambach et al., (2007), many customers search for product reviews online during the prepurchase phase, and then post-purchase, they discuss their positive or poor product experiences. This demonstrates that individuals are motivated by the internet context, which has an enormous impact on customers' purchasing options (Hui, 2017). Consumers have options during the post-purchase phase; they can either continue with their mortgage provider or make further purchases. Such communication can be managed effectively and is less likely to be marked by high complexity and uncertainly about the future (Frambach et al., 2007). Further, the study conducted by Rasmussen (2018), on the investigation of social media celebrities' reliability using PSI prediction and popularity-moderated results indicates that audiences viewed the celebrities as reliable sources despite their preference for certain individuals.

According to empirical research by Chung and Cho (2017), parasocial relationships between fans and celebrities foster a high level of intimacy, friendliness, and understanding. This enhances the credibility of celebrity news sources. Consumer perception is strongly connected with the parasocial relationship. As internet usage increases, PSI plays a significant role in predicting how people will feel and act when using online media since it may meet individual demands (Hollebeek & Macky, 2019). For instance, online travel groups may be able to meet the informational needs of potential tourists by encouraging PSI among community members. Additionally, PSI may influence users' relationships with online communities by way of cognitive, emotional, and behavioral interactions, developing favorable views about communities and consumption-related behaviors (Bi et al., 2021).

Along with Chen et al. (2022), study on examines the precursors to source trustworthiness as well as validates the beneficial impacts of this on influential travelers while building websites for travelers, implying the concept of *parasocial interaction, perceived authenticity, and self-congruity.* As a result, it was indicated that using the internet, travelers may increase the targeted promotion of tourist attractions through the use of influential people's travel, taking into account the advantages of connection with other people and perceptions of genuineness. The travel platform, for instance, can ask followers of influencers to post texts, photographs, or brief films that correspond to the brands of tourist destinations mentioned in their content and reward them for doing so (Chen et al. 2022).

In the fullness of the above Jin & Ryu, (2020), verify that currently most brands use influencer marketing on Instagram to raise followers' purchase intent and perception of trustworthiness. Visitors plan to rely on the photographs or remarks made by influencers about the goods under the parasocial relationship, which will affect consumers' final decisions. The research and development of social media as well as influencers on it (SMIs) are becoming more prevalent and influencing consumer behavior in the tourism sector.

According to Luo & Zhong (2015), a customer makes a purchase as a result of an issue that they have, which they then resolve rationally. When a customer engages in purchasing activities, there are certainly a number of procedures that are followed. The usage of information on online platforms specifically takes The manner of dressing engagement, cooperation, and content sharing Tourists utilize online

platforms as a technique to shape their perceptions, feelings, and memories, hence making them an essential source of knowledge while deciding on travel (Chen et al., 2015; Kotler et al., 2011; Zeithaml, 2013). The purchasing procedures for tourists include *need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior* (Minazzi, 2015).

Pre-Trip: The assessment and purchase of the appropriate travel package by consumers comprise their entire engagement with the company throughout the purchasing stage (Lemon & Verhoef, 2016). During this period before leaving, travelers use social media to research tourism-related details and to speed up the information search process, as they are used to taking a long time to do so. According to Gretzel et al. (2006); Xiang et al. (2015), the pre-trip phase's activities help travelers make decisions and form expectations for their future travel experiences. The emergence of social media lowers the cost of searching and increases the influence of customers, who can participate more actively in the decision-making process (Minazzi, 2015).

During Trip: Tourists who are currently traveling for a variety of reasons are considered to be in the during phase, often known as the on-site experience phase (Juan & Chen, 2011). Visitors who use social media during the main experience phase are more likely to learn more or discover other attractions and recreational opportunities. At this point, visitors use social media to post about their travels online, which enables other users to enjoy the journey virtually (Wu & Pearce, 2017). Additionally, social media can be used to update travelers on their location while traveling, given the growing attention to visitors' safety and security.

Post-Trip: The post trip, which describes the tourism experience and activities, is the result of the trip preparation process. When visitors return from their vacation or excursion, they are placed in this stage for classification. Based on their impressions, tourists' levels of satisfaction with the tourism-related goods and services they consumed during their trip are calculated. If a visitor is pleased, they are more likely to return, tell their friends about the place and its attractions, and write favorable reviews (Hernández-Méndez et al., 2015).

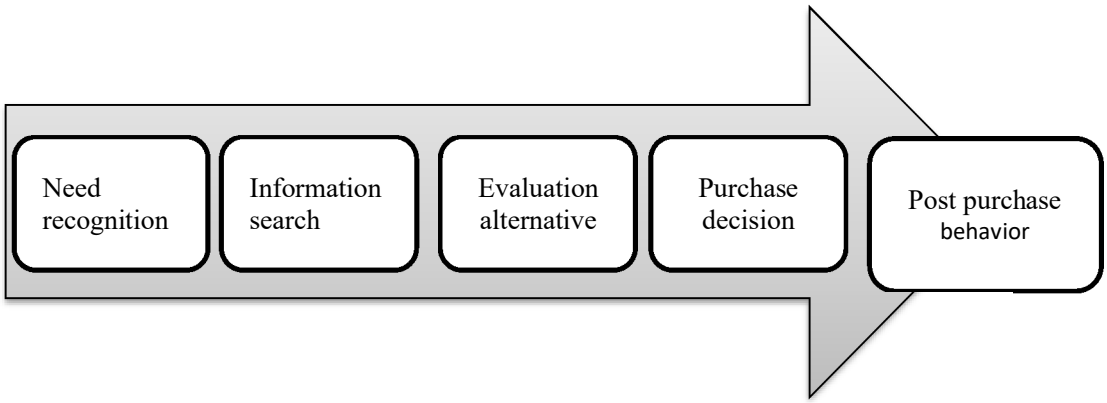
Social media may be used by tourists to document and share their travel experiences. Some people believe that their advice would be helpful to other travelers as they plan their travels. Given that a destination's success depends on its ability to

influence visitors' decisions to attend and return, social media could be useful for destination management organizations (DMO) as a tool for promoting the destination (Zhang et al., 2018). Another point to consider, Armstrong et al., 2014), describe *post-purchasing behavior as the stage of the buyer decision process in which customers take further action after purchase, based on their satisfaction or discontent.* Moreover, Bearden & Teel (1983) "claimed that customer satisfaction is a post-purchase event reflecting how much the consumer likes or dislikes the service after experiencing it" Following the purchase, tourists contrast their real journey experiences with what they expected internally (Pop et al., 2022).

Moreover, with the growing possibility that travelers may have access to the Internet while traveling, pre- and post-trip phases might sometimes overlap. Searching for information on the weather, the local economy, restaurants, and tourist activities is usually the main activity. The goal of information-seeking on social media while traveling might also be to increase safety and decrease perceived risk (Azeez, 2021).

Figure 6.

The Stages of the Tourist Purchase Behaviour



Source: Based on Kotler, (1999)

1.2.2.1. Desire

Consumers experience desire when they become aware of their needs or wants for a good or service. Consumers will recognize a need when they notice a discrepancy between their current situation and a desired or ideal situation, which is also known as a *problem recognition" or need recognition*. Consumers' desire to act once a need has been identified is influenced by two factors: the need must be sufficiently relevant to

the consumer, and the solution must be within the consumer's means, according to (Engel et. al 1995).

Furthermore Neal et al., (2006), argue that finding an issue or need requires a number of factors, including those that are either professional or private, and that this finding leads to the buying concept Icoz et al., (2018), postulated that in the tourist sector, the willingness or need to travel initiates the stage of identifying needs in the purchasing choices, which then leads to an assessment of the feasibility of making the trip. When a need or a will appears in a person, it indicates that a stimulus has been activated. There are several reasons why someone would feel the urge to vacation or travel. These include the need to rest for a while after a lengthy and exhausting work period, for amusement, for pilgrims, for business, and for one's health.

1.2.2.2. Information search

Going back to the purchasing decision model, the most crucial phase for clients today is *information search* (Kotler 2013). Customers will assess how much information they require by conducting online research using traditional sources such as newspapers and social media like Facebook and Instagram. Information search is referred to as a process whereby consumers are inspired to look up additional information or pay closer attention to a sales pitch or commercial.

The phase of an information search is completely defined by an individual's features, including beliefs, details, and motives, as well as by market features and particulars of the circumstances. In this phase, consumers learn more about the characteristics of many brand options and comparable items or about one specific product that, considering the information they now have, best meets their needs (Kotler 2013). At the information search stage, consumers can seek information through internal or external sources (Shilbury et al., 2009).

Utilizing data from memory, including previous encounters with the good or service, constitutes a confidential knowledge search. Contacting relatives and close companions regarding their encounters with buying new goods, along with marketing-controlled sites like advertisements, ads on TV, leaflets, or websites, are all ways to conduct an alternative information search. Based on a digital platform like a source of external data, a search concerning the tourism sector provides a wealth of information

on experiences and reviews of the destinations, attractions, and accommodations (Litvin & Hoffman, 2012).

As a result of the fact that social networking channels make information gathering, making choices, and buying transactions easier, the demanding and shifting nature of customer preferences and tastes has led to substantial shifts in consumer purchasing and decision-making. Moreover, customers depend on the experiences of other travelers to improve the value of the interchange and reduce risk (Bowen, & Maken, 2010).

*2.*2.3. Evaluating Alternatives

The evaluation of alternatives is the next step in the decision-making process for consumers. After conducting an information search, the consumer is able to examine the differences between a few brands that were on his or her list of considerations at this stage. Consumers assess products at this level using criteria that vary from one another. However, the evaluation frequently excludes characteristics that are thought to be comparable, such as benefits, features, and other factors such as price, quality, brand, product positioning, place to buy (location), and effects of using the product, such as whether it is hygienic, as well as subjective, emotional, and hedonistic aspects. The consumer's interest may increase or decrease during the evaluation of a product. Getting more details about the product and comparing it with other products are two possible components of evaluation. After the evaluation is over, the consumer may have intent to buy or he may lose interest, and the process may cease or be postponed.

1.2.2.4. Purchase Decision

Purchase decision is the fourth phase in the decision-making model in which a consumer decides to purchase a product after carefully weighing all their available options Kotler & Keller (2009), claim that the purchase decision stage also has some aspects that affect the choice, such as comments made by other customers that either encouraged or discouraged the purchase of a product. The second element that influences the decision to buy unexpected events or changes in the customer's personal economy, such as an unforeseen job loss, may influence a decision.

Consumer chooses a specific brand after considering all his options. Consumer purchases might be one-time transactions, returns, or trials. In addition, the consumer

may need to decide where to shop, how much to spend, who to buy from, when to buy, and how to pay. It is important to highlight that a buying intention, or the desire to acquire the most favored brand, may not necessarily translate into a favorable purchasing decision; it may be tempered by other people's attitudes and unanticipated environmental considerations.

1.2.2.5. Satisfaction

After purchasing and using the product or services, the customer will assess if they meet his initial needs. Satisfaction The degree of happiness or dissatisfaction that results from expectations for the product (Kotler, 2003). To be specific, satisfaction is an individual's feeling of pleasure or dissatisfaction as a consequence of comparing a product's actual performance result to one's expectations (Kotler, 2000). Additionally, Woodside et al., (1989), argue that as a building that is used after a purchase base on the amount a customer has used a service or good and decided whether they enjoyed it or not. Satisfaction comes out as a post-purchase behavior after the customer undergoes the last stage of the consumer decision-making model and makes an evaluation related to the function of the product, not whether the customer is satisfied or not. He will either be content with the result or, if the product has significantly underperformed expectations, be disappointed.

According to Li et al. (1999), there are several factors that affect customer satisfaction, including 'service content, pricing, convenience, corporate image, equipment, staff, and procedure'. However, Chou & Huang (2013), listed the following criteria for measuring consumer satisfaction: "product, service, staff, overall product performance, and conformity to expectations''.

2.2.6. Memorable Tourism Experience

Travelers evaluate and develop memorable travel experiences depending on their own travel experiences. Tourist experience is referred to as a participant's subjective and psychological perceptions of a service contact (Tsai, 2016). Such cherished moments may eventually help create a *feeling of exhilaration and a deep sense of happiness that is long loved and that becomes a landmark in memory for what life should be like.* Studies demonstrate that regardless of whether they return to the same place in the future, customers who had a wonderful dining experience remember it vividly (Kozak, 2001; Wirtz et al., 2003; Lehto et al., 2004). It was claimed that the

only source of knowledge that matters most at that point when a person chooses to go back to a particular site is memorable travel experiences.

On the other hand, Park & Santos (2017), investigated the essential elements of memorable tourism experiences from three perspectives and sequential travel phases. Their conclusions imply much of that experience took place while the subsequent step occurred post-trip since special and unforeseen travel opportunities permitted their present encounters that distinguished them from other earlier ones. Additionally, even with the same tourist service, *memorable tourism experiences* are not always optimistic ones (Stienmetz et al., 2021). The extent of recall also differs based on the person's prior interactions.

1.2.2.7. Place Attachment

Attachment to a specific place basically encompasses interaction among individuals. An actual environment (Lee, 2009). It comprises several related notions relating to environmental issues and people, including location, identification, site-specific genres, an appreciation of place, a natural commitment, and society feeling (Low & Altman, 1992). Attachment to a place highlights a sentimental mindset among individuals toward their surroundings. The concept of place attachment also includes any service relationships to which people feel emotionally attached in the context of tourism, in which the role of interactions between individuals is a significant part of determining an individual's encounters inside a specific location (Trauer & Ryan, 2005).

When tourists and visitors engage meaningfully in social interactions and activities within the location, place attachment is more likely to occur. A tourist's emotional connection to a location might range from an immediate sensory attachment to a permanent, deeply ingrained affection (Low & Altman, 1992). Previous researchers Prayag & Ryan (2012) also found that place attachment, particularly with visitor happiness, positively predicted travelers' allegiance to Mauritius and was highly impacted by destination image and personal interaction.

Moreover Tsai (2012), confirmed that various features that led to place attachment to the visitors, including *place identity, place reliance, and affective attachment,* all influenced visitors' frequency of return visits in a favorable way. In the context of rural tourism, Loreiro (2014), discovered that place attachment, combined

with pleasant emotions and memories, was a highly effective predictor of behavioral intentions. From that point of view (Chen & Tsai, (2008); Chen et al., (2014); Chen et al., (2015); Chen et al., (2018), revealed more evidence of the varied consequences of attachment to place characteristics on local diverse word-of-mouth behaviors.

1.2.2.8. Experience Sharing

The tourist experience has changed as a result of the internet, both in terms of how people plan trips and how they recall them. Social media platforms are important for a variety of tourism-related issues, including managing business operations and processes, marketing, and consumer behavior (including information search and decision-making). On social media, tourists frequently share both knowledge and personal experiences. Experience sharing from a temporal perspective; describe the tourism experience as an "activity-based" process. Furthermore, according to some academics, the tourism experience should be viewed as a multiphase phenomenon with pre-trip, during-trip, and post-trip phases that are spatially and chronologically interconnected (Gretzel et al., 2006).

In other hand experience is an individual's subjective evaluation and undergoing, for instance, affective, cognitive, and behavioral aspects of events related to his or her tourist activities that begin before planning and preparation, during the trip, and post-trip (Tung & Ritchie, 2011). These sharing activities relate to aspects of the trip, such as costs, the weather, restaurants, and attractions, or they could involve feelings, thoughts, and imaginations like images and movies (Munar & Jacobsen, 2014). According to prior studies, social networks typically offer more detailed information than other platforms like official websites or media sharing sites (Munar & Jacobsen, 2014). Travelers choose social media platforms as their go-to method for sharing their travel experiences.

1.2.2.9. Hedonic Well-Being

In a sense, the concept of well-being is considered to have two dimensions (Ryan & Deci, 2001). That are both combined as well as separate *''hedonia and eudaimonia* (Ryan & Deci, 2001; Rahmani et al., 2018). Aristippus, who claimed that people should make every effort to prevent discomfort, is where the concept of hedonia originates (Kay Smith & Diekmann, 2017). Hedonia, which is a state in which a person encounters greater enjoyment, satisfaction, and pleasant emotions and fewer

unpleasant ones, is thus defined as the pleasure side of well-being in terms of pleasure attainment and avoiding discomfort (Ryan & Deci, 2001; Rahmani et al., 2018).

Hedonic well-being is defined by pleasure or emotive experience and is frequently integrated as the existence of positive experiences and a sense of satisfaction in life, in addition to a shortage of negative feelings (Diener et al., 2018). Tourism activity is seen as connected to well-being, and various kinds of activity may have varying consequences for the psychological well-being of visitors. Since various initiatives can satisfy various tourist demands and motives, they can produce a variety of experiences as well as varying degrees of emotional response.

Among the different kinds of activities related to tourism identified as significant and important elements affecting visitors' well-being while on holidays, Bloom et al. (2011), claimed that the chosen activities undertaken during the holiday influence the well-being of tourists to a large extent. This contrasts with additional tourism factors that could affect traveler satisfaction, such as journey time, duration of stay, and travel period.

CHAPTER 2

METHODOLOGY

In this section, the objective and importance of the study, research's limitations, hypotheses, and research model, sampling and data collection practices, as well as measurements, are well explained.

2.1. The Objectives and the Importance of the Research

Considering the potential of Zanzibar's tourism industry as the islands' main source of income and the current growth in digital media users for marketing purposes, both individuals and tourism organizations, the present research intends to:

- To determine the impact of parasocial interaction on tourists travel behaviour and post-travel behaviour.
- To investigate the factors that influence parasocial interaction and significantly affect the consumers travel decision and post travel behaviour.
- To evaluate how tourist travel behaviours can influence and effect to each other on travel and post travel process.

Since individuals utilize social networking sites extensively, it is reasonable that businesses would search for strategies to set themselves apart online. Social media influencers are very well-followed on social media, and due to the relationship, their followers have formed with them, followers believe their opinions. Even though influencers and, for a very long period, personalities were frequently used in marketing, there isn't as much promotion of goods or services through influencers' own social media accounts since marketers are only now figuring out how to do it specifically in Zanzibar.

Travelers share with a large audience their favourite travel moment. The study will be useful for social media marketers in assessing the post-travel behaviour of tourists since understanding consumer behaviour, emotions, and experiences is a powerful strategy for determining consumers satisfaction. Also, the study provides benefits to destination management organizations (DMOs), travel companies, the accommodation sector, and other tourism stakeholders to create an effective marketing strategy for their current target market.

2.2. Limitations of the Study

The study's data collection process, scope, and target audience are given below. Limitations: Although the research goal is to investigate the way social media influences tourists travel behavior and post-travel behavior, it also determines how parasocial interaction impacts consumer decision-making processes and post-travel behavior. It has some limitations, as follows:

- The research was performed using a group of respondents who were willing to participate. It could be preferable to perform the questionnaire face-to-face to ensure that the data is collected from the intended participants.
- The questionnaires were created in Google Forms and distributed to the participants through their email and social media accounts, like WhatsApp and Instagram. Some of them didn’t fill out the questionnaires due to personal reasons.
- The quantitative method of structural equation modelling was utilized to ascertain the relationships between the research's variables. However, studies that integrate or utilize many approaches can yield important results for comprehending SMIs and their impact on interaction with consumers in travel decisions.

2.3. Hypothesis and Research Model

2.3.1 Relationships Between Variables and Formation of Hypotheses

The relationships between the variables used in the research were primarily investigated in a theoretical context. A thorough literature review was conducted in this context. After the evaluation of the related variables in the literature, hypotheses have been created to examine the correlations between all the variables. The evaluations of the relevant studies in the literature and the hypotheses created in line with these evaluations are given under the following headings: It is aimed to use the findings obtained as a result of determining the variables affecting parasocial interaction and the effect between these variables in the use of social media influencers to assess the impact of tourists' choices for travel on post-travel behavior.

2.3.1.1 Relationship Between PSI and Travel Desire

Social media changes travelers' desires and views of a destination, which impacts every person's purchasing intention (Kim, 2012). Social media platforms, for instance, enable users to reply to comments from celebrities in the media, which might lead certain users to behave like they are actually in an intimate connection with those personalities Beeton (2010); Kim & Song (2016); Yuan et al. (2016), revealing that the combination of the advertising strategies promoted by accommodation companies such as hotel establishments and travel images shared on social media about a specific destination may have a greater influence on the consumer's choice of destination and visitation to that destination.

It has been proven that celebrities can influence tourists' willingness to travel to a specific destination (Lee et al., 2008). Personality's participation can serve as a drive for individual desire for traveling to places connected to the celebrity, as proven by the increase in celebrity-induced visits to movie destinations. Additionally, according to Yilmaz et al. (2020), it is the intention of the travel influencers to influence their audience.

SMIs provide their followers with information about their families, friends, work lives, and feelings in addition to their opinions and experiences with using products (Uzunolu & Kip, 2014). In this manner, followers could observe how self-revelation can connect the SMIs (Hosek & Presley, 2018). With parasocial interaction, moods, judgments, and opinions, SMIs may influence the opinions of their fans and the places they have traveled by fostering a welcoming and genuine environment (Ames et al., 2008; Laurenceau et al., 1998). People contrast themselves with others who are perceived as more immediate, nearby, and informal examples, such as family and acquaintances, according to the literature (Solomon et al., 2012). Social media influencers may appear to followers as friends in parasocial interaction processes. Based on that, the current research makes the following hypothesis:

H1. *There is a statically positive and significant relationship between Parasocial interaction (PSI) and desire to travel*

2.3.1.2. The Relationship of PSI and Information Search

In the research stage before making a purchase, travelers glean knowledge from many different sources, such as social media, blogs, websites, and travel organizations. As stated by Prestwich et al. (2008), whenever there is a desire for a goal, sincere purpose is more likely to result in behavior. Nevertheless, Narangajavana et al. (2017), in their study that information gathered by customer design expectations influences the purchase decision-making process.

In line with Venkatesh et al. (2003), influencing information is the procedure by which influencers of digital content propose to provide audiences with information, who then use that information to guide their decisions. The readiness of viewers to accept information and their impression that the information is true are both reflected through relationship impact (informational influence). Informational influence also shows whether audiences are likely to concur with advice given by media characters (Liebers & Schramm, 2019). Arguably, informational influence can show the favourable interaction on social media between celebrities and their fans (Elsantil et al., 2022).

Moreover, current research highlights the important effect of PSI in using influencers in marketing, highlighting the importance of influencers' engaged relationships with fans since influencers are considered helpful, recognizable figures, and this strong labelling impacts consumers' desire to purchase the products they are recommended (Schouten et al., 2020). Furthermore, research has demonstrated to what extent PSI plays function, indicating that certain individuals may potentially acquire additive consumption outside of their imaginary connections with influential people (Hwang & Zhang, 2018).

Influential people also play a facilitating role in generating the desire of consumers for products, boosting interest in a particular product, and generating purchase intent (Kim & Kim, 2020). An audience member is more likely to act when they have a PSR with an influencer, which influences their view Laken (2009), making audiences embrace the information more. Similar to the hypothesis Chu et al., (2020), viewers frequently view the PSIs they are using in terms of influence as reliable means to find information, while viewers establish PSIs. Considering social media influencers, they are more likely to embrace their information (Xiang & Gretzel, 2010). Consequently, a suggestion was made regarding this hypothesis:

H2. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and Information searches.*

2.3.1.3. The Relationship of PSI and Purchasing Decision

SMIs as an independent advertising company that has already gained the respect and trustworthiness of its audience, which has positively impacted their followers' purchasing intentions. e-WoM has a substantial effect on social media customer decisions to buy since they are exposed to a great deal of information every day (Lee et al., 2021). According to Leung et al. (2013), a study focused on the utilization of social media by bloggers and influencers in the tourism and hospitality industries. They discovered that customers frequently interact with travellers' social media throughout the entire process of traveling, including preparation, consumption, and post-trip.

An organization can successfully achieve its marketing objectives by utilizing an influencer's or travel blogger's social media interactions to share information about the features of tourist services, such as *attractions, accessibility, amenities, packages, activities, and ancillary services* (Buhalis, 2000). In addition, Han & Chen (2021), note that research studies in the tourism industry showed a positive correlation between travelers' opinions toward user-generated material and their inclination to utilize the information while making travel plans. In general, a SMI who possesses these characteristics and qualities and is willing to collaborate with a company to produce accurate information tends to affect the purchasing decisions of their followers. Due to users' desire to adopt certain lifestyles, social media stars have a profound effect on the behavior of their followers when it comes to making purchases of a particular product. Consequently, a suggestion was made regarding this hypothesis:

H3. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and purchase decision.*

2.3.1.4. The Relationship of PSI and Satisfaction

The concept of visitor satisfaction has received much research in nature-based tourism. Depending on how strongly they are satisfied with the (tourist) offering, it is presumed to have an impact on behavior (Tudoran et al., 2012; Robinson & Schänzel, 2019). Considering that, future intention can be predicted by positive experience (Lee et al., 2012; Oliver, 2010). It is crucial to empathize with the extent to which visitor

satisfaction leads to emotional bonds with natural environments for example, national parks, beaches, and forests in order to promote more visits.

According to research Magno & Cassia (2018); Hollowell et al., (2019), the accuracy and significance of the excellent standard of information that SMI shares impact the influence of SMI. In the realm of modern media environments, for example, the internet and mobile ads, the impact of apparent significance on consumer feedback on advertisements has typically been studied. A similar pattern of outcomes has been discovered. According to Campbell & Wright (2008), Hartmann & Goldhoorn (2011), and in an online setting, personal relevance creates favorable attitudes toward the product, the product itself, and the website where the advertisement is introduced.

Notwithstanding, Robinson & Schänzel (2019), reveal that the anticipation pertains to the trip encounter, which ultimately leads to satisfaction or dissatisfaction. Most consumers believe SMI material if it looks like unsponsored content, boosting the likelihood that a potential tourist will select a specific destination. According to an earlier study on PSI, satisfaction of encounters with *media personae is a psychological* result of PSI Klimmt et al., (2006), which may lead to individuals feeling more intimate and at ease using media identities and comparing them with their companions (Rubin et al., 1985). This might influence people to associate media viewing with satisfaction and pleasure (Hartmann & Goldhoorn, 2011).

Additionally, it has been established that PSI is a key factor in determining how satisfied the elderly are regarding their house television purchasing experiences (Lim & Kim, (2011); Kim & Kim, (2017), revealing that encouraging PSI by travel-related sites helps to promote elderly impressions of their well-being. Increased contact with other travelers in online travel communities may consequently enhance the travel experience because they provide social support from other travelers. Based on that, the current research makes the following hypothesis:

H4. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and satisfaction.*

2.3.1.5. The Relationship of PSI and Memorable Tourism Experience

Sharing an online entry abou t traveling has replaced sending postcards. A memorable travel experience increases the desire to share pictures and elicits an emotional response from other users. This in turn influences and shapes the uploader's

travel experience (Wong et al., 2020). Recent tourism studies are curious about what motivates people to share content in the first place as the amount of available content that travelers are ready to post increases. According to 2017 research, one in five UK adult's posts on social media with the aim of provoking jealousy (Dabija et al., 2018; Lin & Huang, 2006). Self-expression, self-enhancement, self-esteem, and extroversion were examined by (Bronner & de Hoog, 2011).

Various studies used memorable tourism experiences as mediators. For instance, Huang et al. (2019), looked at the relationship between behavioral intentions, perceived value, and memorable tourism experiences and found that behavioral intentions are influenced by perceived value through the moderating function of a memorable travel interaction. Further, memorable tourism experiences were treated as independent variables in various investigations Bharwani & Jauhari, (2013); Sipe & Testa, (2018); Soltani et al., (2021), utilized tourism memories as a dependent variable in their research. According to studies, there is a significant relationship between memorable tourist experiences and many outcome variables like behavioral intention, intention to revisit, and place attachment. Based on that, the current research suggests the following hypothesis:

H5. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and memorable tourism experience.*

2.3.1.6. The Relationship of PSI and Place Attachment

According to Williams & Roggenbuck (1989), *place attachment is a special emotional bond between individuals and places built on a foundation of cognition, emotion, and practice*. On top of that, their research demonstrated that place attachment comprises place identification and location reliance, widely recognized as conventional two-dimensional structures from the perspective of functional and emotional worth. A sense of belonging to a particular place is referred to as place identity and is based on personal experiences and customs. Additionally, place reliance describes a person's functional attachment to a location. The two variables of place identification and place attachment are frequently employed in academic research, particularly tourism and leisure studies, to assess place attachment (Qu et al., 2021).

Consumers' sense of identity may grow as a result of the establishment of parasocial interactions, which could then influence their behavior (Haobin et al.,

2021). Particularly, interaction between media and viewers on a parasocial level could lower threat assumptions and encourage output identification and buying intent through audiences' direct involvement (Lee & Lee, 2022). In addition, para-social contact influences tourism behavior in various contexts, either directly (Yılmazdoğan et al., 2021) or indirectly.

According to Wong & Lai (2015), audience participation has a favorable impact on place attachment. Through regular exposure to movies or TV dramas, viewers may grow emotionally attached to and fond of celebrities. This sentimental bond may encourage community and a sense of place-based identity associated with the movie industry. As a result of this investigation suggest the following hypothesis:

H6. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and place attachment.*

2.3.1.7. The Relationship of PSI, Experience Sharing and Hedonic Well-being

Hedonia, the pleasure aspect of well-being, is connected to visitors' feelings. Thus, it is described as having more enjoyment, fun, and happiness and fewer negative feelings, as well as greater life satisfaction (Ryan & Deci, 2001; Diener et al., 2002; Smith, 2010). According to Bagozzi et al. (1999), environmental stimuli, which can be things, events, or other people, cause people to feel certain ways (Cohen & Areni, 1991).

Apart from that, Kemp et al., (2020); Pera et al., (2020); Roberts & David, (2020), through their investigation observe that the existing literature highlights the use of social media platforms, such as the consumption of digital content and virtual interactions with others on social media, as increasing people's feelings of belonging and giving them confidence in life, as evidence of the positive relationship between psychological well-being and its use. Social media platforms therefore have the ability to meet consumers' social, psychological, recreational, and even physical needs, improving their level of mental well-being.

The study clarifies Ryff, (1989), categories of "*subjective well-being, self-acceptance, favorable interpersonal relationships, autonomy, environmental mastery, purpose in life, and personal progress"* by demonstrating how these qualities are implemented through social media photo-sharing. The study verified that the definition and actualization of well-being change as people get older in a digital context.

This study expands on Berezan et al. (2018); Pittman & Reich (2016), by concentrating exclusively on photo-sharing. This helps us comprehend the understudied field of study known as the *visual mode.* According to this investigation, the power of social media to capture and share daily events and link users with others enhances the well-being of older consumers. In light of this, the following hypothesis has been presented:

H7. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and experience sharing.*

H8. *There is a statistically positive and significant relationship between Parasocial interaction (PSI) and Hedonic well-being*.

2.3.2. Tourist Travel Behaviour

The process for making travel decisions has undergone a crucial transformation since the introduction of SM. In addition, social media is a strong platform for users to discuss how they felt before, during, and after a trip (Lin & Huang, (2006); Dabija et al., (2018), Consumers frequently use digital media to research their upcoming travel plans.

Users and followers of social media platforms have developed close relationships (Wilcox & Stephen, 2013). Because of their close interaction with their followers, digital celebrities have evolved into efficient and cost-efficient advertising models. According to Lin et al. (2021), their followers view the interaction as word-of-mouth communication. Even if the viewers may interact with the SMI in genuine social contexts, it's likely that they won't get to know them well, making their relationship parasocial (Tsai, 2016).

Influencers are frequently used by consumers to learn about new brands and products. People frequently share the material of influencers with their friends and family, expanding both the influencers' audience and the brand awareness of their corporate sponsors (Hutter et al., 2013). Additionally, future customers who have faith in SMIs and have a strong desire to travel to a place suggested by influencers are more inclined to seek more details from SMIs (Ki & Kim, 2019). Consumers who trust influencers are more likely to seek out the information they supply, more likely to select that place when assessing potential choices to buy, and thus more likely to visit that destination, which promotes growing brand awareness. Consumers may alter their

existing travel plans in response to recommendations from trustworthy and pertinent SMIs, which also show influence over purchasing decisions.

While Shang & Luo (2021); Zhang et al., (2020), investigated the connection between PSR and place attachment, Choi et al. (2019), investigated the impact of PSI on trip satisfaction and community satisfaction. According to Su et al. (2011), the viewer's PSI and attitude toward the character are linked to the viewer's attitude toward the destination if there is a highly perceived cultural connection. Influencers on social media have a pouring influence on decision-making behavior as a result of their parasocial interaction, and each stage in the process may SMI effect intervention on the following phase. As a result, it is believed that:

H9. *There is a statistically positive and significant relationship between desire and information search.*

H10. *There is a statistically positive and significant relationship between information search and purchase decision.*

H11. *There is a statistically positive and significant relationship between purchase decision and satisfaction.*

H12. *There is a statistically positive and significant relationship between satisfaction and memorable tourism experience.*

2.3.3. Tourist Post-Travel Behaviour

2.3.3.1. Memorable Tourism Experience, Place Attachment and Hedonic Well-Being

A memorable tourism experience is one that visitors will recall long after their trip is over (Tsai, 2016). Not all interactions are regarded as memorable. The place will benefit if it can use this tactic to its fullest potential (Zhang et al., 2018). First, visitors are prepared to spend money in order to enrich their trip with memories and experiences. Additionally, travelers will develop loyalty and form attachments after a fantastic experience (Trinanda et al., 2021).

The experiences that contribute to a sense of pleasure or well-being have an impact on place attachment as well Rahmani et al., (2018); Dwyer et al., (2019). In their study, Chen et al. (2014), further supported the idea that one of the predictors of place attachment was the recall of memories connected with an area (place memory).

This experience theoretically qualifies as a memorable travel experience. Memorable travel experiences might include things like shooting pictures or selfies at tourist sights, learning something new while visiting a destination, and more (Zhang et al., 2018).

The association between memorable travel and hedonic well-being is supported by empirical studies (Vada et al., 2019). In line with Bigne et al. (2020); Coelho et al., (2018), it has been proposed that satisfying and memorable travel experiences can enhance hedonic well-being (Hosany et al., 2022; Sirgy et al., 2011). Travel can increase people's happiness levels, which would result in hedonic well-being (Chen & Yoon, 2019). Additionally, Vada et al. (2019), argue that place attachment is affected by several factors. The experience of happiness (well-being) is the most important factor. In accordance with the discussion above, the following hypotheses have been presented:

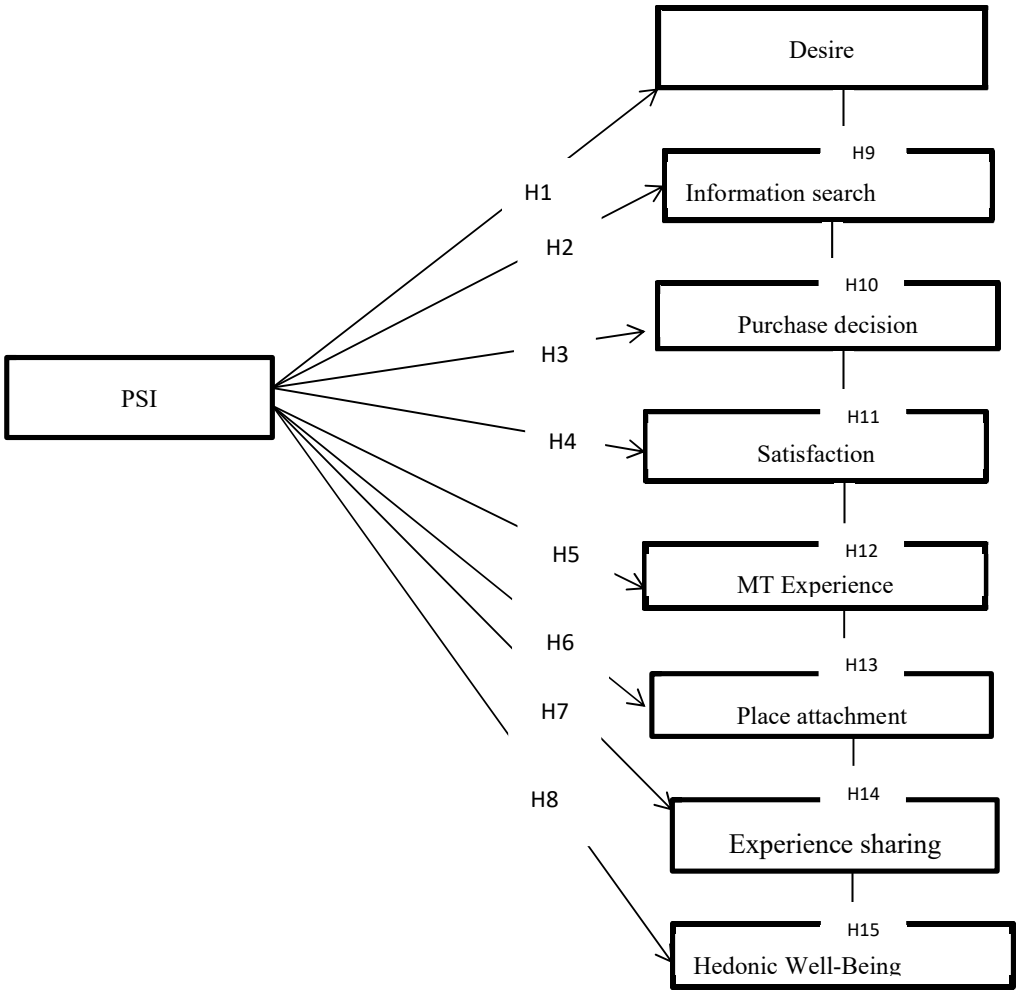
H13. *There is a statistically positive and significant relationship between memorable tourism experience and place attachment.*

H14. *There is a statistically positive and significant relationship between place attachment and experience sharing.*

H15. *There is a statistically positive and significant relationship between experience sharing and hedonic well-being.*

A model for the study was developed as shown in Figure 7 considering all the studies described in the literature.

Figure 7.
Research model



The process of developing the data collection tool was initiated following the creation of the research model in accordance with the findings of the studies in the literature in order to test the pertinent model.

2.4. The Data Collection Tool

The collection of data tools planned to be applied in the research was structured in two phases. The aims of these stages are finding the most appropriate expressions to be applied to the gathering of data and the purpose of the research; removing unnecessary expressions from the data collection tool; increasing the clarity of the expressions; ensuring that the participants fill out the questionnaire with understanding and are not bored; and thus, reaching reliable data and measuring what is desired to be measured in the most appropriate way.

For this purpose, first of all, the literature on the variables of PSI, *desire, information search, purchase decision, satisfaction, memorable tourist experience, place attachment, experience sharing, and hedonic well-being,* which is planned to be used in the research, was scanned in detail. In this context, sectoral studies and scientific studies on the relevant variables were investigated. In order to understand the variables of the research correctly and to measure them appropriately, a wide-field literature review was carried out, with the aim of reaching questionnaire forms suitable for the research purpose and accepted in the associated academic literature.

At this point, the statements in the questionnaire were evaluated by taking the opinions from academicians and who are experts in the fields of statistics, marketing, and linguistics. It was checked whether the expressions in the questionnaire would be perceived as similar for everyone who read the form, whether there were expressions similar to each other in the questionnaire, the length and order of the questionnaire expressions, and the explanations for the questionnaire form. In addition, in line with the evaluations of the experts whose opinions were consulted, the ability of the expressions in the questionnaire to represent what was wanted to be measured and their suitability for the purpose of measurement were evaluated, and expressions that were similar to each other, could be understood differently, or were thought to be inappropriate for the purpose of the research were removed from the questionnaire or replaced with more appropriate expressions.

2.4.1. Population and Sample of the Research

Zanzibar is a popular destination for tourists due to its natural beauty, pristine environment, safety and security, hospitable and inviting people, and world-class historical sites. In 2000, the town received international recognition for its tourism business when it was named by UNESCO as one of the World Heritage Sites because of its wonderful historical and cultural background, which includes historical sites, a bustling market, the Palace Museum, the site of the former slave market near the Anglican Cathedral Church, and several unique building architectures. Additionally, Zanzibar is an irresistible destination among the most popular destinations in terms of leisure tourism, with beautiful natural surroundings for tourist events, including festivals, theater, and concerts, as well as an accessible geographical location.

As exotic as its name suggests, Zanzibar's coasts are paradisiacal. Caster sugar beaches that gradually slope into crystal-clear waters teeming with marine life are

framed by rugged coral and limestone scarps. The Zanzibar Coast offers some of the best deep-sea fishing in the Indian Ocean and the Zanzibar Islands. There are numerous high-game fish to be found, but there is also a broad variety of marine species to be seen. Coral reefs and biodiversity are exceptionally well preserved on the Chumbe Islands. The first of many marine parks established in East Africa is Chumbe Coral Park. Additionally, it contains a nature trail on land and an "eco-lodge" for lodging, as well as an education center. Around Mnemba Island, a conservation zone harbors a diversity of aquatic animals and plants. The zone provides a place for the endangered green turtle to lay its eggs. The zone is only 10 miles from Stone Town in the northeastern part of Unguja Island. As a tourist destination, it offered affordable and luxurious accommodations (UNWTO, 2009).

The pristine beaches and historical landmarks are Zanzibar's key tourist attractions. Following the United States of America (10%) and South Africa (9%), Italy continued to be the top source of visitors, accounting for nearly 27% of all arrivals. The presence of Italian-run hotels in Zanzibar and the availability of direct chartered flights from Italy contribute significantly to the importance of the Italian market. In a similar vein, with the advent of direct flights, a significant amount of the increase in visitors from South Africa is attributable to its three weekly direct flights to the island (UNWTO 2009).

An increase in the number of international visitors to the island is encouraged by the better global economic outlook, particularly the persistent economic recovery in Zanzibar's traditional source markets for inbound travelers, such as the UK and the USA, and a rising interest in long-haul travel. Zanzibar is facing an atmosphere that is more competitive throughout this time due to increased marketing by other locations, shifting distribution channels, and expanding media possibilities.

Sensitivity and confidence levels should be determined first in sample size calculations (Yilmaz & Doğan, 2016). A certainty level of 5% means that the sample characteristics will not change more than 5% compared to the population characteristics, and a 95% confidence level will be provided (Hair et al., 2010). In this respect, in calculating the sample size, the following equation can be used in cases where the population size is over 10,000 (Yilmaz & Doğan, 2016):

$$n = \frac{z^2.p.q}{d^2}$$

This equality shows *p:* the incidence rate of the investigated event, q: the rate of absence of the investigated event *(p+q = 1),* and d: the sample size with sensitivity value calculations. The p and q values in the equation can be determined according to the pre-test results or previous studies (Yilmaz & Doğan 2016). The sample size for this study was calculated as approximately 480 in order to obtain healthy results from the analyses on the grounds that the population of the international and domestic tourists visiting Zanzibar is not known exactly and that the population of 100.000 or more is not known *(p = 0.5; q = 1). -0.95; d = 0.05; z = 1.96).* Therefore, it was concluded that the participation of 480 or more participants in the research would be sufficient.

In the research, an online survey was conducted among the domestic and foreign tourists who have visited Zanzibar, especially those who agreed to answer the questionnaire, which was determined by the convenience sampling technique. A total of 480 people were reached between January 25 and February 30, 2023.

2.4.1.1. Coding the Data

After the online survey with the local and international tourists who visited Zanzibar, it was checked whether there was incorrect coding and whether the answers to the questionnaires were filled in completely. After these controls, the data were transferred to the computer environment, and the analysis of the answers given by the participants to the statements in the questionnaire was carried out using *SPSS (Statistical Package for Social Sciences) 22.0 and LISREL (Linear Structural Relations) 8.80* package programs.

2.5. Questionnaire Design and Measurements

To conduct investigations on the potential of social media influencers towards decision-making and post-travel behavior, as well as the impact of parasocial interaction on consumers' purchasing decisions of tourism services or goods, a survey approach was utilized as a quantitative research method. In order to do this, a 5-likert scale questionnaire was built, and specific dimensions were made among the survey's components. One of the best instruments for data collection in survey-style investigations is the Likert scale. Respondents select one choice from an ordered, one-dimensional scale that most closely matches their perspective (Akman et al., 2011). In order to provide the appropriate empirical data, a survey questionnaire with two main

components was used to gather the data. The participants' demographic information was questioned in the first section, while the second portion's sub-parts elicited information about variables including parasocial interaction Lee & Watkins (2016), Desire Goldsmith et al (2000); Prestwich et al., (2008), Information search; Kang & Schuett (2013); Rinka & Pratt (2018), Purchasing decision Cox et al. (2009), level of Satisfaction Tseng, (2017), Memorable tourism experience Kim et al. (2012), place attachment Williams & Vaske (2003), Experience sharing Kang & Schuett (2013), and hedonic well-being (Diener 1984; Trinanda et al. 2021). To determine the effect of parasocial interaction on the tourist's behavior and post-travel behavior of service or good, *Five Likert scales, ranging from 1 (strongly agree) to 5 (strongly disagree),* comprise the survey questionnaire.

Measuring Parasocial Interaction

In the research, the parasocial interaction measure Lee & Watkins (2016), whose validity has been proven to be reliable by many studies, was employed to figure out the parasocial interaction of visitors visiting Zanzibar towards SMIs from the vantage point of the Zanzibar destination. On this scale, parasocial interaction with SMIs from the perspective of the destination was evaluated with eight expressions in one dimension. These expressions are given in Table 4. Statements to determine parasocial interaction with social media influencers towards the destination were created using *5-point Likert-type scaling (1: I strongly disagree, 5: I strongly agree).*

Table 4.

Parasocial Interaction Scale

Dimension	**Expression**	**Statement No:**
Parasocial interaction	I look forward to seeing the posts of the phenomenon I follow on Instagram.	PSI1
	If the Instagram phenomenon I follow appears on another profile, I look at that photo/profile.	PSI2
	When I follow the Instagram phenomenon, I feel like a part of his team.	PSI3
	The Instagram phenomenon I follow is like an old friend.	PS14
	I would like to personally meet the Instagram phenomenon I follow.	PSI5
	If there was content in a blog or magazine about the Instagram phenomenon I follow, I would read it.	PSI6
	The style of the Instagram phenomenon's posts on his own account makes me feel comfortable as if I was with my friends.	PSI7

	When the Instagram phenomenon shares how he feels about the place he's visiting, this post helps me from my own opinion about that place.	PSI8

Measuring Tourist Desire

It has been observed that studies that measure tourist desire periodically attempt to measure it with a single expression and other times with more than one expression. In order to determine whether tourists visiting Zanzibar perceived social media influencers in relation to the destination, Goldsmith et al (2000); Prestwich et al., (2008), used more than one expression that measure tourist desire were employed in the study. As a result, three expressions were used to evaluate how tourists perceived their desire for the destination in one dimension. Employing a *5-point Likert-type scale (1: I strongly disagree; 5: I strongly agree),* statements about tourists' desire to visit the destination were developed. Table 5 has these expressions:

Table 5.

Desire Scale

Dimension	**Expression**	**Statement No:**
Desire	Aspiration to travel to a destination promoted by Social Media Influencer (SMI).	DS1
	Willingness to buy the tourist product recommended by SMI	DS2
	Desire to visit to the destination recommended by SMI	DS3

Measuring Information Search

According to Kang & Schuett, (2013); Rinka & Pratt, (2018), who constructed the variable information search for the study, consumers' searching, reading, and trustworthy behaviors have been impacted by social media activities. The customer forms expectations about the destination during the information-searching process, which are further strengthened by their interaction with the SMI. In this regard, it is intended to evaluate tourists' information search activity based on the most recent theoretical frameworks and methodological approaches discussed in the literature. In this study, tourist information search was measured using the single-dimensional measurement approach employed by Kang & Schuett, (2013); Rinka & Pratt, (2018), Table 6 provides related expressions.

Table 6.

Information Search Scale

Dimension	Expression	Statement No:
Information Search	I use Social Media (SM) to search for information about my next travel destination.	IF1
	I research online by reading about SMI traveller's experiences via social media.	IF2

Measuring Purchase Decision

A greater potential for visitors to visit the destinations featured in SMIs'. Instagram images may exist among actively participating audiences who engaged in quick and matched tales. Users enjoy following, connecting with, and liking Instagram influencers, as well as choosing to purchase their services or go to their destinations. The consumer's interaction with the SMI-generated content appears to be a significant determinant of their purchase decision, as determined by Cox et al., (2009), Based on that single dimension with two expressions utilized in this research, Related expressions are given in Table 7.

Table 7.

Purchase Decision Scale

Dimension	Expression	Statement No:
Purchase decision	Final decision relating to booking a trip or tourist products because of the SMI.	PD1
	Change existing travel plans because of the SMI	PD2

Measuring satisfaction

In studies to measure tourist satisfaction, it is seen that satisfaction is sometimes measured with a single expression and sometimes with more than one expression. In the research, expressions used by Tseng, (2017), to measure destination satisfaction were used to ascertain the perceived satisfaction of visitors visiting Zanzibar towards the Zanzibar destination. Accordingly, three phrases were used to assess the tourists' overall satisfaction with the destination on one dimension. These expressions are given in Table 8. Statements to determine tourists' satisfaction with the destination were created and employed. *5-point Likert-type scaling (1: I strongly disagree with 5: I strongly agree)*

Table 8.

Satisfaction Scale

Dimension	Expression	Statement No:
Satisfaction	Comfortable with one's own purchasing decision.	S1
	Wise choice to buy this tourist product.	S2
	Satisfaction with own travel experience based on SMI's recommendation.	S3

Measuring Memorable Tourism Experience, Place Attachment, Experience Share and Hedonic Well Being

A memorable tourism experience is one that visitors will recall long after their trip is done (Tsai, 2016). Not all experiences are thought to be enduring. Tourists are first prepared to part with cash in order to enrich their trip with memories and experiences. A great experience will also make visitors loyal and attached to their place.

It has been established that recollections of stories related to a location (called *"place memory") are* one of the factors that predict *place attachment,* and that experiences that contribute to a feeling of pleasure or well-being also have an impact on place attachment. This experience theoretically qualifies as a memorable travel experience. Memorable travel experiences might include things like shooting pictures or selfies at tourist sights, learning something new while visiting a destination, and more. There are several factors that affect place attachment, but out of all of these different factors, happiness (or well-being) is the most important one (Vada et al., 2019). A pleasant feeling or joy brought on by a pleasant action is known as hedonic well-being.

As a measurement scale, Likert's scales with five options, *strongly disagree (1)* through *strongly agree (5),* were employed. Four variables were used in this study, including place attachment, the scale adopted from Williams & Vaske, (2003) experience share Kang & Schuett, (2013), hedonic well-being Diener, (1984); Trinanda et al., (2021), and memorable travel experiences (Kim et al.,2012), modified the measurement of hedonic wellbeing, place attachment, and memorable tourism

experiences. The primary source for this study's findings is Diener (1984), research, which establishes a link between a positive travel experience and a sense of place attachment. Table 9 provides a detailed breakdown of the measuring items for memorable tourist experiences, hedonic well-being, place attachment, and experience sharing. The information on Table 9, the dimensions of the components are displayed.

Table 9.

Scales Measures for Memorable Tourism Experience, Place Attachment and Hedonic Well Being

Dimension	**Expression**	**Statement No:**
Memorable Tourism Experience	I found meaningful experience in this place	MT1
	I always remember my experience in this place	MT2
	I had unique experience in this place	MT3
	I don't find the same experience elsewhere	MT4
	The feeling of visiting this place is different from other place	MT5
	I found new experience from this place	MT6
Place Attachment	I feel as part of this place	P1
	Emotionally, I can't get way from this place	P2
	This is the best place for me to visit	P3
	This is the place for me personally	P4
Experience share	Sharing own trip experience to create a good impression about myself	ES1
	Sharing trip experience to receive positive feedback from others.	ES2
Hedonic Well-being	Sharing own trip with SM showing similarity with SMIs.	ES3
	I take a selfie to indicate that I have been to a certain location	HW1
	A good selfie gives me pleasure	HW2
	A good selfie gives me pleasure	HW3

CHAPTER 3

RESULTS

The findings presented in this section were obtained based on the study of domestic tourists from Tanzania's mainland and international tourists visiting Zanzibar. First, the demographic structure of the participants with whom the evaluation was conducted was determined, and then the procedure for putting the research model to the test began. In this process, the scale's reliability and accuracy, the results of the confirmatory factor analysis (CFA) of the scales, and the findings obtained once the measurement model has been tested with the structural equation modeling (SEM) technique are included. Finally, evaluations were made about whether the study's hypotheses were verified or not, as were the interpretations of the results.

3.1. Findings on the Demographic Characteristics of the Participants

Under this heading, the findings showing the demographic characteristics of a total of 480 tourists who responded to the seven demographic questions in the last part of the questionnaire and participated in the research are shown in Table 10:

Table 10.

Demographic Characteristics of Participants

Variables		N	%
Age	18-25	85	17.7
	26-35	178	37.1
	36-45	97	20.2
	46-55	87	18.1
	56-65	27	5.6
	66+	6	1.3
	Total	**480**	**100.0**
Gender	Male	266	53.8
	Female	203	44.2
	Prefer Not to Say	11	2.1
	Total	**480**	**100.0**
Marital status	Single	274	57.1

	Married	206	42.9
	Total	**480**	**100.0**
Educational Level	Primary	6	1.3
	Secondary	19	4.0
	High school	54	11.3
	Bachelor	250	52.1
	Masters	104	21.7
	Doctoral+	47	9.8
	Total	**480**	**100.0**
Income Level (Per Month-Usd)	0-1000$	6	52.3
	1001-2000$	19	14.0
	2001-3000$	54	9.4
	3001-4000$	250	10.4
	4001-5000$	104	7.3
	5000$ and above	47	6.7
	Total	**480**	**100.0**
Number of Followers	0-1000	272	56.7
	1001-2000	54	11.3
	2001-3000	39	8.1
	3001-4000	43	9.0
	4001-5000	32	6.7
	5001 and above	40	8.3
	Total	**480**	**100.0**
Spending Time on Media	0-1 hour	84	17.5
	1-2 hours	109	22.7
	2-3 hours	112	23.3
	4-5 hours	68	14.2
	5 hours and above	107	22.3
	Total	**480**	**100.0**

According to the results of Table 10, 37.1% of participants were between the ages of 26 and 35. This suggests that a younger audience than adults visits Zanzibar more frequently. When the degree of education of domestic and foreign tourists that visit Zanzibar is analyzed, a sizable portion of the participants (52.2%) consists of individuals with varied levels of university completion. Additionally, it can be assumed that some of the tourists continue their undergraduate studies given the large percentage of young people among the visitors. 57.1% of visitors, of whom more than half are single, make up more than half of this group. In this regard, it can be stated that most educated people travel to Zanzibar.

However, the visitor gender split is different from one another, with 53.8% male and 44.2% female, with the remaining 11% preferring not to disclose their gender. When participants' monthly incomes in USD are examined, it becomes obvious that most visitors have middle-class incomes, representing 52.3% of participants. The results show that 56.7% of participants are mostly micro-influencers with thousands of followers on social media. Even though the amount of time they spend on social media varies slightly, 23.3% of them spend more than two hours every day doing so. Considering that, it can be said that most visitors to Zanzibar engage extensively in social media to plan their future travels.

3.2. Reliability and Validity

Reliability is the extent to which results are consistent over time and a precise reflection of the full population under study. If the results of the study can be verified using a similar methodology, the research tool is considered reliable (Suhr, 2006). The level of similarity between various measures of a variable is referred to as reliability. Internal consistency is the idea that since each item or component of a scale measures the same structure, they are all related to one another and follow the same logic (Hair et al., 2010). The most used testing technique for testing internal fit reliability is the evaluation of the Cronbach's alpha coefficient.

It is stated that a scale should have a Cronbach's alpha value of at least 0.70 in order to be regarded as consistent and reliable (however, it is noted that it can be accepted up to 0.60 for exploratory studies). The higher the measurement's overall reliability, the closer the Cronbach alpha coefficient is to 1 (Hair et al., 2010). As follows, value ranges were used to assess the scale's dependability (Nunnally, 1967).

- If $.00 \leq \alpha < .40$; scale is unreliable,

- If .40 ≤ α < .60; the scale has low reliability,
- If .60 ≤ α < .80; scale is reliable,
- If .80 ≤ α < 1.00; the scale is highly reliable.

In this research, reliability evaluation was carried out utilizing the software package SPSS 22.0 to evaluate the reliability and dependability of the measurement. Through reliability analysis and the overall reliability level, the Cronbach's alpha coefficient was evaluated and discovered to be 0.978. Considering this situation, the level of reliability obtained in the research shows that the scale used in the research has a high structure in terms of internal consistency and that the measurement performed with the said scale is reliable. Additionally, Table 11 provides the Cronbach's alpha scores for each measure utilized in the study.

Table 11.

Reliability Analysis Result

Scale	Cronbach Alpha (α) Value
Parasocial Interaction	0.915
Desire	0.890
Information Search	0.841
Purchase Decision	0.818
Satisfaction	0.824
Memorable Tourism Experience	0.923
Place Attachment	0.883
Hedonic Well-Being	0.894

The reliability of a scale is the primary factor in determining the validity of the measurement conditions. However, although reliability is an essential prerequisite for validity, it is not a prerequisite for validity. Validity is the degree to which the social reality reviewed in the study agrees with the conceptual frameworks that researchers use to comprehend that reality. In this respect, validity corresponds to the degree to

which the measuring instrument can accurately measure the elements that are planned to be measured (Hair et al., 2010).

The measures used in the research and specifically indicated under the title “creating the data collection tool” are scales with established validity and reliability. It is suggested that repeating these steps would be advantageous to avoid or decrease measurement errors that may occur from variations such as cultural customs or expressions, even though the scales employed in studies have been shown to be valid and reliable (Neuman, 2000).

Experts in marketing, statistics, and linguistics evaluated the translation of scales and tested the questionnaire's content and face validity to minimize measurement errors. In this process, the expressions in the questionnaire were assessed for their suitability for measurement and their ability to accurately represent the variables that were intended to be measured. Expressions that were similar to each other, could be interpreted in different ways, or were determined to be inappropriate for the research's objectives were either removed from the questionnaire or replaced with more suitable expressions. The results of confirmatory factor analysis (CFA), which was employed to evaluate the scales' construct validity in the study, are provided under this section. The results of the confirmatory factor analysis (CFA), which was used to assess the construct validity of the scales employed in the study, are presented in this section.

3.3. Findings Related to Confidential Factor Analysis (CFA)

Confirmatory factor analysis (CFA) is a method of statistical analysis for ensuring that a set of variables that have been observed have the correct factor structures. The researcher's hypothesis that there is a relationship among the variables that are observed and the latent constructs that underlie them can be tested using CFA. A combination of empirical research and theory knowledge may be used by the researcher, who assumes the relationship pattern beforehand and then statistically tests the hypothesis. Confirmatory factor analysis is used to determine the measurement model with the most appropriate structure for the factor structures defined by EFA (Hair et al., 2010).

When evaluating the suitability of the model fit to the data, structural equation modeling (SEM) and, in particular, CFA, depend on a number of statistical tests. The

chi-square test reveals the degree of divergence between the expected and actual covariance matrices. The expected and observed covariance matrices are typically not very different, as seen by a chi-squared value that is nearly zero. In addition, the probability increases when the chi-square is close to zero and needs to be higher than 0.05. In order to make the necessary analyses regarding a model in CFA, the following three elements must have an impact on the use of CFA (Suhr, 2006).

- The study proposition under investigation
- The need for an adequate sample size (for example, 5–20 examples per parameter estimate)
- the use of measurement tools
- Multivariate normality
- Variable recognition, outlier detection, missing data
- Model fit indices interpretation

After the analyses are made to measure the conformity of the structures and data that emerged with the confirmatory factor analysis to the model, if the model fit is acceptable, the parameter estimations are considered acceptable. According to Hoyle (1995), if the ratio surpasses 1.96 and 2.56, it is significant at the 0.05 level and at the 0.01 level, respectively. Unstandardized parameter estimates contain information about the variable scales and can only be understood with respect to the scales. For informal comparisons of parameters over the entire model and estimations for standardized variables, it can be used to transform unstandardized estimates and remove scaling. Effect-size estimates match standardized estimates. If a weak model fit is discovered during CFA, an EFA can be carried out.

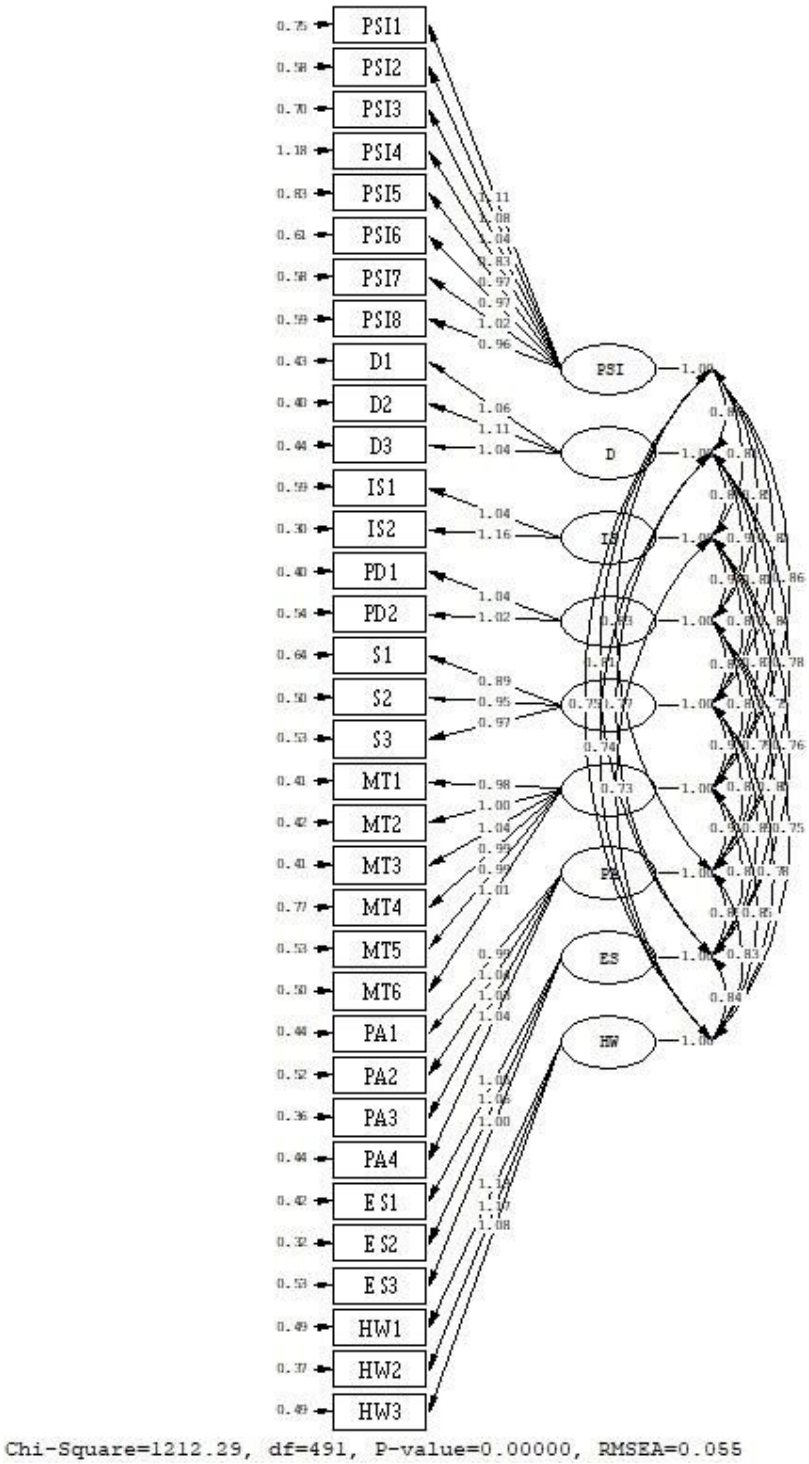
Either endogenous or extrinsic latent variables may exist in CFA. The endogenous variables can be impacted by other latent factors in the model, but other latent variables in the model do not affect the exogenous variables. In this context, the independent variable is the external variable, while the dependent variable is the internal variable (Brown, 2015; Jöreskog & Sörbom, 1996).

Before performing the data analysis, it was determined whether any data were missing and whether multivariate normality had been attained. There were no issues with the data set in this sense because the data collection had no missing values. After LISREL assessed the data's multivariate normality, the validity and reliability of “The

Role of Parasocial Interaction'' were then analyzed using confirmatory factor analysis (CFA). Figure 8 illustrates the CFA findings. Given that the model fit is excellent in this regard because all standardized regression coefficients are large and significant, the results show convergent validity of 2,565.

Figure 8.

Confirmatory Factor Analysis and Standardized Analysis Values



The data and the theoretical parasocial interaction in the consumer behavior model were expected to be identical, according to the null hypothesis. In other words, the model would fit the data, and the parameter estimations would be reliable. The estimations of the model parameters were reliable and statistically significant, as can be seen in Fig. 8.

Subjective fit values are utilized to decide the degree to which the SEM The subjective nature of this goodness-of-fit method determination is due to disagreements about the best fit values. Kline, (2023), emphasized the necessity of reporting at least four indices in studies on model estimation. The fit criteria are interpreted using acceptable ranges of values for the acceptance or rejection of the model. In this respect, it is expected that the compliance criteria that emerge after the analyses are within a certain value range.

According to Jöreskog & Sörbom, (1996); Brown (2015); Elik & Yilmaz, (2016), fit values can be broadly categorized into two groups: The first is a description of the model's overall fit criteria. Chi-Square (X 2), the Root Mean Square Error of Approximate Error (RMSEA), the Root Mean Square Mean Error Squares (RMR), and the Standardized Root Mean Square Mean Error (SRMR) are commonly used compliance metrics in this class.

Criteria based on model comparison are included in the other classification. These include the Normed Fit Index (NFI), Unnormed Fit Index (NNFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Relative Fit Index (RFI), Goodness of Fit Index (GFI), and Adjusted Goodness of Fit Index (AGFI). Detailed explanations of these fit indices are given below (Kline, 2023; Elik & Yilmaz, 2016; Hair et al., 2010; Gulseren & Kelloway, 2019).

- **Chi-Square Test Statistic:** Chi-Square test statistics is one of the statistics used in the estimation results of models. However, the Chi-Square test statistic may give inconsistent results depending on how much of a sample was taken. Although Chi-Square is widely used in SEM, it is rarely used in applied research when there is only one measure of model fit. In many cases, alternative fit criteria are used because the sample size causes significant variation in the x2 table value.

- **Root Mean Square Errors of Approximate Fit (RMSEA):** RMSEA is the measurement of approximate fit in the population. A RMSEA value lower than or equal to 0.05 suggests an excellent fit; a value between 0.05 and 0.08 indicates an acceptable fit; and a value between 0.08 and 0.10 indicates an acceptable fit. If the number is higher than 0.10, the model cannot be accepted.
- **Root of Mean Squared Error (RMR):** RMR corresponds to the root of the mean regarding the variation among those discovered and covariance matrices. Basically, a RMR value close to zero suggests an excellent fit. However, values below 0.05 are considered to suggest an excellent fit.
- **Root of Standardized Mean Squared Error (SRMR):** The SRMR value, as generally accepted, suggests an excellent fit. If it is below 0.05, and an acceptable fit if it is less than 0.10. The SRMR is just a descriptive index of fit, in the same way as the RMR.
- **Normed Fit Index (NFI):** NFI values vary between 0 and 1, and higher values close to 1 are indicative of better fit. The method generally used for this index is that values above 0.90 indicate an excellent fit, and those exceeding 0.95 indicate an acceptable fit. NFI's flaw is that it is affected by sample size. NNFI was developed to solve this problem.
- **Unnormed Fit Index (NNFI):** NNFI, like NFI, usually varies between 0 and 1. However, since this index is not standardized, values other than these may be encountered. If the NNFI value is greater than 0.95, there is a suitable fit. The value should be 0.97 and above for an improved fit.
- **Comparative Fit Index (CFI):** The CFI is based on a decentralized chi-square distribution. CFI takes values between 0 and 1, with higher values indicating good fit. According to this, values between 0.95 and 0.97 Values over 0.97 represent excellent fit; reasonable values denote excellent fit. Compared to NNFI, CFI is less affected by sample size.
- **Goodness of Fit Index (GFI):** GFI is a measure of the relative amount of variance and covariance in the observed covariance matrix. Although GFI generally takes values between 0 and 1, in some cases it may appear as a negative value. Values between 0.90 and 0.95 indicate an acceptable fit, while values of 0.95 and above indicate a good fit compared to the basic model.

- **Adjusted Goodness of Fit Index (AGFI):** If the degrees of freedom of the target model approach the degrees of freedom of the model expressed in the null hypothesis, the AGFI approaches the GFI. Values of 0.95 and above: although values between 0.85 and 0.95 define a suitable fit, an excellent fit is indicated by them. However, studies show that GFI and sample size influence AGFI.
- **Incremental Fit Index (IFI):** The IFI takes values between 0 and 1, but in some cases the value of this index can exceed 1. As the IFI value approaches 1, the fit of the model increases. The suitable fit is between 0.90 and 0.95, and values above these values correspond to a good fit.
- **Relative Fit Index (RFI):** suitable fit is provided by values between 0.90 and 0.95. While values higher than these indicate a good fit. It is stated that CFI provides a more appropriate comparison than RFI in cases where there is an insignificant sample size.

After specifying the fit criteria accepted in the literature and the values of these criteria, the fit values and standard fit criteria of the measuring model were studied. Information on the relevant values is presented in Table 12.

Table 12.

Fit Values and Standard Fit Criteria for the Measurement Model

Fit Measures	Good Fit*	Acceptable Fit**	Model
RMSEA	0 ≤ RMSEA ≤ 0.05	0.05 ≤ RMSEA ≤ 0.10	0.055**
NFI	0.95 ≤ NFI ≤ 1	0.90 ≤ NFI ≤ 0.95	0.99*
NNFI	0.97 ≤ NNFI ≤ 1	0.95 ≤ NNFI ≤ 0.97	0.99*
IFI	0.95 ≤ IFI ≤ 1	0.90 ≤ IFI ≤ 0.95	0.99*
RFI	0.95 ≤ RFI ≤ 1	0.90 ≤ RFI ≤ 0.95	0.98*
CFI	0.97 ≤ CFI ≤ 1	0.95 ≤ CFI ≤ 0.97	0.99*
GFI	0.95 ≤ GFI ≤ 1	0.90 ≤ GFI ≤ 0.95	0.87
AGFI	0.90 ≤ AGFI ≤ 1	0.85 ≤ AGFI ≤ 0.90	0.84
$(\chi^2/s.d.)$	**<2**	**<5**	2,565**

Source: Based on Jöreskog & Sörbom, (1996); Schermelleh-Engel et al., (2003); Schumacker & Lomax, (2004)

When the measuring model's values reach a certain point in Table 12 and are compared to the standard fit criteria, the 2 value to the degrees conversion factor of freedom, which is approximately 2.45, suggests an acceptable fit. Additionally, 0.06 is an acceptable result for the RMSEA. The values of NFI, NNFI, IFI, RFI, and CFI are very well matched. The *GFI* value was 0.86, while the *AGFI* value was 0.84, both of which were below the permitted range. The 480 population sample size can be used to explain the current situation.

If the sample size reaches 600 samples or more, it's probable that the GFI and AGFI values will rise. Because the structure of *GFI and AGFI* is influenced by the size of the sample (Kline, 2023). The CFI and IFI values, which are less impacted by sample size, demonstrate that a satisfactory match between the theoretical model and the measurement model has been attained. It may be stated that a high value can be found for the goodness-of-fit index level after nine different goodness-of-fit indices were evaluated. So, following these phases, the structural model's creation started.

3.3.1. Building the Structural Model and Testing the Hypothesis

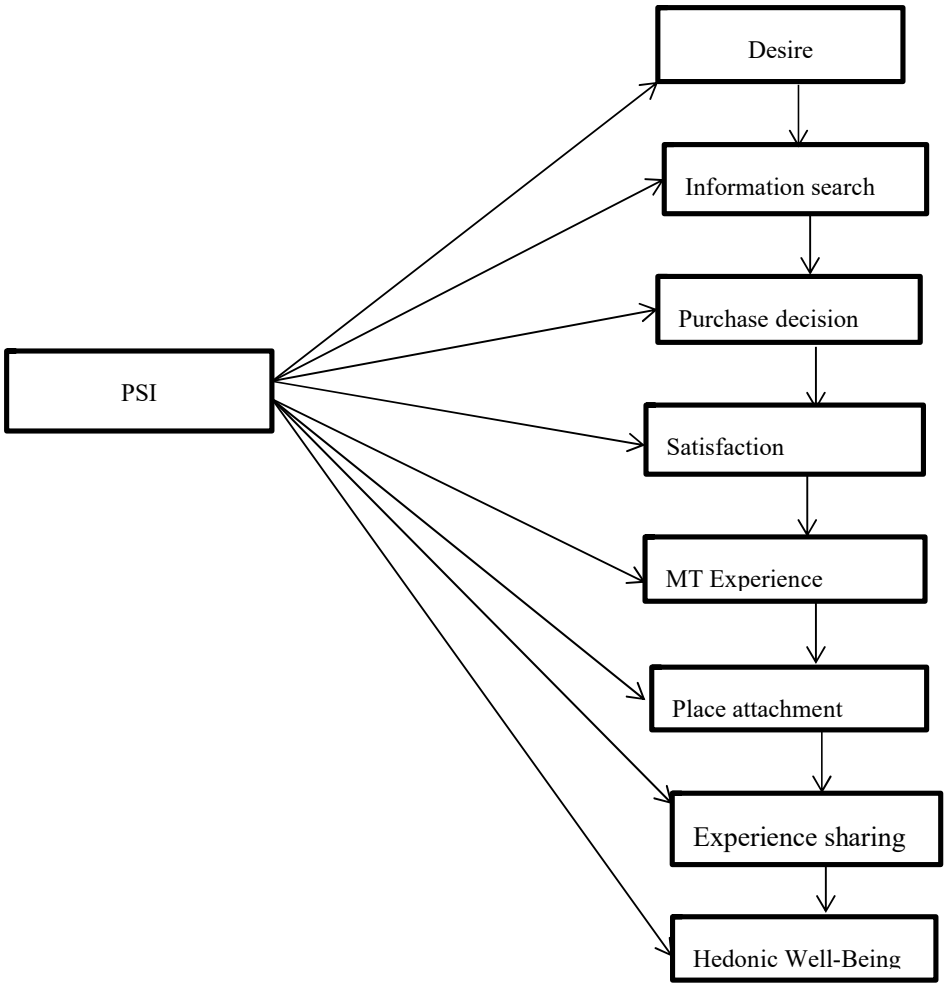
Since the structural model cannot produce better results than the measurement model, it is stated that it is not correct to test the structural model without verifying the measurement model (Imşek, 2020). In this respect, the compliance of the values of the measurement model's fit with the standard was evaluated, and it was determined that the model had appropriate values. After this stage, analyses were carried out to examine the connections between the variables in the structural model.

A structural equation model's variables correspond to the scale of each structure that is planned to be measured. There are exogenous and endogenous variables in the research model. While endogenous variables are under the direct influence of a different variable in the model, exogenous variables have a structure that is not predicted by any variable in the model (Kline, 2023).

The structural model shows that the analysis and interpretation of the connections between the factors are carried out similarly to the processes in CFA. However, in SEM, unlike CFA, measurement error rates of endogenous and exogenous variables and the errors that may arise in structural equations are evaluated. According to this, error rates in the model should not have negative values, should be as small as possible, and should not exceed 1. In addition, for the measurements for

the model evaluated with SEM analysis to be considered significant, the fit values should be within accepted limits, similar to those in CFA, and the relations between the variables should have a t value of 0.05 importance and above the theoretical value of 1.96 (Hair et al., 2010). The relations between the structural model and the variables to be analyzed with SEM were established as follows:

Figure 9.
The analyze of structural model with SEM



First, to ascertain if there were any major correlations between the model's main extrinsic variable, parasocial interaction (PSI), and all the internal variables, which included desire (DS), information search (IF), purchase decision (PD), satisfaction (S), memorable tourism experience (ES), place attachment (PA), and hedonic well-being (HW). As a result of testing the model in Figure 9, the relationships between the variables emerged as follows:

Figure 10.

FEED Diagram of the Model (LISREL v8.80)

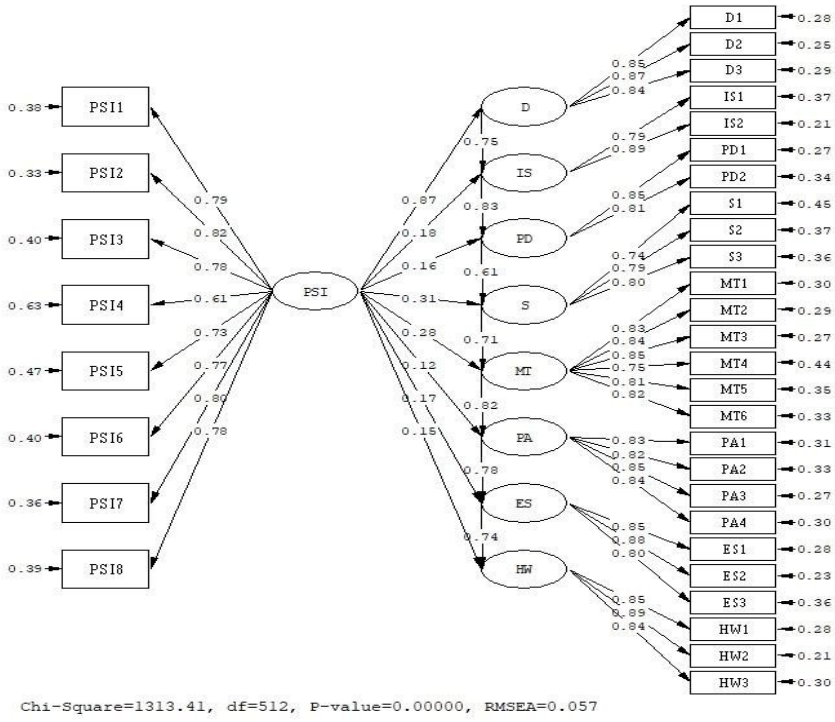


Figure 10 shows the SEM diagram of the proposed model developed by the LISREL program. When the model was tested, it was accepted that the exogenous variable significantly predicted all the endogenous variables. **H1,** suggested that parasocial interaction is statistically positive and significantly increases consumers' desire to travel (0.87). **H2** suggests that there is a statistically positive correlation between PSI and information search (0.18). PSI in the content produced by SMIs, according to **H3,** has a considerable impact on purchasing decisions (0.16). The results of this study showed a statistically significant correlation between parasocial interaction and consumer satisfaction (0.31). Respondents reported being satisfied

with their travel experience as a result of interaction with suggestions from SMIs as well as with their comfort with the purchase decision that SMIs had advised them to make. Based on this positive impact, the study's participants prefer to take SMIs' into account when making travel-related decisions and accepting recommendations from other influencers. It may be said that PSI has a positive and significant effect on consumer behavior and impacts consumers' decisions to travel.

PSI has a statistically positive and significant influence (0.28), supporting **H5** and **H8** (0.15). Hedonic well-being and memorable tourist experience It can be concluded from PSI that the respondents are likely to have a memorable and distinctive experience at the destination that they will always remember. The validity of **H6** showed that place of attachment and PSI are positively correlated (0.12). **H7** supports that PSI has a statistically positive and significant relationship with experience sharing (0.17). The behavior of tourists' experiences is positively impacted by interaction with content created by influencers. Considering this relationship, it can be concluded that taking photos while traveling and posting them to social media is a growing trend. This trend has effects on how travelers behave, particularly in terms of how it may change their fond memories of travel and their attachment to a particular destination.

When the variables were evaluated, the result showed that each variable had an impact on the other, as DS had a statistically positive and significant relationship with information search (0.75) and IS had a statistically positive and significant relationship with PD (0.83). PD had a statistically positive and significant relationship with S (0.61). S has had a statistically positive and significant relationship with MT (0.71). MT had a statistically positive and significant relationship with PA (0.82). PA has a statistically positive and significant relationship with ES (0.788), and ES has a statistically positive and significant relationship with HW (0.71). As a result of the analysis, it was concluded that the relations of all the variables in the model with each other were significant, the parameter values of all the structures in the model had a value less than 1, and all t values were above the theoretical value of 1.96, and thus the relations put forward as the research hypothesis appear to be acceptable. Parameter values, t values, and other fit statistics of the variables in the model are given in Tables 13 and 14.

Table 13.

SEM Result for the Research Model

Factors/ items	Standard loads	t-values	R^2	Structure Reliability (CR)	Explained Variance(AVE)	α (CA)
Factor PSI: Parasocial interaction					0.58	0.915
PSI-F1*I look forward to seeing the posts of the phenomenon I follow on Instagram*	0.79	20.37***	0.62	0.92		
PSI-F2 *If the Instagram phenomenon I follow appears on another profile, I look at that photo/profile*	0.82	21.48***	0.67			
PSI-F3 *When I follow the Instagram phenomenon, I feel like a part of his team.*	0.78	19.91***	0.60			
PSI-F4 *The Instagram phenomenon I follow is like an old friend*	0.61	14.36***	0.37			
PSI-F5 *I would like to personally meet the Instagram phenomenon I follow.*	0.73	18.18***	0.53			
PSI-F6 *If there was content in a blog or magazine about the Instagram phenomenon I follow, I would read it*	0.77	19.88***	0.59			
PSI-F7*The style of the Instagram phenomenon's posts on his own account makes me feel comfortable as if I was with my friends.*	0.8	20.76***	0.64			
PSI-F8 *When the Instagram phenomenon shares how he feels about the place he's visiting, this post helps me from my own opinion about that place.*	0.78	20.08***	0.60			
Factors DS: Desire					0.73	0.890
DS- F1 *Aspiration to travel to a destination promoted by SMI*	0.85		0.72	0.89		
DS-F2 *Intent to purchase the travel item that SMI suggests.*	0.87	24.34***	0.75			
DS-*F3Desire to travel to the Destination recommended by SMI*	0.84	23.27***	0.70			
Factor IS: Information Search					0.71	0.841
IS-F1 I use SM to search information regarding my future travel destination	0.79		0.62	0.83		
IS-F2 *I conduct online research by reading about SMI travelers' experiences on social media*	0.89	22.08***	0.79			
Factors PD: Purchase decision					0.69	0.818
PD-FI *Final decision relating to booking a trip or tourist products because of the SMI*	0.87		0.72	0.82		
PD-F2 *Change existing travel plans because of the SM*	0.81	21.96***	0.65			
Factors S: Satisfaction					0.61	0.824
S-F1 *Comfortable with one's own purchasing decision*	0.74		0.54	0.82		
S-F2 *Wise choice to buy this tourist product.*	0.79	17.39***	0.62			
S-F3*Satisfaction with own travel experience based on SMI's recommendation*	0.8	17.59***	0.64			

Factor MT: Memorable Tourism Experience					0.67	0.923
MT-F1 *I found meaningful experience in this place*	0.83		0.68	0.92		
MT-F2 *I always remember my experience in this place*	0.84	23.00***	0.70			
MT-F3 *I had unique experience in this place*	0.85	23.61***	0.72			
MT-F4 *I don't find the same experience elsewhere*	0.75	19.33***	0.56			
MT-F5 *The feeling of visiting this place is different from other place*	0.81	21.60***	0.65			
MT-F6 *I found new experience from this place*	0.82	22.15***	0.67			
Factors PA: Place Attachment					0.70	0.905
PA-F1 *I feel as part of this place*	0.83		0.68	0.90		
PA-F2 *Emotionally, I can't get way from this place*	0.82	21.61***	0.67			
PA-F3 *This is the best place for me to visits*	0.85	23.16***	0.72			
PA-F4 *This is the place for me personally*	0.84	22.45***	0.70			
Factor ES: Experience Sharing					0.71	0.883
ES-F1 *Sharing own trip experience to create a good impression about myself*	0.87		0.72	0.91		
ES-F2 *Sharing trip experience to receive positive feedback from others.*	0.88	24.77***	0.77			
ES-F3 *Sharing own trip with SM showing similarity with SMIs*	0.8	21.25***	0.64			
Factor HW: Hedonic Wellbeing					0.74	0.894
HW-F1*I like to take selfies when I travel*	0.85		0.72	0.89		
HW-F2 *I take a selfie to indicate that I have been to a certain location*	0.89	24.88***	0.79			
HW-F3 *A good selfie gives me pleasure*	0.84	22.63***	0.70			
Hypotheses			**Conclusion**			
H1: PSI → D	0.87	19.07***	Supported			
H2: PSI → IS	0.18	2.25**	Supported			
H3: PSI → PD	0.16	2.26**	Supported			
H4: PSI → S	0.31	3.90**	Supported			
H5: PSI → MT	0.28	4.60**	Supported			
H6: PSI → PA	0.12	2.00**	Supported			
H7: PSI → ES	0.17	2.89**	Supported			
H8: PSI → HW	0.15	2.32**	Supported			
H9: D → IS	0.75	8.87	Supported			
H10:IS → PD	0.83	10.41***	Supported			

H11: PD→ S	0.61	7.72***	Supported			
H12: S →MT	0.71	10.02***	Supported			
H13:MT→PA	0.82	11.86***	Supported			
H14: PA→ES	0.78	11.84***	Supported			
H15: ES →HW	0.74	10.34***	Supported			

When the model's values listed in Table 13 are evaluated, it can be observed that all values fit within adequate ranges. Accordingly, 15 hypotheses that were developed to describe the relationships between the model's variables have been accepted based on the appropriate values. Table 14 lists the fit values and usual fit standards for the proposed model.

Table 14.

Fit value and standard fit criteria of the proposed model

Fit Measure	**Good Fit***	**Acceptable Fit****	**Model**
RMSEA	$0 \le \text{RMSEA} \le 0,05$	$0,05 < \text{RMSEA} \le 0,10$	0.057
NFI	$0,95 \le \text{NFI} \le 1$	$0,90 \le \text{NFI} \le 0,95$	0.99*
NNFI	$0,97 \le \text{NNFI} \le 1$	$0,95 \le \text{NNFI} \le 0,97$	0.99*
IFI	$0,95 \le \text{IFI} \le 1$	$0,90 \le \text{IFI} \le 0,95$	0.99*
RFI	$0,95 \le \text{RFI} \le 1$	$0,90 \le \text{RFI} \le 0,95$	0.98*
CFI	$0,97 \le \text{CFI} \le 1$	$0,95 \le \text{CFI} \le 0,97$	0.99*
GFI	$0,95 \le \text{GFI} \le 1$	$0,90 \le \text{GFI} \le 0,95$	0.86
AGFI	$0,90 \le \text{AGFI} \le 1$	$0,85 \le \text{AGFI} \le 0,90$	0.84
$(\chi^2/s.d.)$	**<2**	**<5**	3,348

When the proposed model's fit values are analyzed, it can be concluded that the model meets the values of the accepted fit criteria, making it appropriate to utilize it to explain the relationships suggested by the study hypotheses. When the data in Table 14 are analyzed, it can be observed that the GFI and AGFI values fall below the acceptable range of fit. It is acknowledged that all other fit measurements have good fit but not the aforementioned fit measures. The theoretical model in Figure 9 is a statistically significant model when all the research model's findings are included. In this setting, the study's theoretical model proposed in the research was accepted.

4. CONCLUSION AND RECOMMENDATIONS

The tourism business has grown as a result of social media advertising opportunities. People use social media to discover and learn about new places, explore, and plan their trips, which boosts tourism. Travellers' high-definition photos posted on social media draw tourists to the sites. Travelers are influenced by Instagram to develop a desire for travel. Today's tourists rely on the experiences of other travellers shared on various platforms where individuals may communicate freely and readily for the purpose of exchanging knowledge (Buhalis and Jun 2011).

The online platforms allow visitors to have more influence and control over decisions made about their destination and take current events into consideration (Cox et al., 2007). The emergence of social media platforms served as a driving force supporting the marketing of tourist destinations, demonstrating the power of online platforms and the tourism sector to influence travellers' travel decisions (Tayeb, 2021). As a result, social media influencers (SMIs) have come into existence (Cox & Hooley, 2009).

Considering the potential of social media as a driver of tourists travel decisions, one study conducted demonstrated that most tourists had been impacted by SMIs when making travel decisions. Additionally, participants preferred to obtain travel information from tourism influencers with knowledge and competence in certain inclusive information, among the nine elements impacting tourists' behavior and their incentive destination (Lim et al., 2017).

Consumer behaviour and decision-making are significantly impacted by interactions between consumers and social media influencers (Arsal et al., 2008; Wen, 2009). Customer confidence in purchasing online and the propensity to plan travel online are positively correlated. Tourist behaviour is influenced by travel to a place, which is made more difficult by demands for service quality in addition to other factors (Pop et al., 2022). As people move towards the era of the service economy, post-purchase behaviour intentions are becoming an increasingly crucial gauge and basis for decision-making (Santos & Boote, 2003). Businesses and their managers are placing more weight on post-purchase behaviour intentions, and academic research has turned more attention to this issue (Santos & Boote, 2003; Jani & Hwang, 2011; Xie & Jie, 2019).

Parasocial interaction is one of the primary connections between people and media figures (Oliver et al., 2019). People trust media personalities more as a result of their increased frequency of interactions with them since they are more familiar with how they act (Eyal & Cohen, 2006). Individuals frequently encounter very attractive media personas who are parasocial in nature (Rubin & McHugh, 1987; Hartmann & Goldhoorn, 2011). As a result of this type of engagement and interaction, it is conceivable to conclude that consumer behaviour differs throughout the sharing of experiences on social media platforms.

From this point of view, the research attempted to investigate consumer behaviour through the relationship generated with social media influencers and their impact on travellers' travel decisions and post-travel behaviour, as well as the role that parasocial interactions play in consumer decisions and post-travel. Investigating the variables that determine parasocial interaction and determining the aspects that significantly affect the consumer's travel decision and post-travel behaviour It is significant in that it helps to create strategies for attracting prospective travellers to the destination and retaining existing ones who already frequent it.

Additionally, by examining the impact of parasocial interaction on consumer travel behaviour and post-travel behaviours, this research contributes to the understanding of the relationships between tourists and their destinations in the context of tourism and helps to apply the concept of parasocial interaction between consumers and social media influencers.

In this context, this research indicates the variables that influence travellers' travel decisions and post-travel behaviour and presents several claims regarding the way they interact with social media influencers through parasocial interactions. Since the test model and the behaviours and their antecedents are related, it is assumed that PSIs and tourist desire for travel are the most influential factors (0.87) that affect the tourist's decision-making about the place they visit. PSIs were found to have an impact on consumer decision-making and post-travel behaviour in addition to desire, information search, purchase decision, satisfaction (0.31), attachment to the destination (0.17), and hedonic well-being (0.15). In addition to these acquaintances, consumer behaviour consequences have a direct impact on each stage of consumer decision-making and post-travel behaviour. One of the most significant theoretical contributions of this study is the proposal of a model in which these relations are

empirically verified by considering both the relationships between these antecedents and the antecedents that play a significant role in the formation of parasocial interaction in a single model.

Similar to other studies in different destinations, it was empirically supported that influencer participation also affects travellers' desire to travel (Lee et al., 2008). Additionally, according to Yılmaz et al. (2020), the travel influencers themselves hope to motivate their followers. Consumers' expectations are shaped by the information they gather, which affects how they decide what to buy (Narangajavana et al., 2017). In the study conducted. Magno & Cassia, (2018), it was demonstrated that SMIs have been demonstrated to have an impact on followers' travel intentions in studies on the encompasses a variety of touchpoints, including pre-purchase, purchase, and post-purchase behaviour, can be described as the entire customer experience (Lemon & Verhoef, 2016).

When the research's overall findings are compared to the research model, all factors that contribute to the development of parasocial interaction are effectively influenced by the relationships created between social media influencers and tourist behaviour through Instagram by destinations. These variables are among the most crucial ones that can be exploited in the development of parasocial interaction since they collectively have a considerable impact on consumer travel behaviour and post-travel behaviour to the destination.

The structural relationships found between the mentioned variables are having significant administrative effects along with their literature-contributing value. Parasocial interaction during the consumer buying phase is significantly influenced by tourist behaviour, including desire, information searching, and purchasing decisions, as well as satisfaction. In this regard, it can be said that using social media influencers for destination marketing on platforms like Instagram and other social media to increase the efforts to promote and advertise the Zanzibar destination will help to foster tourist place attachment to the destinations as well as long-term and produce a memorable experience for visitors to the destination.

Furthermore, a tourist's decision to buy a certain product can be influenced by their satisfaction with their trip as a result of SMI's recommendation on the destination. In this regard, it will be advantageous for the management of Zanzibar and other stakeholders in the tourism industry to utilize techniques that attract attention and

create marketing plans to advertise Zanzibar through social media influencers. The desire to travel to the destination (0.87) has the highest rate for the Zanzibar destination, yet it is one of the factors that parasocial interaction has on consumer travel behaviour. In this regard, it can be argued that destination managers should use social media influencers with high inspirational power to suggest the destination to consumers in order to encourage potential visitors to visit Zanzibar.

For destination managers to improve products and services and generate successful advertising for the target market, it is crucial to understand how satisfied travellers are with the destination (Yu & Goulden, 2006). However, even though satisfied visitors and those who feel attached to a place demonstrate many of the same positive and memorable travel behaviours, they are distinct from one another. There may be a better type of visitor who wants to learn more about the place they are visiting, practice environmental behaviour, make friends with locals, and support the local economy than those who develop a sense of place attachment to a destination.

The results of this study also suggest that, in addition to financial opportunities, decision-makers in Zanzibar have intangibles like place attachment. This is because place attachment is caused by experience sharing that emerges through the touristic experience at the destination, but it is also influenced by many social interactions and chains of events. It demonstrates that by utilizing these features, Zanzibar can improve upon and solidify its current position. Place attachment extends beyond a simple attachment to the physical. In the development of place attachment, social variables are also significant. Place attachment will be enhanced in this situation when physical attractions are supported by social factors.

Despite certain opinions and views, visitors evaluate the tourism experience as an entire experience because they engage in an integrated or comprehensive tourism experience that includes the value perception of the complete service cycle. According to Mendes et al. (2010); Weiermair (2000), this situation demonstrates that products that are appraised holistically should likewise be produced and managed holistically. In other words, managers must be attentive to how travellers perceive Zanzibar and all relevant aspects, particularly those that may have an impact on tourists' opinions of the destination.

Destination managers should promote distinctive travel experiences, which improve visitor well-being and can help visitors to Zanzibar feel extremely satisfied

with their choice of travel destination. In this regard, constantly monitor visitors to Zanzibar's perceptions of the products and services recommended by social media influencers through their Instagram pages, their satisfaction with the destination, and the sense of well-being they have developed with the destination and develop strategies for addressing any negative deviations in these points. Additionally, the management of the attractions offered and perceived in the destination is required due to the direct and indirect effects of memorable travel experiences on the well-being of the destination. This can be done by anticipating future travel trends.

The present research evaluates the effectiveness of destination management; it has been demonstrated that tourists can identify with and feel an attachment to the relevant destination. According to Huang (2012), in this regard, it is crucial for the improvement of tourists' well-being at the destination to have an awareness of their past experiences and connection to society. In certain destinations, visitors can connect with their past or meaningful experiences to develop greater awareness of their lives and themselves. According to these determinations and meaning attributions of the tourists, the destination in this situation needs to be controlled relationally.

In order to do this, it is vital to promote significant events and interpersonal connections that will enhance visitors' sense of place for a lifetime. To encourage visitors to share their special experiences and vacation images, for instance, places might be built in specific regions of the city. Additionally, by emphasizing the city's distinctive attractions, first the city can be associated with them, then the tourists can associate them with themselves, and with some work at this point, these attractions can be promoted.

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ANNEX

Annex 1. **Survey Questionnaire Form**

SURVEY QUESTIONNAIRE

A SURVERY QUESTIONNARE ON "THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON TOURISTS' TRAVEL DECISIONS AND POST-TRAVEL BEHAVIOR: THE ROLE OF PARASOCIAL INTERACTION ON CONSUMER DECISION AND POST-TRAVEL BEHAVIOR''

Dear Respondent

The aim of this research, which is presented to your attention, is to determine the effects of social media influencers, which are currently having a significant impact on tourists' travel decisions and post-travel behavior, as well as examine the role of parasocial interaction on consumer decisions and post-travel behavior. The questionnaire consists of questions for these purposes. Your answers to the questions in the questionnaire will be kept confidential and evaluated collectively. Thank you for your interest and your time.

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SECTION A

Demographics of the participants

1. **Age**
   - 18- 25
   - 26-35
   - 36-45
   - 46-55
   - 56-60
   - 60+
2. **Gender**
   - Male
   - Female
   - Prefer Not to Say

3. **Marital status**

   Single

   Married

4. **Education Level**

   Primary

   Secondary

   High school

   Bachelor

   Masters

   Doctoral+

5. **Income Level (Per Month - USD)**

   0-1000 $

   1001-2000 $

   2001-3000 $

   3001-4000 $

   4001-5000 $

   5001$ and above

6. **Number of followers**

   0-1000

   1001-2000

   2001-3000

   3001-4000

   4001-5000

   5001 and above

7. **Spending Time on Social Media**

   0-1 hour

   1-2 hours

   2-3 hours

   4-5 hours

   5 hours and above

SECTION B

1	DESIRE	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
DS1	Aspiration to travel to a destination promoted by Social Media Influencer (SMI).					
DS2	Willingness to buy the tourist product recommended by SMI					
DS3	Desire to visit to the destination recommended by SMI					
2	**INFORMATION SEARCH**					
IF1	I use Social Media (SM) to search for information about my next travel destination.					
IF2	I research online by reading about SMI traveller's experiences via social media.					
4	**PURCHASE DECISION**					
PD1	Final decision relating to booking a trip or tourist products because of the SMI.					
PD2	Change existing travel plans because of the SMI					
5	**SATISAFACTION**					
S1	Comfortable with one's own purchasing decision.					
S2	Wise choice to buy this tourist product.					
S3	Satisfaction with own travel experience based on SMI's recommendation.					
6	**MEMORABLE TOURISM EXPERIENCE**					
MT1	I found meaningful experience in this place					
MT2	I always remember my experience in this place					
MT3	I had unique experience in this place					
MT4	I don't find the same experience elsewhere					
MT5	The feeling of visiting this place is different from other place					
MT6	I found new experience from this place					
7	**PLACE ATTACHMENT**					
P1	I feel as part of this place					
P2	Emotionally, I can't get way from this place					
P3	This is the best place for me to visit					
P4	This is the place for me personally					
8	**EXPERIENCE SHARING**					

S1	Sharing own trip experience to create a good impression about myself					
S2	Sharing trip experience to receive positive feedback from others.					
S3	Sharing own trip with SM showing similarity with SMIs.					
9	**HEDONIC WELL-BEING**					
HWB1	I like to take selfies when I travel					
HWB2	I take a selfie to indicate that I have been to a certain location					
HWB3	A good selfie gives me pleasure					
10	**PARASOCIAL INTERACTION**					
PSI1	I look forward to seeing the posts of the phenomenon I follow on Instagram.					
PSI2	If the Instagram phenomenon I follow appears on another profile, I look at that photo/profile.					
PSI3	When I follow the Instagram phenomenon, I feel like a part of his team.					
PS14	The Instagram phenomenon I follow is like an old friend.					
PSI5	I would like to personally meet the Instagram phenomenon I follow.					
PSI6	If there was content in a blog or magazine about the Instagram phenomenon I follow, I would read it.					
PSI7	The style of the Instagram phenomenon's posts on his own account makes me feel comfortable as if I was with my friends.					
PSI8	When the Instagram phenomenon shares how he feels about the place he's visiting, this post helps me from my own opinion about that place.					

Thank you for your participation.

Annex: 1 Extended Summary

SOSYAL MEDYA ETKİLEYİCİLERİNİN TURİSTLERİN SEYAHAT KARARI VE SEYAHAT SONRASI DAVRANIŞLARINA ETKİSİ: PARASOSYAL ETKİLEŞİMİN ROLÜ

GENİŞLETİLMİŞ ÖZET

GİRİŞ

İnternetin hızlı büyümesi turizm bilgisini dönüştürdü ve seyahat planlamasını ve seçimini etkiledi. Sosyal ağ hizmetlerinin yükselişi, veri ve bilginin yayılmasını artırabilen sosyal medya influencerlarının (SMI) yükselişine yol açtı.

Sosyal medya influencerlarının, destinasyon pazarlamacıları, yöneticileri ve tüketiciler için bilgi toplama ve yayma konusunda etkili olduğu kanıtlanmıştır (Chatzigeorgiou, 2017). Sosyal medya etkileyicileri, sosyal medyadaki sosyal etkileşimi artırarak seyahatle ilgili konuların tanıtımına yol açar. Sosyal medya etkileyicileri, internet kullanıcılarının sosyal içeriğe yönelik tutum ve davranışlarını tahmin ederek bilişsel, duygusal ve davranışsal sonuçları etkileyebilir. Ancak kavram, seyahat yönetimi literatüründe çok az ilgi görmüştür (Chatzigeorgiou, 2017) .

Bu çalışma, seyahat bilgileri ve seyahat sonrası davranışlar aracılığıyla sosyal medya etkileyicilerinin tüketici karar verme üzerindeki etkisini belirlemeyi amaçlamaktadır. Araştırma, arzu, bilgi arama, alternatifleri değerlendirme, satın alma kararı, memnuniyet, unutulmaz turizm deneyimi, yer bağlılığı ve hedonik refah dahil olmak üzere tüketici karar verme süreçlerini ve seyahat sonrası davranışlarını dikkate alan model tabanlı bir yaklaşım önermektedir.

LİTERATÜR TARAMASI

İlk olarak 1956'da Horton ve Wohl tarafından ortaya atılan parasosyal etkileşim, televizyon, yayıncılık ve tiyatro gibi internet platformlarında izleyici katılımcılar ile etkileşim kurdukları kimlikler arasındaki ilişkiyi vurgulayan bir kavramdır. Bu tür bir etkileşim tek taraflıdır, diyalektik değildir, oyuncunun egemenliği altındadır ve karşılıklı gelişmeye açık değildir. İzleyiciler, medyayı birbirine sıkı sıkıya bağlı, karşılıklı bir sosyal etkileşim olarak görerek, medyanın "kişiliğine", medyada yer alma ayarıyla bir yanıt verirler. Sosyal medya web siteleri, parasosyal ilişki kurmak için yararlı olabilir. Kullanıcılar, medya karakteriyle ilişkileri

gerçekmiş gibi tepki verir ve parasosyal teması anlamak, izleyici-medya ilişkisi hakkında fikir verebilir. Parasosyal etkileşim teorisi ise, ünlüler ve kurgusal karakterler gibi medya figürleri ile tüketiciler arasındaki tek taraflı etkileşimleri açıklar. Ünlüler ve TV şovları gibi etkileyiciler, derinlemesine bilgi sağlayarak kullanıcılar arasındaki parasosyal etkileşimleri teşvik eder. Kendilerini aktif olarak ifşa eden sosyal medya etkileyicileri, tüketici tutumlarını ve sadakatini etkileyebilir.

YÖNTEM

Araştırmanın Amaçları ve Önemi

Zanzibar'ın adaların ana gelir kaynağı olan turizm endüstrisinin potansiyeli ve hem bireyler hem de turizm organizasyonları için pazarlama amaçlı dijital medya kullanıcılarındaki mevcut büyüme göz önüne alındığında, bu araştırma şunları amaçlamaktadır:

- Parasosyal etkileşimin turistin seyahat davranışı ve seyahat sonrası davranışı üzerindeki etkisini belirlemek
- Parasosyal etkileşimi etkileyen ve tüketicinin seyahat kararını ve seyahat sonrası davranışını önemli ölçüde etkileyen faktörleri araştırmak.
- Turistlerin seyahat davranışlarının birbirini nasıl etkileyebileceğini ve etkileyebileceğini değerlendirmek.

Hipotezler ve Araştırma Modeli

Araştırma hipotezleri alanyazındaki çalışmalara dayandırılarak aşağıdaki şekilde oluşturulmuştur:

H1. *Parasosyal etkileşim (PSI) ve seyahat etme isteği arasında statik olarak pozitif ve anlamlı bir ilişki vardır.*

H2. *Parasosyal etkileşim (PSI) ile Bilgi aramaları arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H3. *Parasosyal etkileşim (PSI) ve satın alma kararı arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H4. *Parasosyal etkileşim (PSI) ve memnuniyet arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır*

H5. *Parasosyal etkileşim (PSI) ve unutulmaz turizm deneyimi arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H6. *Parasosyal etkileşim (PSI) ve yer aidiyeti arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H7. *Parasosyal etkileşim (PSI) ve deneyim paylaşımı arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H8. *Parasosyal etkileşim (PSI) ve Hedonik esenlik arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H9. *Arzu ve bilgi arama davranışı arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H10. *Bilgi arama ve satın alma kararı arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H11. *Satın alma kararı ve memnuniyet arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H12. *Memnuniyeti ve unutulmaz turizm deneyimi arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H13. *Unutulmaz turizm deneyimi ve yer aidiyeti arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

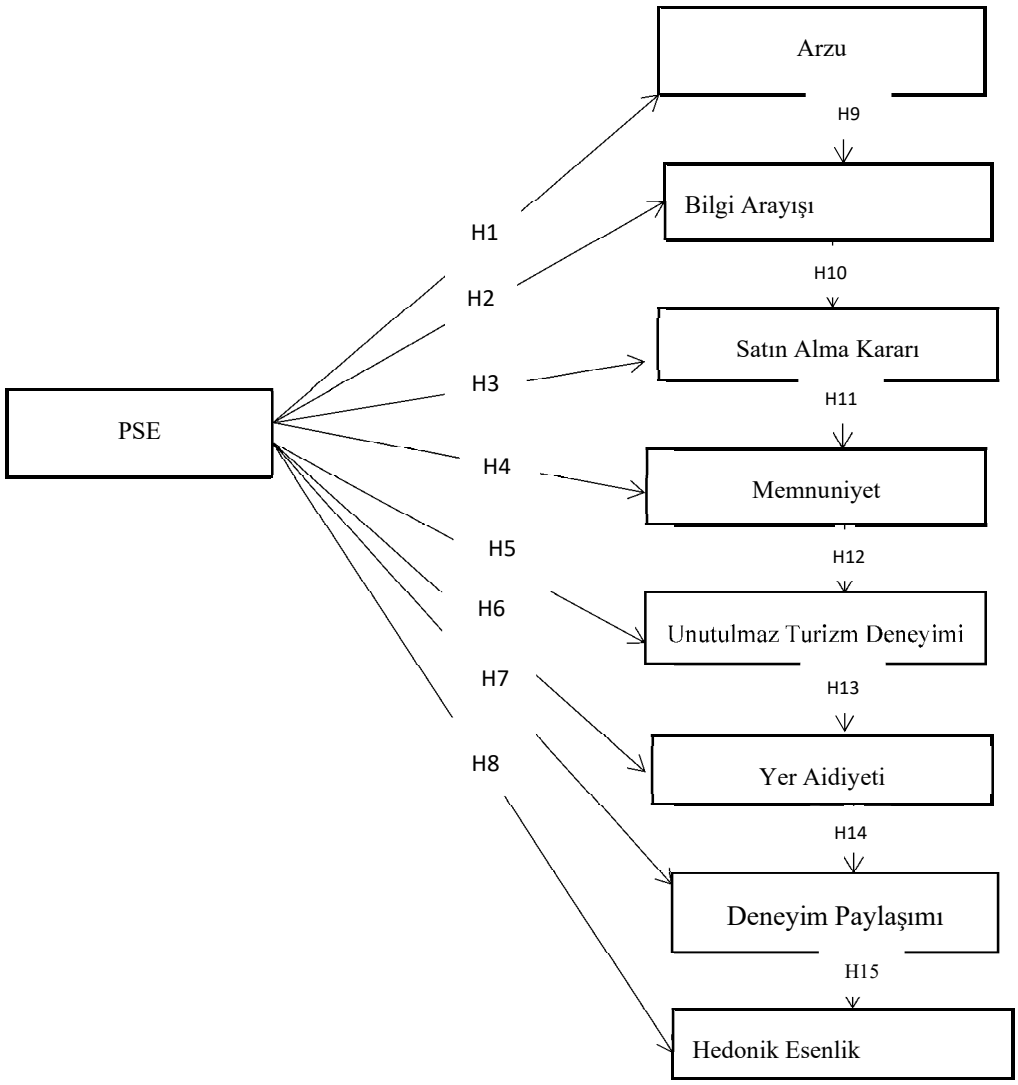
H14. *Yer aidiyeti ve deneyim paylaşımı arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

H15. *Deneyim paylaşımı ve hedonik esenlik arasında istatistiksel olarak pozitif ve anlamlı bir ilişki vardır.*

Literatürde açıklanan tüm çalışmalar dikkate alınarak Şekil 7'de gösterildiği gibi çalışmaya yönelik bir model geliştirilmiştir.

Şekil 1.

Araştırma Modeli



Veri Toplama Aracı

Araştırma, veri toplama için iki aşamayı içermektedir: uygun ifadelerin bulunması, gereksiz ifadelerin çıkarılması, netliğin artırılması ve katılımcıların anketi anlamalarının sağlanması. PSE, arzu, bilgi arama, 126opul alma kararı, memnuniyet, unutulmaz turist deneyimi, yer bağlılığı, deneyim paylaşımı ve 126opular iyi oluş gibi değişkenleri anlamak için bir literatür taraması yapılmıştır. Uygun anket formlarını bulmak için geniş alanlı bir literatür taraması yapılmıştır. İstatistik, pazarlama ve dilbilim uzmanları, anketin istenen bilgileri temsil etme yeteneğini ve ölçüm için

uygunluğunu değerlendirmiştir. Benzer olan, farklı anlaşılan, uygun olmayan ifadeler çıkarılmış veya daha uygun ifadeler ile değiştirilmiştir.

Araştırmanın Evreni ve Örneği

Zanzibar, doğal güzelliği, bozulmamış çevresi, güvenliği ve misafirperver insanları nedeniyle 127opular bir turizm merkezidir. 2000 yılında UNESCO tarafından Dünya Mirası Sit Alanı olarak tanınmıştır ve benzersiz tarihi yerler, hareketli bir Pazar ve benzersiz bina mimarileri sunar (UNWTO, 2009). Zanzibar'ın kıyıları pudra şekeri plajları ve deniz yaşamıyla adeta bir cennettir. Ada mükemmel derin deniz balıkçılığı, mercan resifleri ve biyolojik çeşitlilik sunmaktadır. Chumbe Adaları'nda mercan resifleri ve deniz parkları vardır ve Mnemba Adası'ndaki bir koruma alanı, nesli tükenmekte olan yeşil kaplumbağanın yumurtalarını bırakması için bir yer sağlar.

İtalya, tüm gelenlerin yaklaşık %27'sini oluşturan en önemli ziyaretçi kaynağı olmaya devam etmektedir. Adanın rekabetçi atmosferi, İngiltere ve ABD'nin gelen yolcular için geleneksel kaynak pazarlar olması ve uzun mesafeli seyahate artan ilgi ile küresel ekonomik görünümden etkilenmektedir. Araştırmada kolayda örnekleme tekniği ile belirlenen anketi cevaplamayı kabul edenler başta olmak üzere Zanzibar'ı ziyaret eden yerli ve yabancı turistler arasında online anket yapılmıştır. 25 Ocak – 30 Şubat 2023 tarihleri arasında toplam 480 kişiye ulaşılmıştır.

Anket Tasarımı ve Ölçümleri

Sosyal medya etkileyicilerinin karar verme ve seyahat sonrası davranış potansiyellerinin yanı sıra parasosyal etkileşimin tüketicilerin turizm hizmetleri veya malları satın alma kararları üzerindeki etkisini araştırmak için anket yaklaşımı kullanılmıştır. Bunun için 5'li likert ölçekli bir anket oluşturulmuş ve anketin bileşenleri arasında belirli boyutlar oluşturulmuştur.

Uygun ampirik verileri sağlamak için, verileri toplamak için iki ana bileşenden oluşan bir anket anketi kullanılmıştır. Birinci bölümde katılımcıların demografik bilgileri sorgulanırken, ikinci bölümün alt bölümlerinde parasosyal etkileşim Lee & Watkins (2016), Desire Goldsmith ve diğerleri (2000); Prestwich ve diğerleri, (2008), Bilgi arama; Kang ve Schuett (2013); Rinka & Pratt (2018) , Satın alma kararı Cox ve diğerleri (2009) , Memnuniyet düzeyi Tseng, (2017), Unutulmaz turizm deneyimi Kim et al. (2012), yer bağlılığı Williams & Vaske (2003), Deneyim paylaşımı Kang & Schuett (2013) ve hedonik iyi oluş (Diener 1984; Trinanda vd. 2021). Parasosyal

etkileşimin turistin davranışı ve seyahat sonrası hizmet veya mal davranışı üzerindeki etkisini belirlemek için, anket soru formunu *1 (kesinlikle katılıyorum) ile 5 (kesinlikle katılmıyorum) arasında değişen Beşli Likert ölçeği oluşturmaktadır.*

BULGULAR

Katılımcıların Demografik Özelliklerine İlişkin Bulgular

Bu başlık altında anketin son bölümünde yer alan yedi demografik soruyu yanıtlayan ve araştırmaya katılan toplam 480 turistin demografik özelliklerini gösteren bulgular Tablo 10'da gösterilmektedir:

Tablo 1.

Katılımcıların Demografik Özellikleri

Değişkenler		N	%
Yaş	18-25	85	17.7
	26-35	178	37.1
	36-45	97	20.2
	46-55	87	18.1
	56-65	27	5.6
	66+	6	1.3
	Toplam	**480**	**100.0**
Cinsiyet	Erkek	266	53.8
	Kadın	203	44.2
	Söylememeyi tercih edenler	11	2.1
	Toplam	**480**	**100.0**
Medeni hal	Bekar	274	57.1
	Evli	206	42.9
	Toplam	**480**	**100.0**
Eğitim seviyesi	İlkokul	6	1.3
	Ortaokul	19	4.0
	Lise	54	11.3
	Üniversite mezunu	250	52.1
	Yüksek Lisans	104	21.7
	Doktora+	47	9.8

	Toplam	**480**	**100.0**
Gelir düzeyi (Aylık-ABD Doları)	0-1000$	6	52.3
	1001-2000$	19	14.0
	2001-3000$	54	9.4
	3001-4000$	250	10.4
	4001-5000$	104	7.3
	5000$ ve üzeri	47	6.7
	Toplam	**480**	**100.0**
Takipçi Sayısı	0-1000	272	56.7
	1001-2000	54	11.3
	2001-3000	39	8.1
	3001-4000	43	9.0
	4001-5000	32	6.7
	5001 ve üzeri	40	8.3
	Toplam	**480**	**100.0**
Sosyal Medyada Harcanan Zaman	0-1 saat	84	17.5
	1-2 saat	109	22.7
	2-3 saat	112	23.3
	4-5 saat	68	14.2
	5 saat ve üzeri	107	22.3
	Toplam	**480**	**100.0**

Tablo 10, Zanzibar'daki katılımcıların %37,1'inin 26 ile 35 yaşları arasında olduğunu gösteriyor ve bu da daha genç bir kitleye işaret ediyor. Ziyaretçilerin %52,2'si üniversite mezunudur ve bazı lisans eğitimleri devam etmektedir. Bu ziyaretçilerin yarısından fazlası bekar olup, %53,8'i erkek, %44,2'si kadındır. Ziyaretçilerin çoğu orta sınıf gelire sahiptir ve %52,3'ü orta sınıf aylık gelire sahiptir. Katılımcıların %56,7'si sosyal medyada binlerce takipçisi olan ve %23,3'ü sosyal medyada günde iki saatten fazla vakit geçiren mikro etkileyicilerdir.

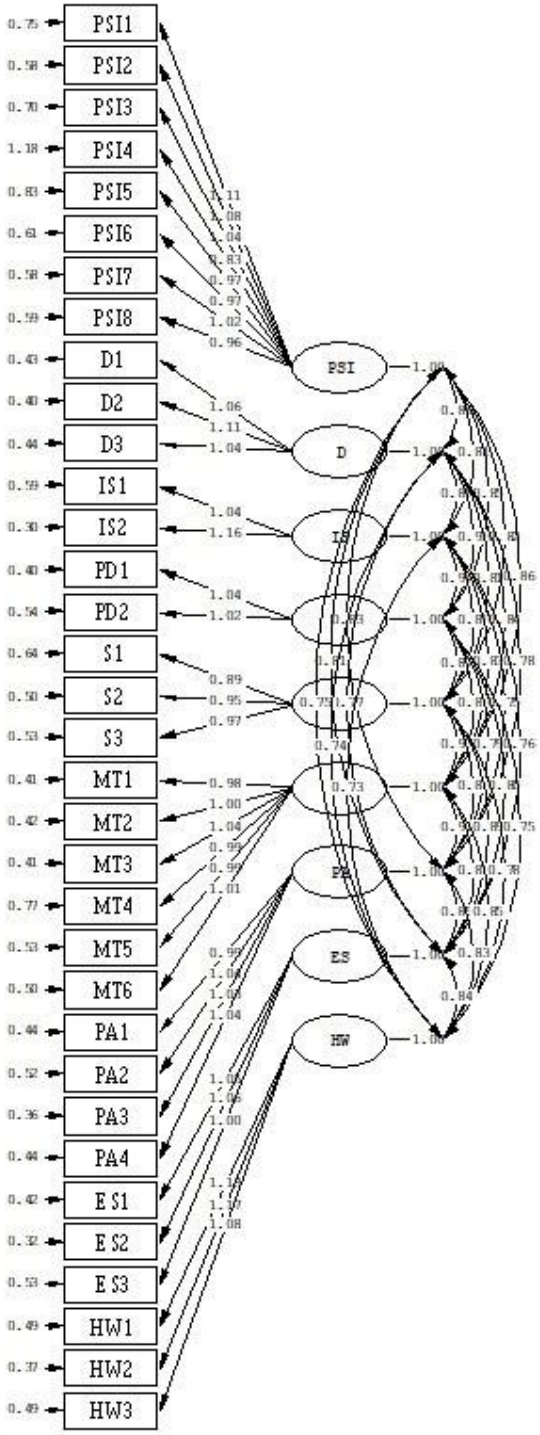
Güvenilirlik ve geçerlilik

Tablo 2.

Güvenilirlik Analizi Sonucu

Ölçek	**Cronbach Alfa (α) Değeri**
Parasosyal Etkileşim	0,915
Arzu	0,890
Bilgi Arama	0,841
Satın alma kararı	0,818
Memnuniyet	0,824
Unutulmaz Turizm Deneyimi	0,923
Yer Aidiyeti	0,883
Hedonik Refah	0,894

Doğrulayıcı Faktör Analizi ve Standart Analiz Değerleri



Chi-Square=1212.29, df=491, P-value=0.00000, RMSEA=0.055

Sıfır hipotezi, güvenilir parametre tahminleri ve istatistiksel olarak anlamlı sonuçlarla tüketici davranışı modelinde aynı verileri ve teorik parasosyal etkileşimi öngördü (Şekil 8).

Tablo 3.

Ölçüm Modeli İçin Uyum Değerleri ve Standart Uyum Kriterleri

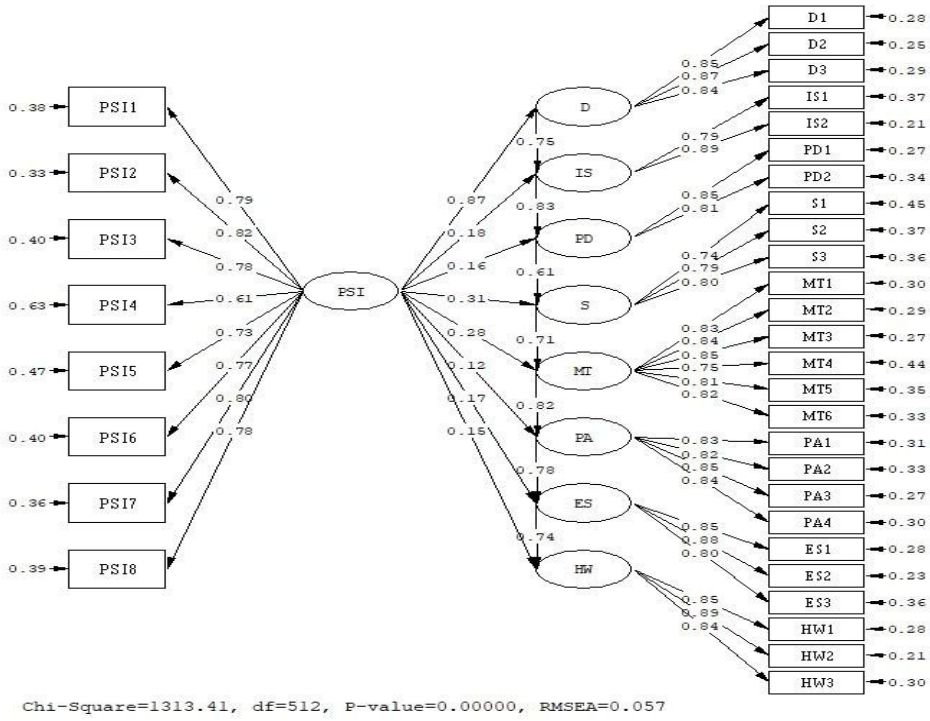
Uygun Ölçüler	**İyi form***	**Kabul Edilebilir Uyum****	**modeli**
RMSEA	0 ≤ RMSEA ≤ 0,05	0,05 ≤ RMSEA ≤ 0,10	0,055**
NFI	0,95 ≤ NFI ≤ 1	0,90 ≤ NFI ≤ 0,95	0,99*
NNFI	0,97 ≤ NNFI ≤ 1	0,95 ≤ NNFI ≤ 0,97	0,99*
EĞER BEN	0,95 ≤ IFI ≤ 1	0,90 ≤ IFI ≤ 0,95	0,99*
RFI	0,95 ≤ RFI ≤ 1	0,90 ≤ RFI ≤ 0,95	0,98*
CFI	0,97 ≤ CFI ≤ 1	0,95 ≤ CFI ≤ 0,97	0,99*
GFI	0,95 ≤ GFI ≤ 1	0,90 ≤ GFI ≤ 0,95	0,87
AGFI	0,90 ≤ AGFI ≤ 1	0,85 ≤ AGFI ≤ 0,90	0,84
$\left(\chi^2/s.d.\right)$	**<2**	**<5**	2.565**

Kaynak: Jöreskog & Sörbom'a (1996) göre; Schermelleh-Engel ve diğerleri, (2003); Schumacker ve Lomax, (2004)

2 derecelik serbestlik katsayısı 2,45 ve RMSEA 0,06 ile ölçüm modelinin değerleri kabul edilebilir. NFI, NNFI, IFI, RFI ve CFI, izin verilen aralığın altında GFI ve AGFI değerleri ile iyi eşleşir. 480 nüfuslu bir örneklem büyüklüğü durumu açıklayabilir.

Şekil 3.

Modelin YEM Diyagramı (LISREL v8.80)



LISREL programının önerilen modeli, parasosyal etkileşimin (PSE), tüketicinin seyahat etme isteği, bilgi arama ve satın alma kararları gibi içsel değişkenleri önemli ölçüde tahmin ettiğini göstermiştir. Çalışma, PSI ile tüketici memnuniyeti arasında anlamlı bir ilişki bulmuştur ve yanıtlayanlar seyahat deneyimlerinden memnuniyet ve satın alma kararlarından rahatlık bildirmiştir. PSE aynı zamanda hedonik refahı ve unutulmaz turizm deneyimlerini de olumlu yönde etkilemiştir ve katılımcıların destinasyonlarında akılda kalıcı ve ayırt edici bir deneyim yaşama olasılığı yüksektir. Çalışma ayrıca yer aidiyeti ile PSE arasında pozitif bir ilişki bulmuştur ve ayrıca deneyim paylaşımı turistlerin deneyimlerini olumlu yönde etkilemiştir.

Analize göre, arzunun (D) bilgi arama ile pozitif bir ilişkiye sahip olduğu, Bilgi Aramanın (IS) satın alma kararı (PD) ile pozitif bir ilişkiye sahip olduğu, Memnuniyetin (S), Unutulmaz Turizm Deneyimi (MT) ile pozitif bir ilişkiye sahip

olduğu, Unutulmaz Turizm Deneyiminin (MT), Yer Aidiyeti (PA) ile pozitif bir ilişkiye sahip olduğu ve Yer Aidiyetinin (PA), Deneyim Paylaşımı (ES) ile pozitif bir ilişki ve Deneyim Paylaşımının (ES), Hedonik Refah (HW) ile pozitif bir ilişkiye sahip olduğu görülmektedir. Sonuçlara göre, tüm değişkenlerin anlamlı ilişkilere ve parametre değerlerine sahip olduğu kabul edildi. Modeldeki değişkenlerin parametre değerleri, t değerleri ve diğer uyum istatistikleri Tablo 13 ve 14'te verilmiştir.

Tablo 15.

Araştırma Modeli İçin SEM Sonucu

Faktörler/ maddeler	**standart yükler**	**t değerleri**	R^2	**Yapı Güvenilirliği (CR)**	**Açıklanan Varyans(AVE)**	**α (CA)**
Faktör PSI: Parasosyal etkileşim					0,58	0,915
PSE-F1 *Instagram'da takip ettiğim fenomenin paylaşımlarını sabırsızlıkla bekliyorum.*	0,79	20.37***	0,62	0.92		
PSE-F2 *Takip ettiğim Instagram fenomeni başka bir profilde çıkarsa o fotoğrafa/profile bakarım.*	0,82	21.48***	0,67			
PSE-F3 *Instagram fenomenini takip ettiğimde kendimi onun ekibinin bir parçası gibi hissediyorum.*	0,78	19,91***	0.60			
PSE-F4 *Takip ettiğim Instagram fenomeni eski bir dost gibidir*	0,61	14.36***	0,37			
PSE-F5 *Takip ettiğim Instagram fenomeni ile bizzat tanışmak isterim.*	0,73	18.18***	0,53			
PSE-F6 *Takip ettiğim Instagram fenomeni ile ilgili bir blog ya da dergide içerik olsa okurdum.*	0,77	19,88***	0,59			
PSE-F7 *Instagram fenomeninin kendi hesabındaki paylaşımlarının tarzı, sanki arkadaşlarımın yanındaymışım gibi rahat hissetmemi sağlıyor.*	0.8	20.76***	0,64			
PSE-F8 *Instagram fenomeni ziyaret ettiği yer hakkında neler hissettiğini paylaştığında, bu gönderi orayla ilgili kendi fikrimden bana yardımcı oluyor.*	0,78	20.08***	0.60			
Faktörler A: Arzu					0,73	0,890
A- F1 *SMI tarafından tanıtılan bir varış noktasına seyahat etme isteği*	0,85		0,72	0,89		
A-F2 *SMI'nin önerdiği seyahat eşyasını satın alma niyeti*	0,87	24.34***	0,75			

A- *F3 SMI tarafından önerilen varış noktasına seyahat etme arzusu*	0,84	23.27***	0.70			
Faktör BA: Bilgi Arama					0,71	0,841
BA-F1 Gelecekteki seyahat hedefim hakkında bilgi aramak için SM'yı kullanıyorum	0,79		0,62	0,83		
BA-F2 *SMI'nın sosyal medyadaki deneyimlerini okuyarak çevrimiçi araştırma yapıyorum*	0,89	22.08***	0,79			
Faktörler SAK: Satın alma kararı					0,69	0,818
SAK-FI *SMI nedeniyle bir seyahat veya turistik ürün rezervasyonuna ilişkin nihai karar alırım*	0,87		0,72	0,82		
SAK-F2 *SMI nedeniyle mevcut seyahat planlarını değiştiririm*	0,81	21,96***	0,65			
Faktörler M: Memnuniyet					0,61	0,824
M-F1 *Satın alma kararmı konusunda içim rahat*	0,74		0,54	0,82		
M-F2 *Bu turistik ürün, satın almak için akıllıca bir seçim.*	0,79	17.39***	0,62			
M-F3 *SMI'nin tavsiyesine dayalı olarak kendi seyahat deneyiminden memnuniyet duyarım*	0.8	17.59***	0,64			
Faktörler UTD: Unutulmaz Turizm Deneyimi					0,67	0,923
MT-F1 *Bu yerde anlamlı bir deneyim buldum*	0,83		0,68	0.92		
MT-F2 *Bu yerdeki deneyimimi her zaman hatırlıyorum*	0,84	23.00***	0.70			
MT-F3 *Bu yerde eşsiz bir deneyim yaşadım*	0,85	23.61***	0,72			
MT-F4 *Aynı deneyimi başka yerde bulamıyorum*	0,75	19.33***	0,56			
MT-F5 *Burayı ziyaret etme hissi diğer yerlerden farklı*	0,81	21.60***	0,65			
MT-F6 *Bu yerden yeni bir deneyim edindim*	0,82	22.15***	0,67			
Faktörler YA: Yer Aidiyeti					0.70	0,905
PA-F1 *Kendimi buranın bir parçası gibi hissediyorum*	0,83		0,68	0.90		
PA-F2 *Duygusal olarak buradan uzaklaşamıyorum*	0,82	21.61***	0,67			
PA-F3 *Burası ziyaret edebileceğim en iyi yer*	0,85	23.16***	0,72			

PA-F4 *Burası tam olarak bana göre*	0,84	22.45***	0.70			
Faktör DP: Deneyim Paylaşımı					0,71	0,883
ES-F1 *Kendim hakkında iyi bir izlenim yaratmak için kendi seyahat deneyimimi sosyal medyada paylaşırım*	0,87		0,72	0.91		
ES-F2 *Başkalarından olumlu geri bildirim almak için gezi deneyimimi sosyal medyada paylaşırım*	0,88	24,77***	0,77			
ES-F3 *SMI ile benzerlik göstermek için seyahat deneyimimi sosyal medyada paylaşırım*	0.8	21.25***	0,64			
Faktör HR: Hedonik Refah					0,74	0,894
HW-F1 *Seyahat ederken selfie çekmeyi severim*	0,85		0,72	0,89		
HW-F2 *Belirli bir yere gittiğimi belirtmek için bir selfie çekerim*	0,89	24,88***	0,79			
HW-F3 *İyi bir selfie bana keyif verir*	0,84	22,63***	0.70			
Hipotezler			**Sonuç**			
H1: PSE →A	0,87	19.07***	Desteklendi			
H2: PSE →BA	0,18	2,25**	Desteklendi			
H3: PSE →SAK	0,16	2,26**	Desteklendi			
H4: PSE →M	0.31	3,90**	Desteklendi			
H5: PSE →UTD	0,28	4,60**	Desteklendi			
H6: PSE →YA	0.12	2.00**	Desteklendi			
H7: PSE →DP	0.17	2,89**	Desteklendi			
H8: PSE →HR	0,15	2,32**	Desteklendi			
H9: A →BA	0,75	8.87	Desteklendi			
H10: BA →SAK	0,83	10.41***	Desteklendi			
H11: SAK →M	0,61	7.72***	Desteklendi			
H12: M →UTD	0,71	10.02***	Desteklendi			
H13:UTD →YA	0,82	11,86***	Desteklendi			
H14: YA → DP	0,78	11.84***	Desteklendi			
H15: DP →HR	0,74	10.34***	Desteklendi			

Modelin Tablo 13'te sıralanan değerleri değerlendirildiğinde, tüm değerlerin yeterli aralıklarda olduğu görülmektedir. Buna göre modelin değişkenleri arasındaki

ilişkileri açıklamak için geliştirilen 15 hipotez uygun değerler üzerinden kabul edilmiştir. Tablo 14, önerilen model için uyum değerlerini ve olağan uyum standartlarını listeler.

Tablo 5.

Önerilen modelin uyum değeri ve standart uyum kriterleri

Uyum Ölçütleri	**İyi Uyum***	**Kabul Edilebilir Uyum****	**Model**
RMSEA	$0 \leq \text{RMSEA} \leq 0,05$	$0,05 < \text{RMSEA} \leq 0,10$	0,057
NFI	$0,95 \leq \text{NFI} \leq 1$	$0,90 \leq \text{NFI} \leq 0,95$	0,99*
NNFI	$0,97 \leq \text{NNFI} \leq 1$	$0,95 \leq \text{NNFI} \leq 0,97$	0,99*
IFI	$0,95 \leq \text{IFI} \leq 1$	$0,90 \leq \text{IFI} \leq 0,95$	0,99*
RFI	$0,95 \leq \text{RFI} \leq 1$	$0,90 \leq \text{RFI} \leq 0,95$	0,98*
CFI	$0,97 \leq \text{CFI} \leq 1$	$0,95 \leq \text{CFI} \leq 0,97$	0,99*
GFI	$0,95 \leq \text{GFI} \leq 1$	$0,90 \leq \text{GFI} \leq 0,95$	0,86
AGFI	$0,90 \leq \text{AGFI} \leq 1$	$0,85 \leq \text{AGFI} \leq 0,90$	0,84
$\left(\chi^2/s.d.\right)$	**<2**	**<5**	3.348

Önerilen modelin uyum değerleri incelendiğinde, modelin kabul edilen uyum ölçütlerinin değerlerini karşıladığı ve çalışma hipotezlerinin önerdiği ilişkileri açıklamak için kullanılmasının uygun olduğu sonucuna varılabilir. Tablo 14'teki veriler incelendiğinde GFI ve AGFI değerlerinin kabul edilebilir uyum aralığının altına düştüğü görülmektedir. Diğer tüm uyum ölçümlerinin iyi uyuma sahip olduğu ancak uyum ölçümlerinin olmadığı kabul edilmektedir. Şekil 9'daki teorik model, araştırma modelinin tüm bulguları dahil edildiğinde istatistiksel olarak anlamlı bir modeldir. Bu ortamda çalışmanın araştırmada önerilen kuramsal modeli kabul edilmiştir.

SONUÇ VE ÖNERİLER

Turizm endüstrisi, sosyal medya reklam fırsatları ve sosyal medya etkileyicileri (SMI'ler) gibi etkileyiciler nedeniyle büyüme kat etmiştir. Bu etkileyiciler, katılımcıların kapsayıcı etkileyicilerden gelen bilgileri tercih etmesiyle gezginlerin seyahat kararlarını önemli ölçüde etkiler. Tüketici davranışı ve karar verme süreci, tüketiciler ve sosyal medya etkileyicileri arasındaki etkileşimlerden

önemli ölçüde etkilenir; müşterinin çevrimiçi satın almalara olan güveni ve çevrimiçi seyahat planlama eğilimi pozitif olarak ilişkilidir. Satın alma sonrası davranış niyetleri, işletmelerin ve yöneticilerin satın alma sonrası davranış niyetlerine daha fazla ağırlık vermesiyle, karar verme için çok önemli bir ölçü haline gelmektedir.

Bu araştırma, sosyal medya etkileyicileri aracılığıyla tüketici davranışını ve bunların gezginlerin seyahat kararları ve seyahat sonrası davranışları üzerindeki etkilerini araştırmaktadır. Çalışma, arzu, bilgi arama, satın alma kararı, memnuniyet, destinasyona bağlılık ve hedonik refah gibi diğer faktörlerin yanı sıra, PSI'ların ve turistin seyahat arzusunun seyahat kararlarını etkileyen en etkili faktörler olduğunu ortaya koymaktadır.

Sosyal medya etkileyicileri (SMI'ler), turizm endüstrisinde gezginlerin seyahat niyetlerini ve memnuniyetlerini önemli ölçüde etkiler. Instagram gibi platformlarda destinasyon pazarlaması için SMI'lardan yararlanmak, turistik yer bağlılığını artırabilir ve unutulmaz deneyimler yaratabilir. Turistlerin KOBİ'lerin tavsiyelerinden duydukları memnuniyet, bir ürünü satın alma kararlarını etkileyebilir. Destinasyon yöneticileri, sosyal medya fenomenleri aracılığıyla Zanzibar'ın reklamını yapmak için dikkat çeken teknikleri kullanmalı ve pazarlama planları oluşturmalıdır. Gezginlerin memnuniyetini ve destinasyonla bağlantılarını anlamak, ürün ve hizmetleri iyileştirmek için çok önemlidir.

Yöneticiler, ziyaretçilerin KOBİ'ler tarafından önerilen ürün ve hizmetlere ilişkin algılarını, destinasyondan memnuniyetlerini ve kendilerini iyi hissetme duygularını sürekli olarak izlemelidir. Bu noktalardaki olumsuz sapmaların ele alınması ve çekiciliğin yönetilmesi, turistlerin refahını artırmak için çok önemlidir.