

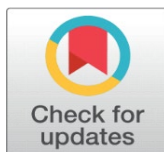
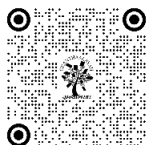
# IMPACT OF YOUTUBE VLOGGERS (SOCIAL MEDIA INFLUENCERS) AMONG YOUNGSTERS IN KERALA ON TRAVEL MOTIVES

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## ABSTRACT

People all over the world, regardless of age, gender and ethnicity, are after travel videos. And there is a common perception that these videos on social media command an influential role in decision-making among prospective buyers. This study tries to find the “Impact of social media influencers’ on travel motives of prospective tourists. A population of 149 respondents were surveyed using an online questionnaire. In this research, four components of the decision to visit are taken, i.e. influence of social media influencers and their potential influence on travel motives, namely desire to visit, destination image and judgment regarding a place of interest. The research hypotheses were tested by using the correlation and linear regression coefficient, and the study also made use of the ANOVA test. The results of the present study showed that social media influencers have a positive impact on youngsters in Kerala in their decision to visit a destination.

**Keywords:** Social Media Influencers, Travel Motives, YouTube Bloggers

## 1. INTRODUCTION

People believe social media influencers are greater than conventional celebrities due to the fact that they're more relatable, having the photo of a girl/boy next door. Followers and especially youngsters experience a positive attitude toward the influencers they follow due to the fact that influencers engage with them frequently. And for this reason, many youngsters comply with social media influencers religiously and are stimulated by what they are saying and promoting. As youngsters are spending more time on social media than people of different age groups, social media influencers have a greater effect on youngsters than others.

Since the start of human history, generations have advanced. Technology has substantially aided people in making their lives greater and satisfying. It has additionally enabled people to absolutely recognise and every minute in their lives.

Technology has had a high sized have an effect on social media sites, specifically YouTube. YouTube, which was founded in 2005, has a plethora of channels that offer visitors a huge variety of videos. YouTube channels and vlogs stand out for their potential to offer visitors valuable content and a huge variety of information. Vlogs on YouTube serve an

important function in sharing travel and destination-associated reports in the form of well-captured and produced videos, ratings, and reviews.

Nowadays, a wide range of people watch YouTube vlogs, as evidenced by the range of subscribers to YouTube channels and the general range of visitors to every vlog. The reasonably-priced and smooth availability of clever phones, in addition to the considerable availability of internet access in Kerala, have significantly aided in increasing the reach of YouTube vlogs. YouTube vlogs may also both boost or lower a traveller's choice to tour, and that is completely dependent on the visitors' tastes and preferences, in addition to the content provided by the vloggers. In recent days, we've witnessed the involvement of youngsters in a touchy case that became charged on social media influencers. The cutting-edge paintings are important when you consider that they'll contribute to figuring out how YouTube vlogs affect the tour intentions of visitors, in particular, travellers. The attempt is important as it tries to decide how social media influencers may inspire their followers or subscribers.

## **2. REVIEW OF LITERATURE**

### **2.1. INFLUENCE OF SOCIAL MEDIA INFLUENCERS**

The importance of social media influencers (SMI) has created possibilities for cultural attention and intake amongst youth. Simplicity and user-friendly capabilities on social media have heightened interest and growth of its customers, wherein the potential to "hashtag" on social media identifies contemporary developments primarily based on user-generated photos and videos that allow customers to generate search results instantaneously. "Social media influencers" (SMIs) who are able to influence large fans via opinions of products, offerings and visiting a vacation spot on their social media accounts.(Khalid et al., 2018).

Nowadays, youngsters are raised in a generation of smartphones and do not remember a time before social media. Most teens are energetic on social media beginning at the age of 10. According to a study by Variety Magazine (2014), six out of ten influencers for 13- 18-year-olds are YouTubers. Teenagers discover YouTube influencers more relatable than conventional celebrities. The modern YouTube community, including the impact Dutch YouTubers have on their teenage visitors and the extent to which this impact on their existence is significant or not. (Westenberg, 2016).

YouTubers and social media influencers play a critical role in the lives of children who are active on YouTube and other social media platforms. YouTube has become a part of their everyday lifestyles as they watch films each day, visit fan meetings, even attempt to tour or imitate what the YouTuber or social media influencers do, purchase products and share messages. Some teens need to end up a YouTuber themselves and start a YouTube channel. Teenagers are blind to the effect of social media and social media influencers have on them. (Westenberg, 2016)

For instance, ninety per cent of customers take advantage of YouTube channels to collect tourism-related statistics, and approximately ninety per cent suggest that they visited tourism websites while planning vacations. Indeed, the wide variety of humans turning

The number of people going on holiday and tour making plans has increased by more than three hundred per cent over the last 5 years because of the impact of social media influencers(Pantano et al., 2014). Desire to visit

Desire is one crucial factor in forming the identification of an area and makes us consider whether or not to go there. (Ginting & Wahid, 2015)

Influencer advertising and marketing have impacted all industries, including travel and tourism. Many Destination Management Organisations (DMOs) are leveraging the effect of online personalities for various purposes, together with attracting tourist to their destinations.

The courting among social media influencers and especially YouTube vloggers and vacation spot entrepreneurs in the converting journey and tourism industry. A new breed of journey and tourism intermediaries who are seeking to professionalise and formalise the connection between influencers and their impact on society, especially on the youngsters. The relationships among social media influencers and the youngsters present insight into how virtual media creators negotiate the anxiety between participation and control (Stoldt et al., 2019)

While social media influencers engage in various forms of self-exploitation, such as overproducing content, or writing sample posts to demonstrate or to create a desire in others to follow or do the activities.(Stoldt et al., 2019)

## **2.2. IMPROVEMENT OF DESTINATION IMAGE**

The assessment and evaluation of vacation spot pictures were the concern of a high degree of interest in associated educational literature and have made a full-size contribution to further knowledge of vacationer conduct, becoming one of the first to illustrate its significance in growing the number of tourists visiting destinations. Today, there exists a widespread consensus on the importance of the position performed by the picture within the system of selection making, and, by extension, choice. (Beerli & Martín, 2004)

Research over many years has verified that the vacation spot picture is a treasured idea in understanding the vacation spot choice technique of tourists. Several studies focused on the connection between vacation spot pictures and traveller intention. Social media and social media influencers have contributed splendid aspects to a vacation spot and have made a power that is now no longer only the children but also on everyone who watches or surfs on social media. (Lam González et al., 2015)

They have an impact on the social media influencers, vacation spot photo, and emblem photo on the acquisition aim of vacationers who visit a vacation spot. Tourism merchandise has intangible traits due to the fact that the client cannot examine them without travelling. Recommendations from social media influencers may be used as proof earlier than reserving travel products and be factored into decisions, to lessen the risk involved in the process. They frequently additionally shape the vacation spot photo of a traveller region for a potential traveller. To decide the nice alternatives for a journey, clients use social media to search for facts about viable destinations, visualise images, and access postings about others' previous traveller experiences. (Jaya & Prianthara, 2020)

Destination photo is typically normal as a crucial thing in a hit tourism improvement and vacation spot advertising because of its effect on both supply and demand aspects of advertising. And in recent times, social media influencers, especially YouTube vloggers, make contributions to growing a photo of a vacation spot. Even a few homes or groups insist social media influencers post content material concerning a vacation spot for his or her advertising and provide a review of positive destinations. (Tasci & Gartner, 2007)

## **2.3. JUDGEMENT REGARDING A PLACE OF INTEREST**

Information on the extent to which travellers use social networks and check social media influencers' profiles for attaining information about a destination and for expressing little judgments, so as to determine the primary effects for destinations and a medium for the solution (Pantano et al., 2014).

When selecting a destination, the greatest worry for a traveller is whether the destination is safe to visit or whether the destination maintains privacy policies for its visitors, and the tourist has an extra eye to look at social media and social media influencers' reviews. The perceived usefulness of social media in journey-making plans has a great effect on the intentions to pick a tourism destination. (Vr & Carmen-eugenia, n.d.)

Social media has become a reliable source of information in the consumer decision-making process, as well as in judging a destination. In the tourism industry, taking into account the intangibility of tourist services, consumers are more inclined to use social media platforms to gather information both on a tourism and on other aspects that are less easily controlled by tourism suppliers (e.g., The factors of risk a tourist might confront during a trip. Social media is a very prolific means of communication, as it has the capacity to concentrate and to disseminate information from various categories of providers. (Lim, 2017)

## **2.4. DECISION TO VISIT**

Travellers ought to accumulate a variety of data earlier than making a final decision to travel to a vacation destination to reduce the risk associated with tourism offerings that emanate from the experimental traits of most tourism. (Matikiti-Manyevere & Kruger, 2019)

Traditionally, a selection to go to a vacation spot is interpreted, in part, as a rational calculation of the costs/advantages of a set of opportunity destinations, which had been derived from outside record sources, including social media influencers. There are several journey blogs available for humans to share and study journey experiences.

Evidence shows, however, that no longer does each weblog exert the same degree of influence on tourists. Therefore, which traits of those journey blogs entice tourists' interest and have an impact on their decisions? (Chen et al., 2014)

Tourists hesitate or delay, or maybe alternate their vacation spot and itinerary selections. Therefore, vacationer threat belief, vacationer information, and hesitation. The latest studies' outcomes truly display that vacationer threat belief has an advantageous impact on hesitation, and vacationer information moderates this quite advantageous relationship and might even have an effect on the decisions too. (Wong & Yeh, 2009)

### 3. RESEARCH METHODOLOGY

This study was done to determine the level of impact of social media influencers on youngsters in Kerala. For this study, the main reference was " The Importance of Social Media in the Image Formation of Tourist Destinations from the Stakeholders' Perspective. 7- Point linear scale was used to measure.

**Title:** Impact of YouTube vloggers (social media influencers) among the youngsters in Kerala on travel motives.

**Variables of the study:** The Independent variable for the study is identified as the Impact of YouTube vloggers (social media influencers), and the dependent variable for the study is identified as travel motives.

#### 3.1. OBJECTIVES

- 1) Social media influencers change the decision to visit a destination among youngsters.
- 2) Social media influencers promote the desire to visit a destination and its activities.
- 3) Social media influencers improve the destination image, generating useful content for tourists.
- 4) Social media influencers and their reviews affect judgment regarding a place of interest.

The present project study was descriptive research using a quantitative research design. Youngsters who belong to the age group from 18-26 in Kerala were considered as the population for the study. Purposive sampling was used to select the sample from the population, and the sample size of this study was 140. The questionnaire method is used through Google Forms. A 7-point linear scale is used to measure the data. To collect demographic factors like age, gender, how frequently respondents travel and the area where respondents live. Five variables were used: the influence of social media influencers, desire to visit, improvement of destination, and judgment regarding a place of interest. Descriptive statistical tools were used to find the relation/difference between the independent variable and the dependent variable. One-way ANOVA was used to find the difference, and Correlation and Regression were used to find the relation between the variables. Cross-tabulation to examine the relationship within the data that is not readily evident.

**Significance of the study:** This study is helpful for future research because it could serve as support for their research, and they can work with other variables of impact of YouTube vloggers (social media influencers), in addition to destination image improvement, desire to visit, decision to visit, regarding safety and security. Comparing with other research on social media influencers, this research mainly focuses on the impacts made by the social media influencers among the youngsters in Kerala, and to know whether they are influenced by the social media influencers and travel to a destination. The findings of the study will give an idea to travellers who are preparing to travel.

### 4. RESULTS

The demographic profile of the 149 respondents under the study are given in the following table.

Demographic Factor	Category	Count	Percentage
Age	Less than 20	30	21.40%
	20 - 23	70	50.00%
	Above 23	49	28.60%
Gender	Female	60	42.90%
	Male	80	57.10%
Area of Residence	Rural	24	17.10%
	Semi-Urban	28	20.00%
	Urban	18	12.90%
Frequency of Travel	Very Often	14	10.00%
	Often	43	30.70%
	Rarely	48	34.30%

Once the profile of the respondents were identified the research attempted to assess the results of the objectives one by one as given below.

#### 4.1. INFLUENCE OF SOCIAL MEDIA INFLUENCERS

**Table 1** Influence of social media influencers

Descriptive Statistics			
	N	Mean	Std. Deviation
influence of social media workers	140	3.9	1.18

Table 1 shows the mean score of the influence of social media influencers, and the mean score is above 3, which is 3.9, which means the respondents perceive that the influence of social media influencers was average. Which means respondents answered between neutral and somewhat high.

#### 4.2. INFLUENCE OF SOCIAL MEDIA INFLUENCERS AND THE DECISION TO VISIT

**H1: Influence social media influencers has a significant Influence on decision to visit.**

**Table 2** Influence of social media influencers and decision to visit Correlation test was done to find out the relation between influence of social media influencers and decision to visit a destination.

		decision to visit
influence of social media	Pearson	.747**
influencers	Correlation	
	Sig. (2-tailed)	0

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the result of the Correlation between the influence of social media influencers and the decision to visit. The table shows that the significance value (.000) is below 0.05. So, we reject the null hypothesis and accept the alternative hypothesis that the influence of social media influencers has a highly significant relationship with the decision to visit.

From the table, it is also clear that a 1-unit change in the influence of social media influencers will make .747 positive change in decision to visit.

**Table 3** Influence of social media influencers and decision to visit- Model summary

Model	R	R Square	Adjusted R Square
1	.747 <sup>a</sup>	0.558	0.555

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.708	0.243		2.9	0.004
	influence of social media workers					
		0.788	0.06	0.747	13.2	0

Table 3 shows the result of the linear regression model summary between the influence of social media influencers and the decision to visit. The table shows that 55.5 per cent of changes in the decision to visit are contributed by the influence of social media influencers. According to the coefficient table, a one-unit change in the influence of social media influencers will make a 74.7% change in the decision to visit.

### 4.3. INFLUENCE OF SOCIAL MEDIA INFLUENCERS AND DECISIONS TO VISIT A DESTINATION- ONE-WAY ANOVA

An ANOVA test was done to find out the difference between the influence of social media influencers with demographic variables like age, gender, area where respondents live and how frequently respondents travel. After the ANOVA test, we couldn't find any difference between the influence of social media influencers and age, gender, area where respondents live and how frequently respondents travel.

Since the ANOVA test didn't show any difference between the influence of social media influencers and the demographic factors. So we tested cross-tabs with the variable and the demographic factors. Cross tabulation was done with all demographic factors like age, gender, how frequently the respondents travel and the area where the respondents live.

**Table 4** Influence of social media influencers and gender of the respondents – Cross tabulation  
**Influence of social media influencers \* Gender of the respondents Cross tabulation**

			Gender of the respondents		Total
			Female	Male	
influence of social Media influencers	nil	%within Gender of the respondents	60.0%	40.0%	100.0%
	little	% within Gender of the respondents	33.3%	66.7%	100.0%
	neutral	% within Gender of the respondents	46.4%	53.6%	100.0%
	somewhat high	% within Gender of the respondents	52.4%	47.6%	100.0%
	high	% within Gender of the respondents	48.3%	51.7%	100.0%
	very high	% within Gender of the respondents	22.2%	77.8%	100.0%

Table 4 shows that most of the males are influenced by the social media influencers, which is 77.8% and 52.4% of females are influenced by the social media influencers. And also 66.7% male respondents are not influenced by the social media influencers, and on the other hand, 33.3% females are not influenced by the social media influencers. The male respondents exhibited a higher level of influence by social media influencers compared to female respondents. The relationship between gender and the influence of social media influencers is statistically significant.

**Table 5** Influence of social media influencers and how frequently respondents travel – cross tabulation  
**Influence of social media influencers \* How frequently respondents travel Cross tabulation**

			How frequently respondents travels				Total
			Never	Often	Rarely	Very Often	
influence of social media influencers	nil	% within How frequently respondents travels		40.0%	60.0%		100.0%
	little	% within How frequently respondents travels		33.3%	50.0%	16.7%	100.0%



	neutral	% within How frequently respondents travel		64.3%	25.0%	10.7%	100.0%
	somewhat high	% within How frequently respondents travel		61.9%	28.6%	9.5%	100.0%
	high	% within How frequently respondents travel	3.4%	69.0%	20.7%	6.9%	100.0%
	very high	% within How frequently respondents travel	11.1%	66.7%	11.1%	11.1%	100.0%
Total		% within How frequently respondents travel	1.4%	62.1%	27.1%	9.3%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%

Table 5 shows that 66.7% of the respondents say that the influence of social media influencers is very high, and they travel often due to the influence of social media influencers, and 11.1% of the respondents say that the influence of social media influencers is very high, and they travel rarely due to the influence of social media influencers. 69% of the respondents state that the influence of social media influencers is high, and they travel often due to the influence of social media influencers, and also 11.1% say that it is very high, but they never travel. The relationship between how frequently respondents travel and the influence of social media influencers is statistically significant.

**Table 6** Influence of social media influencers and area where the respondents live – cross tabulation

**Influence of social media influencers \* Area where respondents live      Cross tabulation**

			Area where respondents live				Total
			Semi urban	Rural	Semi urban	Urban	
influence of social media influencers	nil	% within Area where respondents live		40.0%	40.0%	20.0%	100.0%
	little	% within Area where respondents live		50.0%	33.3%	16.7%	100.0%
	neutral	% within Area where respondents live	3.6%	28.6%	46.4%	21.4%	100.0%
	somewhat high	% within Area where respondents live		36.5%	42.9%	20.6%	100.0%
	high	% within Area where respondents live		37.9%	27.6%	34.5%	100.0%
	very high	% within Area where respondents live			44.4%	55.6%	100.0%
Total		% within Area where respondents live	.7%	33.6%	40.0%	25.7%	100.0%

Table 6 shows that 55.6% of the respondents from the urban area say that the influence of social media influencers is very high, and 44.4% of the respondents from the semi-urban area say that the influence of social media influencers is very high. 37.9% of the respondents from rural areas state that the influence of social media influencers is high, and also 50% respondents from rural areas say that it is a little. The relationship between the area where respondents live and the influence of social media influencers is statistically significant.

**Table 7** Influence of social media influencers and age of the respondents- cross tabulation**Influence of social media influencers \* Age wise classification Cross tabulation**

			Age wise classification			Total
			less than 20	20 to 23	above23	
influence of social media influencers	nil	% within Age wise classification	20.0%	80.0%		100.0%
	little	% within Age wise classification		50.0%	50.0%	100.0%
	neutral	% withinAge wise classification	14.3%	64.3%	21.4%	100.0%
	somewhathigh	% within Age wise classification	17.5%	63.5%	19.0%	100.0%
	high	% within Age wise classification	20.7%	72.4%	6.9%	100.0%
	very high	% within Age wise classification	55.6%	22.2%	22.2%	100.0%
Total		% withinAge wise classification	19.3%	62.9%	17.9%	100.0%

The influence of social media influencers, according to the age group 20 to 23, is between neutral and somewhat high, but 55.6% of the respondents in the age group less than 20 are influenced by social media influencers. The influence of social media influencers according to the age group above 23 is little, neutral and very high. This implies that the age group has a significant level of influence by the social media influencers.

## 5. DESIRE TO VISIT A DESTINATION

**Table 8** Desire to visit a destination

	N	Mean	Std. Deviation
Desire to visit a destination	140	4.07	1.21
decision to visit	140	3.78	1.25

Table number 8 shows the mean score of the desire to visit a destination, and the mean score is above 3, which is 4.07, which means the respondents perceive that the desire to visit a destination was average. Which means respondents answered between neutral, somewhat high and high.

Desire to visit a destination and the decision to visit

**H1:** Desire to visit a destination does have a significant relationship with the decision to visit Table 9: Desire to visit a destination and decision to visit

		Desire to visit a destination	decision to visit
Desire to visit a destination	Pearson Correlation	1	.761**
	Sig.(2-tailed)		.000



Table 9 shows the result of the Correlation between the desire to visit a destination and the decision to visit. The table shows that the significance value (.000) is below 0.05. So, we reject the null hypothesis and accept the alternative hypothesis that the desire to visit a destination has a significant relationship with the decision to visit.

From the table, it is also clear that a 1 unit change in desire to visit will make a .767 positive change in the decision to visit.

**Table 10** Desire to visit a destination and decision to visit-model summary

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.579	.576	.814

a. Predictors: (Constant), Desire to visit a destination

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.582	.243		2.39	.018
Desire to visit a destination	.786	.057	.761	13.77	.000

a. Dependent Variable: decision to visit

Table 10 shows the result of the linear regression model summary between the desire to visit a destination and the decision to visit. The table shows that 57.6 per cent of changes in the decision to visit are contributed by the desire to visit. According to the coefficient table, a one-unit change in the desire to visit a destination will make a 76.1% change in the decision to visit.

**Desire to visit a destination and decisions to visit a destination- One-way ANOVA.**

An ANOVA test was done to find out the difference between the desire to visit a destination with demographic variables like age, gender, area where respondents live and how frequently respondents travel. After the ANOVA test, we couldn't find any difference between the desire to visit a destination and age, gender, area where respondents live and how frequently respondents travel.

Since the ANOVA test didn't show any difference between the desire to visit a destination and the demographic factors. So we tested cross-tabs with the variable and the demographic factors.

**Table 11** Desire to visit a destination and age of the respondents- cross tabulation

**Desire to visit a destination \* Age wise classification Cross tabulation**

			Age wise classification			Total
			less than 20	20 to 23	above 23	
Desire to visit a destination	nil	% within Age wise classification	16.7%	66.7%	16.7%	100.0%
	little	% within Age wise classification		33.3%	66.7%	100.0%
	neutral	% within Age wise classification	15.0%	65.0%	20.0%	100.0%
	somewhat high	% within Age wise classification	17.2%	62.1%	20.7%	100.0%

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	high	% within Age wise classification	20.0%	71.1%	8.9%	100.0%
	very high	% within Age wise classification	50.0%	25.0%	25.0%	100.0%
Total		% within Age wise classification	19.3%	62.9%	17.9%	100.0%

The desire to visit a destination among the respondents in the age group 20 to 23 is between somewhat high and high, but 50% of the respondents in the age group less than 20 have a very high desire to visit a destination. The desire to visit a destination among the respondents in the age group above 23 is between little, somewhat high and very high. This implies that the age group has a significant level of desire to visit a destination.

**Table 12** Desire to visit a destination and gender of the respondents- cross tabulation

**Desire to visit a destination \* Gender of the respondents Cross tabulation**

			Gender of the respondents		Total
			Female	Male	
Desire to visit a destination	nil	%within Gender of the respondents	66.7%	33.3%	100.0%
	little	%within Gender of the respondents	33.3%	66.7%	100.0%
	neutral	%within Gender of the respondents	40.0%	60.0%	100.0%
	somewhat high	%within Gender of the respondents	50.0%	50.0%	100.0%
	high	%within Gender of the respondents	48.9%	51.1%	100.0%
	very high	%within Gender of the respondents	37.5%	62.5%	100.0%
Total			47.9%	52.1%	100.0%

Table 12 shows that most of the male respondents have the desire to visit a destination, that is, 62.5% and only 37.5% of females have the desire to visit a destination. And also 66.7% male respondents have no desire to visit a destination, and on the other hand, 33.3% females have no desire to visit a destination. The male respondents exhibited a higher level of desire to visit a destination compared to female respondents. The relationship between gender and desire to visit a destination is statistically significant.

**Table 13** Desire to visit a destination and area where respondents live –cross tabulation

**Desire to visit a destination \* Area where respondents live Cross tabulation**

			Area where respondents live			
			Rural	Semi urban	Urban	Total
Desire to visit a destination	nil	% within Area where respondents live	33.3%	50.0%	16.7%	100.0%
	little	% within Area where respondents live	33.3%	66.7%		100.0%
	neutral	% within Area where respondents live	45.0%	40.0%	15.0%	100.0%
	somewhat high	% within Area where respondents live				

			31.0%	43.1%	25.9%	100.0%
	high	% within Areawhere respondents live	37.8%	26.7%	33.3%	100.0%
	very high	% within Areawhere respondents live		75.0%	25.0%	100.0%
Total		% within Areawhere respondents live	33.6%	40.0%	25.7%	100.0%

Table 13 shows that 75% of the respondents from the semi-urban area have a very high desire to visit a destination, and 25% of the respondents from the urban area have a very high desire to visit a destination. 45% of the respondents from rural areas are confused whether to visit or not, and also 66.7 of % respondents from semi-urban areas have little desire to visit a destination. The relationship between the area where respondents live and their desire to visit is statistically significant.

**Table 14** Decision to visit a destination and how frequently respondents travel- cross tabulation

**Desire to visit a destination \* How frequently respondents travel Cross tabulation**

			How frequently respondents travels				Total		
			Never	Often	Rarely	VeryOften			
Desire to	nil	% within							
visit a		How							
destination		frequently respondents		50.0%	50.0%		100.0%		
		travels							
	little	% within							
		How							
		frequently respondents		66.7%	33.3%		100.0%		
		travels							
	neutral	% within							
		How							
		frequently respondents		65.0%	20.0%		15.0%	100.0%	
		travels							
	somewhat	% within							
	high	How							
		frequently respondents		55.2%	32.8%		12.1%	100.0%	
		travels							
	high	% within							
		How							
		frequently respondents		4.4%	68.9%		24.4%	2.2%	100.0%
		travels							

Table 14 shows that 75% of the respondents have a very high desire to visit a destination, and they travel often, and 25% of the respondents have a very high desire to visit a destination, and they travel very often. 65% of the respondents have a neutral desire; they are confused whether to visit or not, and also 4.4% say that it is high, but they never travel. The relationship between how frequently respondents travel and their desire to visit a destination is statistically significant.

## 6. IMPROVEMENT OF DESTINATION IMAGE

**Table 15** Improvement of destination image

Descriptive Statistics			
	N	Mean	Std. Deviation
improvement of destinationimage	140	3.81	1.19

Table 15 shows the mean score of the improvement of destination image, and the mean score is above 3, which is 3.81, indicating that the respondents perceive that the improvement of destination image was average. Which means respondents answered between neutral and somewhat high.

### Improvement of destination image and decision to visit

H1 : Improvement of destination image does have a relation with the decision to visit.

**Table 16** Improvement of destination image and decision to visit

		improvementof destination image	decisionto visit
improvement of destination image	Pearson Correlation	1	.742**
	Sig.(2-tailed)		.000
	N	140	140

Table 16 shows the result of the Correlation between the improvement of destination image and the decision to visit. The table shows that the significance value (.000) is below 0.05. So, we reject the null hypothesis and accept the alternative hypothesis that the improvement of destination image has a significant relationship with the decision to visit.

From the table, it is also clear that a 1 unit change in desire to visit will make a .767 positive change in the decision to visit.

**Table 17** Improvement of destination image and decision to visit-Model summary

Model	R	R Square	Adjusted R Square
1	.742 <sup>a</sup>	.550	.547

a. Predictors: (Constant), improvement of destination image

Coefficients <sup>a</sup>					
Model		UnstandardizedCoefficients		StandardizedCoefficients	
		B	Std. Error	Beta	
1	(Constant)	.828	.238		3.47
	improvement of destination image	.775	0.060	.742	12.96

a. Dependent Variable: decision to visit

a. Dependent Variable: decision to visit

Table 17 shows the result of the linear regression model summary between the improvement of the destination image and the decision to visit. The table shows that 55% the changes in the decision to visit are contributed by the improvement of destination image.

According to the coefficient table, a one-unit change in the improvement of destination image will make a 74.2% change in the decision to visit.

## 7. IMPROVEMENT OF DESTINATION IMAGE AND DECISIONS TO VISIT A DESTINATION- ONE WAY ANOVA

An ANOVA test was done to find out the difference between the improvement of destination image with demographic variables like age, gender, area where respondents live and how frequently respondents travel. After the ANOVA test, we couldn't find any difference between the improvement of the destination image and age, gender, area where respondents live and how frequently respondents travel. Since the ANOVA test didn't show any difference between the desire to visit a destination and the demographic factors. So we tested cross-tabs with the variable and the demographic factors.

**Table 18** Improvement of destination image and age of the respondents- cross tabulation  
improvement of destination image \* Age wise classification Cross tabulation

			Age wise classification			Total
			less than 20	20 to 23	above 23	
improvement of destination image	nil	% within Agewise classification	20.0%	80.0%		100.0%
	little	% within Agewise classification	14.3%	42.9%	42.9%	100.0%
	neutral	% within Agewise classification	15.8%	57.9%	26.3%	100.0%
	somewhat high	% within Age wise classification	12.0%	72.0%	16.0%	100.0%
	high	% within Age wise classification	32.4%	58.8%	8.8%	100.0%
	very high	% within Age wise classification	33.3%	50.0%	16.7%	100.0%
Total	% within Age wise classification	19.3%	62.9%	17.9%	100.0%	

Improvement of destination image among the respondents under age group 20 to 23 is between somewhat high and high, but 33.3% of the respondents under age group less than 20 have a very high improvement in destination image. Improvement of destination image among the respondents in the age group above 23 is little and neutral. The age groups have a significant level of improvement in destination image.

**Table 19** Improvement of destination image and gender of the respondents  
improvement of destination image \* Gender of the respondents Cross tabulation

	Gender of the respondents		Total
	Female	Male	

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improvement of destination image	nil	%within Gender of the respondents	60.0%	40.0%	100.0%
	little	%within Gender of the respondents	28.6%	71.4%	100.0%
	neutral	%within Gender of the respondents	47.4%	52.6%	100.0%
	somewhat high	%within Gender of the respondents	52.0%	48.0%	100.0%
	high	%within Gender of the respondents	47.1%	52.9%	100.0%
	very high	%within Gender of the respondents	33.3%	66.7%	100.0%
Total		%within Gender of the respondents	47.9%	52.1%	100.0%

**Table 19** shows that most of the male respondents have a very high improvement in destination

An image that is 66.7% and only 33.3% of females have a very high improvement of destination image. And also 71.4% male respondents have a little improvement in destination image, and on the other hand, 28.6% females have a little improvement in destination image. The male respondents exhibited a higher level of improvement in destination image compared to female respondents. The relationship between gender and improvement of destination image is statistically significant.

**Table 20** Improvement of destination image and area where respondents live- cross tabulation

**Improvement of destination image \* Area where respondents live Cross tabulation**

			Area where respondents live			
			Rural	Semiurban	Urban	Total
improvement	nil	% within				
of destination		Area where	40.0%	40.0%	20.0%	100.0%
image		respondents				
		live				
	little	% within				
		Area where	14.3%	57.1%	28.6%	100.0%
		respondents				
		live				
	neutral	% within				
		Area where	36.8%	50.0%	13.2%	100.0%
		respondents				
		live				
	somewhat	% within				
	high	Area where	36.0%	34.0%	30.0%	100.0%
		respondents				
		live				

Table 20 shows that 66.7% of the respondents from the semi-urban area have a very high improvement in destination image, and 33.3% of the respondents from the urban area have a very high improvement in destination



image. 36.8% of the respondents from rural areas are confused whether to visit or not, and 36% respondents from rural areas have a somewhat high improvement in destination image. 57.1% respondents from the semi-urban area have a little improvement in destination image. The relationship between the area where respondents live and the improvement of destination image is statistically significant.

**Table 21** Improvement of destination image and how frequently respondents travel

**improvement of destination image      \* How frequently respondents travels Cross tabulation**

			How frequently respondents travels				Total
			Never	Often	Rarely	Very Often	
improvement of destination image	nil	% within How frequently respondents travels		40.0%	60.0%		100.0%
	little	% within How frequently respondents travels		71.4%	14.3%	14.3%	100.0%
	neutral	% within How frequently respondents travels		57.9%	31.6%	10.5%	100.0%
	somewhathigh	% within How frequently respondents travels		64.0%	30.0%	6.0%	100.0%
	high	% within How frequently respondentstravels	5.9%	58.8%	20.6%	14.7%	100.0%
	very high	% within How frequently respondentstravels		52.5%	25.2%	22.3%	100.0%
Total	% within How frequently respondentstravels	1.4%	62.1%	27.1%	9.3%	100.0%	

Table 21 shows that 52.5% of the respondents have an improvement in destination image, and they travel often, and 22.3% of the respondents have a very high improvement in destination image, and they travel very often. 57.9% of the respondents have a neutral improvement of destination image, they are confused, and also 5.9% respondents say that it is high, but they never travel. The relationship between how frequently respondents travel and the improvement of destination image is statistically significant.

## 8. JUDGEMENT REGARDING A PLACE OF INTEREST

**Table 22** Judgement regarding a place of interest

Descriptive Statistics			
	N	Mean	Std. Deviation
decision to visit	140	3.78	1.25

Table 22 shows the mean score of the judgement regarding a place of interest, and the mean score is above 3, which is 3.64, which means the respondents perceive that the judgement regarding a place of interest was average. Which means respondents answered between neutral and somewhat high for the questions.

## 9. JUDGEMENT REGARDING A PLACE OF INTEREST AND THE DECISION TO VISIT

H1: Judgement regarding a place of interest does have a significant relation to the decision to visit.

**Table 23** Judgement regarding a place of interest and decision to visit

		judgementabout a destination	decision tovisit
judgement about a destination	Pearson Correlation	1	.814**
	Sig.(2-tailed)		.000
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 23 shows the result of the Correlation between the judgment regarding a place of interest and the decision to visit. The table shows that the significance value (.000) is below 0.05. So, we reject the null hypothesis and accept the alternative hypothesis that judgment regarding a place of interest has a significant relationship with the decision to visit.

From the table, it is also clear that a 1 unit change in desire to visit will make an .814 positive change in the decision to visit.

**Table 24** Judgement regarding a place of interest and decision to visit-Model summary**Model Summary**

Model	R	R Square	Adjusted R Square
1	.814 <sup>a</sup>	.662	.662

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.825	.190	.814	4.337	.000
1	judgement about a destination	.813	.049		16.449	.000
a. Dependent Variable: decision to visit						

a. Dependent Variable: decision to visit

Table 24 shows the result of the linear regression model summary between the judgment regarding a place of interest and the decision to visit. The table shows that 66.2% percentage changes in decision to visit are contributed by the judgement regarding a place of interest.

## 10. JUDGEMENT REGARDING A PLACE OF INTEREST AND DECISIONS TO VISIT A DESTINATION- ONE-WAY ANOVA

An ANOVA test was done to find out the difference between judgments regarding a place of interest with demographic variables like age, gender, area where respondents live and how frequently respondents travel. After the ANOVA test, we couldn't find any difference between judgments regarding a place of interest and age, gender, area where respondents live and how frequently respondents travel. Since the ANOVA test for judgment regarding a place of interest and the area where the respondents live showed a difference, we have done a post hoc test, and for other variables, a cross-tab is used.

**Table 25** Judgement regarding place of interest and age of the respondents- cross tabulation

**judgement about a destination \* Age wise classification Cross tabulation Age wise classification**

			Age wise classification			Total
			less than20	20 to 23	above 23	
judgement about a destination	nil	% within Age wise classification	14.3%	71.4%	14.3%	100.0%
	little	% withinAge wise classification		71.4%	28.6%	100.0%
	neutral	% within Age wise classification	20.9%	55.8%	23.3%	100.0%
	somewhat high	% within Age wise classification	14.0%	75.4%	10.5%	100.0%
	high	% within Age wise classification	23.5%	47.1%	29.4%	100.0%
	very high	% withinAge wise classification	55.6%	33.3%	11.1%	100.0%
Total	% within Age wise classification	19.3%	62.9%	17.9%	100.0%	

Judgement regarding a place of interest among the respondents under age group 20 to 23 is between somewhat high and neutral, but 55.6% of the respondents under age group less than 20 have a very high judgement regarding a place of interest. Judgement regarding a place of interest among the age group above 23 is high, neutral and little. The age groups have a significant level of judgment regarding a place of interest.

**Table 26** Judgement regarding place of interest and gender of the respondents- cross tabulation  
**Judgement about a destination \* Gender of the respondents Cross tabulation**

			Gender of the respondents		Total
			Female	Male	
judgementabout a destination	nil	% within Genderof the respondents	42.9%	57.1%	100.0%
	little	% within Genderof the respondents	28.6%	71.4%	100.0%
	neutral	% within Genderof the respondents	48.8%	51.2%	100.0%
	somewhathigh	% within Genderof the respondents	50.9%	49.1%	100.0%
	high	% within Gender of the respondents	58.8%	41.2%	100.0%
	very high	% within Gender of the respondents	22.2%	77.8%	100.0%
Total	% within Gender of the respondents	47.9%	52.1%	100.0%	

Table 26 shows that most of the male respondents have a very high judgement regarding a place of interest, which is 77.8% and only 22.2% of females have a very high judgement regarding a place of interest. And also 71.4% male respondents have a little judgement regarding a place of interest, and on the other hand, 28.6% females have a little judgement regarding a place of interest. The male respondents exhibited a higher level of judgment regarding a place of interest compared to female respondents. The relationship between gender and judgment regarding a place of interest is statistically significant.

**Table 27** Judgement regarding place of interest and area of respondents' lives- cross tabulation  
**judgement about a destination \* Area where respondents live Cross tabulation**

			Area where respondents live			
			Rural	Semi urban	Urban	Total
judgement about a destination	nil	% within Area where respondents live	42.9%	28.6%	28.6%	100.0%
	little	% within Area where respondents live	57.1%	42.9%		100.0%
	neutral	% within Area where respondents live	30.2%	46.5%	23.3%	100.0%
	somewhat high	% within Area where respondents live	38.6%	35.1%	24.6%	100.0%
	high	% within Area where respondents live	23.5%	41.2%	35.3%	100.0%
	very high	% within Area where respondents live	11.1%	44.4%	44.4%	100.0%
Total	% within Area where respondents live	33.6%	40.0%	25.7%	100.0%	

Table 27 shows that 44.4% of the respondents from semi-urban areas have a very high judgement regarding place of interest, 57.1% of the respondents from rural areas have a little judgement regarding place of interest, and 38.6% of % respondents from rural areas have a somewhat high judgement regarding place of interest. 46.5% respondents from the semi-urban area have a neutral judgement regarding a place of interest, or they are confused. The relationship between the area where respondents live and their judgment regarding the place of interest is statistically significant.

**Table 28** Judgement regarding a place of interest and how frequently respondents travel - one-way ANOVA (post hoc test)

ANOVA					
judgement about a destination					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.64	3	5.54	3.74	.014
Within Groups	201.5	136	1.48		
Total	218.1	139			

Table 28 shows the result of the ANOVA test. From the table, it is clear that the significant value (.014) is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a significant difference between how frequently respondents travel concerning the judgement regarding a place of interest.

## 11. DEPENDENT JUDGEMENT ABOUT A DESTINATION TUKEY HSD

(I) How frequently respondents travels	Mean	Std. Error	
	Difference(I-J)		

				Sig.
Never	Rarely	2.71*	.88	.014

The table shows the post hoc test, which shows a highly significant difference between the never and rarely, with a significant value is .014. And from the table, we can say that they rarely contribute more than and never since the Mean difference between never and rarely is 2.71, and the Mean difference between rarely and never is -2.71.

## 12. DISCUSSION

The research reveals the following outcomes based on the study for different objectives as given below.

### 1) Social media influencers change the decision to visit a destination among youngsters.

Based on the correlation, there is a significant relationship between the influence of social media influencers (.000) and the decision to visit. Also, there is no significant relationship between the influence of social media influencers (.747) and the decision to visit.

As an ANOVA test can't prove the difference, we tested cross tabulation for the variable with demographic factors, which indicates there is a statistically significant difference with demographic factors like age, gender, area where respondents live and how frequently respondents travel.

### 2) Social media influencers promote the desire to visit a destination and its activities

Based on the correlation, there is a significant relationship between desire to visit a destination (.000) and decision to visit. Also, there is no significant relationship between desire to visit a destination (.761) and decision to visit.

As an ANOVA test can't prove the difference, we tested cross tabulation for the variable with demographic factors, which indicates there is a statistically significant difference with demographic factors like age, gender, area where respondents live and how frequently respondents travel.

### 3) Social media influencers improve the destination image, generating useful content for tourists.

Based on the correlation, there is a significant relationship between improvements of destination image (.000) and the decision to visit. Also, there is no significant relationship between improvement of destination image (.742) and decision to visit.

As an ANOVA test can't prove the difference, we tested cross tabulation for the variable with demographic factors, which indicates there is a statistically significant difference with demographic factors like age, gender, area where respondents live and how frequently respondents travel.

### 4) Social media influencers and their reviews affect judgment regarding a place of interest

Based on the correlation, there is a significant relationship between judgments regarding a place of interest (.000) and the decision to visit. Also, there is no significant relationship between improvement of destination image (.814) and decision to visit.

For judgment regarding a place of interest when testing ANOVA with demographic factors. How frequently respondents travel showed a difference (.014) and executed a post hoc test for the variable and the demographic factor. For other demographic factors like age, gender and where respondents live, the cross tabulation resulted in a statistically significant difference in the variable.

## 13. CONCLUSION

Social media influencers' high significance for the decision to visit a destination. So this naturally draws certain responsibilities for a social media influencer. At most care should be given while choosing content to speak or capture, as most followers are between the ages of 20 and 20. Social media influencers should think about the content they present and should be able to analyse the positive and negative aspects, which can create a negative thought in youngsters. Social media influencers should think about their viewers and create content which are appropriate. The findings show that there is a significant relation with the components of age, marital status and frequent travellers among the respondents. ANOVA and correlation are used to check the difference between the independent and dependent

variables. For preparing the questionnaire, I used the influence of social media influencers, desire to visit a destination, judgment regarding a place of interest, and improvement of destination image. This current study is based on only a sample of 149, but there is more scope for conducting this study in future with a larger population.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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