Effects of the Tourism Information Quality in Social Media in Generating Destination Brand Awareness among Youth

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ABSTRACT
The quality of tourism information content uploaded on social media should be of good quality so that destination brand awareness reaches tourists. Therefore, this study is aimed to determine the implication of tourism information quality in social media in generating destination brand awareness among youth. There are five dimensions under the quality of information content which are added value, relevance, timeliness, completeness and interesting. This study is also aimed to increase the level of high-quality information that can influence the promotion of tourist destinations. Quantitative research is used in this study and the respondents are among youth between the ages of 15 to 24. The fieldwork is conducted in Melaka by using convenience sampling which involves choosing a sample from the youth of the population. The researchers have collected 200 completed questionnaires. Descriptive analysis is used to analyse the data collected. Results indicate that the quality of tourism information content in social media allows tourists to plan destinations better and indirectly build destination brand awareness among youth.

Contribution/Originality: This study is one of very few studies which have investigated the implications of tourism information quality in social media in generating destination brand awareness among youth. It is also aimed to increase the level of quality of tourism information.
1. Introduction

Social media today has greatly changed the lives of people around the world who use social media platforms to convey information to other users. A previous study by Ortiz-Ospina and Roser (2023) stated that Facebook is the most used social media by users, which is more than 2.4 billion who use the platform, while other platforms that are frequently used are WhatsApp and YouTube, which have more than one billion. Based on a previous study done by Ortiz-Ospina and Roser (2023) shows that there are more than two thirds of social media users who use this social media platform to get various information and the latest info. In this modern era, it is widely known that social media plays a very important role in the tourism industry to promote destination brand awareness to influence young social media users. Previous studies have stated that social media is a very important source of information and is most often used by tourists to see the destination they would visit (Chu et al., 2020). It can help them to see and imagine how the destination they would visit after seeing the information available on social media. It has been identified that social media marketing activities as the most effect on brand awareness (Bilgin, 2018). Therefore, every upload made on social media platforms needs to have quality information content so that all the information reaches social media users. According to Kim et al. (2017) the perception of added value, relevance, timeliness, completeness, and most importantly interesting information about the destination brand can be used to determine the quality of information material on social media platforms. Therefore, this study is aimed to determine the dimensions of tourism information quality that has effects on destination brand awareness.

2. Literature Review

2.1. Destination brand awareness

The tourism information quality on social media give effect to the destination brand awareness. This can be seen through the numbers of users who can remember the destination brand after getting the high-quality information content shared by the firm’s social media (Ghorbanzadeh et al., 2022). Travel decisions are influenced by the level of contact with the brand through social media. This shows the positive impact towards the destination brand awareness (Stojanovic et al., 2018). Intensity and extent both differentiate the brand awareness in social media. How simply the users can recall a brand via social media reflects the intensity of brand awareness. According to Barreda et al. (2015), the chances of getting and using the services and products using social networks is relate to the level of brand awareness, particularly when the consumers’ minds capture the brand.

2.2. Quality of Information Content

Information quality is the general excellence rated by users in internet reviews (Jiang, 2021). When customers are faced with decision-making needs and behavioral guidelines, the quality of social media online evaluation knowledge will have a favorable impact. Low-quality information will affect the results of user perceptions and behavioral actions and may potentially lead to detrimental conclusions due to its inaccuracy, incompleteness and unreality. According to this definition, users’ subjective assessment of whether the quality of information matches their own demands and intended use is referred to as information quality. Information quality is defined as the quality information characteristics of customer evaluation content in a study on online reviews.
In the literature that currently exists, the information quality of online reviews has received considerable attention. High-quality reviews have been shown to have a significant effect on product evaluations, websites, and purchase predictions. The services availability on the internet and online information quality on tourism transactions increase tourists’ satisfaction and improve their feelings positively. This includes happiness, loyal to the brand, intend to go to a tourist destination and to disperse positive electronic word-of-mouth (Saleem et al., 2018). According to Zulzilah et al. (2019), the visiting purpose somewhat effected positively by the destination image, novelty seeking and information quality.

2.3. Value-added

Value-added is a term used to describe the benefits of tourists using tourism information. If visitors are aware of the importance of travel-related details offered on the company's social media platform, they will receive, process and use the details when planning to go to the tourist destination (Ahadi et al., 2020). If tourists believe that information about tourism in social media is valuable, it is likely that they will adopt and process the information to determine how to use it in their destination. For example, if a social media profile for a certain location offers useful information about local cuisine and restaurants, people will use that information in planning their trip, which is how the image of the destination is formed. This can give awareness to the youth that added value through the use of information can be very useful and beneficial (Kim et al., 2017). Next, the youth can also create an intellectual image for their trip using the value-added information and knowledge they learn from information at the same time, especially with more visual information offered with content in social media.

2.4. Relevancy

Relevancy is the extent to which knowledge is related to an activity. Therefore, information about tourist attractions provided by the company on its social media pages is related to what customers want to know (Kim et al., 2017). For getting information about the tourism of their travel destination is one of the main reasons people visit social media pages dedicated to tourism. Social media content gives users related details to create awareness and destination image. Giving young people all the relevant information to help them getting more details about their tour on social media, and ultimately help them develop an impression of their chosen destination. Tourism-related information is important if it offers specific details about the location the user wants to visit. For travelers, one of the main benefits of following certain travel-related pages on social media is to get travel-related information from the destination. Tourists will digest information to develop an impression of a destination if the content on the social media pages for that destination contains relevant information.

2.5. Timeliness

Timeliness indicates how further the tourism information material offered by the company's social media is up-to-date and current enough (Filieri, R., 2014). Many studies have shown that the timely nature of information on social media affects how consumers process, adapt and behave when choosing a product or services. The receipt of passenger information from online websites has a positive link with the timeliness of information. Social media has become a crucial information source for followers due to the sharing of real-time information.
2.6. Completeness

Completeness is the user’s assessment of his or her capacity to interact at the appropriate level of specificity. The experience of users is positively impacted when the social media platform offers thorough information that satisfies the user’s needs. Completeness refers to the amount of tourism-related content posted on the company’s social media pages about the destination that is sufficient in terms of its breadth, depth, and reach. Users tend to keep and manage the details if the information is more comprehensive and reliable. Through increasing breadth and depth, information has a higher chance of being retained and processed by users (Cheung et al., 2008). Further research has shown that consumers’ evaluations of information’s efficacy and adoption are positively correlated with comprehensive (or complete) information. Whenever it comes to tourism-related content on social media, thorough information provided by the platform will help visitors generate a more favourable opinion of the place. The chance of user acquisition and retention increases with the level of detail in the information and the breadth of user categories and customer-orientation of the website. The perceived information utility of the communications increases as they become more complete. The tourist destinations have to offer a satisfying online browsing experience to attract more tourists (Majeed et al., 2020).

2.7. Interestingness

Interestingness refers to the extent to which people find the tourism information content posted by the company on its social media pages about the destination is interesting (Jamshidi, 2021). Interest is related to how interesting a piece of information. When reading and participating in travel blogs, there are many opportunities to find interesting experiences but on the other hand when uninteresting experiences can be considered unimportant and filtered. Indeed, if users find a piece of content on a particular website important, they may spend more time studying it and sharing it online (Kim et al., 2017). Empirical evidence shows that travelers’ intention to visit a destination is positively influenced by the informative content of travel blogs. Regarding the perception of the destination’s coolness, interesting social media posts will attract people to digest the data and imagine themselves there (Jamshidi, 2021).

3. Methodology

In this study, quantitative research is used to determine and explain the variables, which are separated into independent and dependent variables. The study includes the respondents among youth between the ages of 15 to 24. The fieldwork was conducted in Melaka by using convenience sampling which involves choosing a sample from the youth of the population. The researchers have collected 200 completed questionnaires through physical distribution. The data obtained are tested using the Statistical Package for Social Science (SPSS) software. The researcher used descriptive analysis to analyze the data collected. Descriptive research is used in this study to describe the effect of the quality information of social media in forming destination brand awareness. Questionnaire that includes bilingual is used so that more straightforward, understandable methods to ensure accuracy in question writing. This survey employs Likert Scales to measure effects of the tourism information quality in social media in generating destination brand awareness among youth with more specificity. It is a 5-point satisfaction scale question that ranges from one extreme strongly disagree (1) to completely agree (5). Survey was conducted in Melaka targeted on young people.
4. Result

4.1. Descriptive Analysis

Below are the results which describe the level of mean for dimensions of tourism information quality that has effects on destination brand awareness: (1) value-added, (2) relevancy, (3) timeliness, (4) completeness, (5) interestingness. The result in Table 1 shows that V1 and V2 have a same mean value is 4.16, meanwhile standard deviation for V1 less than V2 (0.863 < 0.876). The mean value for V3 has indicated that the lowest as 4.09 and standard deviation is 0.928. V4 shows the mean value 4.28 as the highest mean value meantime standard deviation is 0.891.

Table 1: Descriptive analysis for value-added

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1 The content of information in social media is useful and beneficial with the desired destination.</td>
<td>4.16</td>
<td>.863</td>
</tr>
<tr>
<td>V2 Information shared on social media highlight viral location.</td>
<td>4.16</td>
<td>.876</td>
</tr>
<tr>
<td>V3 I am able to completely understand value-added items offered on social media.</td>
<td>4.09</td>
<td>.928</td>
</tr>
<tr>
<td>V4 I am able to make better judgments because of the content of the information provided.</td>
<td>4.28</td>
<td>.891</td>
</tr>
</tbody>
</table>

The result in Table 2 shows that R1 as the top mean value (M=4.17) where the respondents believe that the destination information provided by social media is relevant to their travel. The standard deviation for R1 is 0.833. R2 shows the lowest mean value M=4.00 and the standard deviation 0.865. R3 shows a mean value of M=4.08 and the standard deviation 0.879.

Table 2: Descriptive analysis for relevancy

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1 Information about destination provided through social media is relevant to travel.</td>
<td>4.17</td>
<td>.833</td>
</tr>
<tr>
<td>R2 I usually have intention to use information in social media to make decision.</td>
<td>4.00</td>
<td>.865</td>
</tr>
<tr>
<td>R3 I am happy with the provision of products or brands that are offered because they can help me make the right choice.</td>
<td>4.08</td>
<td>.879</td>
</tr>
</tbody>
</table>

According to Table 3, information about destination provided through social media is up to date (T1) shows a mean value M=4.11 and standard deviation is 0.907. T2 indicates the lowest mean value (M=4.10). T3 provided the highest mean value is M=4.16 and the standard deviation is 0.890.

Table 3: Descriptive analysis for timeliness

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1 Information about destination provided through social media is up to date.</td>
<td>4.11</td>
<td>.907</td>
</tr>
<tr>
<td>T2 Social media provides all the data that users need.</td>
<td>4.10</td>
<td>.924</td>
</tr>
<tr>
<td>T3 Using interesting words or phrases related to the uniqueness of the product can give confidence to</td>
<td>4.16</td>
<td>.890</td>
</tr>
</tbody>
</table>
Table 4 shows that C1 as the lowest mean value is $M=4.00$ and standard deviation as 0.940. C2 shows that the mean value $M=4.22$ as the highest mean value and the standard deviation is 0.894. C3 shows a mean value $M=4.19$ and standard deviation is 0.897.

Table 4: Descriptive analysis for completeness

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 Information about destination provided through social media is complete.</td>
<td>4.00</td>
<td>.940</td>
</tr>
<tr>
<td>C2 Incomplete information on social media can cause users to make wrong decisions.</td>
<td>4.22</td>
<td>.894</td>
</tr>
<tr>
<td>C3 A more complete range of information makes users more likely to store and process information.</td>
<td>4.19</td>
<td>.897</td>
</tr>
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Table 5 shows that I1 as the highest mean value is $M=4.38$ and standard deviation is 0.871. Meanwhile, I2 and I3 indicate the same mean value which is $M=4.30$ and standard deviation for I2 is 0.901, and I3 is 0.880.

Table 5: Descriptive analysis for interestingness

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I1 Information about destination provided through social media is perceived to be interesting.</td>
<td>4.38</td>
<td>.871</td>
</tr>
<tr>
<td>I2 I am satisfied with simple information such as short videos or sharing on social media.</td>
<td>4.30</td>
<td>.901</td>
</tr>
<tr>
<td>I3 I am satisfied with the promotion offered in accordance with the quality and trusted brand.</td>
<td>4.30</td>
<td>.880</td>
</tr>
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</table>

5. Discussion

This research highlights the effect of the tourism information quality in social media in generating destination brand awareness among youth. The results of the study indicate that tourists can benefit from the quality of information posted on social media and this can also help them become more aware of destination brands. Good quality information on social media can increase tourists’ loyalty and the content of information is useful and beneficial with the desired destination. Tourists usually have the intention to use information on social media to make decisions and are satisfied with simple information such as short videos or sharing that is provided on social media. Next, tourists are satisfied with the destination information provided on social media and increases tourists’ intention to visit newly opened destinations.

This study has a significant impact on the current tourism industry’s use of social media and the development of destination brand awareness. The increasing number of destination tourism brands on social media platforms, which spread false information about the location and have a negative impact, and the inability of travelers to understand the specifics of travel-related content posted on social media are some of the problems that come with this. This problem can make it difficult for young travelers to spread the word about their destination. If the tourism sector wants to further increase
destination awareness, they need to regularly use social media to promote interesting destinations in Malaysia with high quality content to increase destination brand awareness especially among today's youth.

6. Conclusion

In conclusion, the findings of the study increase the theoretical implications of tourism information quality in social media in generating destination brand awareness towards the experience of youth tourists. The quality of information content has the potential to give brand awareness to tourism destinations and have a positive impact on the tourism industry. The quality of tourism information content in social media allows tourists to plan destinations better and indirectly build destination brand awareness among youth. This is because they often use social media to get information about the destination they want to go to. In addition, it can also help the tourism industry to better understand and meet the needs of young tourists who are more interested in finding information on social media because it is easier to find. However, it is important to note that it will bring certain challenges, such as the information posted on social media is incomplete, irrelevant, and uninteresting. Overall, the quality of tourism information in social media in generating destination brand awareness among youth can have a positive and good effect if used wisely.

Ethics Approval and Consent to Participate

The researchers used the research ethics provided by the Research Ethics Committee of Universiti Teknologi MARA. All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee.

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Conflict of Interest

The authors declare no conflict of interest in this study.

References


