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Visual Factors On Social Media Influence Youth Tourist Purchasing Decision: A Meta-Analysis Review

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Abstract: The increasing trend of young tourists today is a global phenomenon due to the influence of social media and new technologies, as in the case of traveler's destination choice and making a purchase decision. Short form video is another new trend such asTikTok, Instagram and Facebook platform which are growing fastest worldwide. Due to the fact that youth tourists are more likely to make purchases based on social media referrals,therefore creating tourism product awareness and its visual impact on social media acts important to capture their attention,especially during this covid-19 pandemicperiod. This study aims to figure out the perception of youth tourists and visual features on social media that affecting their purchase intentionbefore visiting in a destination. This paper provides significant information for tourism productsthat can be broughtup globallyvia social media platforms.

Keywords: Visual Content;Social Media; TourismProduct; Youth Tourists;and Purchase Intention.

1. INTRODUCTION

1.1. Social Media Influences Youth Tourist on Purchasing Decision

Social media plays a vital role in today's digital marketing. There is no denying that a massive shift has happened from text communication to "the second phase" of utilizing visual as the new levels to share the message and information, such as TikTok, Pinterest and Instagram. As a matter of fact, the visual shift has become a significant challenge in digital marketing to create effective visual based content to engage the target customers. This statement also supported by Jaakonmaki et al. (2017), claimed that creating effective content for social media marketing is a challenge, as companies have difficulty understanding what drives user engagement. According to the visual content marketing statistics (Khoja, 2018), there is 79% of marketers having difficulty to produce visual content consistently for their brand. Yet, there is limited research on the visual study on social media by creating tourism product awareness. However, there are a lot of tourism relevant research that have been conducted for Chinese tourist and consumer

behaviour, but not much attention has been devoted up to now to youth tourist. They are insufficiently taken into account of youth tourist' expectation as they are the group has been identified as one of the major contributors to the growth of the world tourism sector, and spending most of their travel funds on shopping (Chiu et al., 2015). Therefore, it has the theoretical and practical significance for discussing on visual social media that influencing youth tourists on purchasing tourism products. However, it is also a marketing strategy that can be referred for business development in tourism sector via social media online platform, especially during this Covid-19 pandemic. It is a great opportunity to promote the tourism purchase product via online, and increase revenue in tourism sector.

2. LITERATURE REVIEW

2.1 Visual Social Media

Nowadays, social media are inseparable from the life of the broad majority of young generation. Social platform likeFacebook, Instagram, TikTok, Twitter, TripAdvisor, Google+, LinkedInand Pinterest play a crucial role in many young people's dailylife. As quoted by Moltaji (2018), social media has become animportant tool for communication and marketing, as the properuse of visual and textual information is very influential in thesocial marketing. Visual based content in social media receives image social media are travel related (Beck, 2015). It alsosupported by the analysis data from TripAdvisor, which hostsover 53 million photos uploaded by travellers in 2016. Based onthe analysis data TripAdvisor in 2019, they pointed out that 79%of TripAdvisor travellers mentioned that photos significantinfluence on travel commerce. Furthermore, social media platforms are largely increasing usage during the covid-19 pandemic (Victoria News, 2020).However, short form video is another new trend like TikTok platform is the fastest growingglobally as it has not stopped growing since it launched. Therefore, visual communication has always been an important aspect of tourism experiences and photography in particular has been extensively linked to the way tourists consume destinations and tourism products (Scarles, 2013). Due to its importance, this study is carried out to identify the visual factors to enhance tourism product awareness in social media and its influencing among the young generation.

1.1 Youth Tourist

Today's young generation enjoys travelling more than any generation before. Young traveler also known as Millennials (Bleedorn, 2013) in the aged between 21 to 35 years old (Chiu et al., 2015), who take a trip involving at least one night's stay (Taiyap, 2005). On the other hand, Ghete (2015) defines youth tourism as independent travelers for periods of less than one year, who has the motivation for such movement willingness to experience new culture and to benefit from new learning opportunities formal or informal in an unknown environment.

Youth travel is one of the fastest growing and most dynamic market in the global tourism sector. Youth travelers accounted for at least 23% of the 1.3 billion international arrivals in 2017. They tend to stay longer and spend more than a typical and traditional tourist (World Tourism Organization UNWTO, 2016). While in the destination, they prefer visiting cafes and restaurants, historical sites, and shopping. The World Tourism Organization (UNWTO) forecasting that the coming year will be about 300 million young people who will travel in a year, accounting for 320 billion dollars in market value.

In addition, the increasing purchasing power and spending behavior of young people has made this demographic an attractive target for tourism industries. Based on youth and student travel market survey, young travelers often spend more than other tourists and are likely to return and give more value to the destination over their lifetime. According to the researches, they indicated that young travelers actively use social media in collecting feedback from their friends and others before, during and after their trip (Kim et al., 2013). Consequently, young travelers are most likely to consider social media as a source for inspiration in regards to their travel plans and purchasing tourism products. More than 1/3 put holiday related content on social media to share with friends, families and followers (Hypertext, 2012). Thus, social media is therefore an influential source or tool to youth since this technology is able to facilitate on-time communication with rapid information search (Beham, 2015).

1.2 Tourism Product

In theoretical perspective, tourism product not only is a tool of tourism activities to satisfy tourist needs, but also has a symbolic meaning of utility and exchange value to increase economic profits. Based on the definition of Yang (2016), tourism product provides tourists satisfaction in both intrinsic and extrinsic symbolic value during their travelling to the destination. It arouses the feeling of curiosity among tourists and purchasing need by scarcity of a product. Tourism product also gives the reflecting images that combined with the identity of the destinations, provides invest symbolic value for cultural sharing, and remind tourist of the memory to the place they used to visit.

Moreover, Yoon (1996) defined special product and tourism souvenir as tourism purchase products and classified them into tourism products. Accordingly, based on the description from Ding &Ao (2017) bytakingNaraya brand for instance. Naraya is a tourism product, in which consistent with those of souvenirs and regarded as a "must-buy" product in Bangkok for tourists. Hence, this study desires to identify the factors towards the visual featuresthat drive social media engagement which affect young people to purchase tourism product.

2. METHODOLOGY AND ANALYSIS

According to Normand (1999), meta-analysis refers to a process of integration of the results of many studies to arrive at evidence synthesis. The aims of meta-analysis in this study is intended to identify the visual factors of social media that influence consumer purchase intentions. The comprehensive analyses of selected published papers are taken from the years of 2016 until 2021. The purpose of this review is to recognize how to enhance tourism product awareness among young generation in social media. Potentially relevant articles on visual social media engagement based on features extracted from young people purchase intentions were identified through the literature searching engines, including Google Scholar, Elsevier, emerald insight, Springer Link, Research Gate, and Taylor Francis Online library electronic databases. Articles were searched using Boolean combinations of the keywords of "Visual Element OR Visual Factors" AND "Social Media OR Social Media Engagement", "Young People or Tourists"AND"Buying Decision OR Purchase Intention" AND "Social Media". Moreover, additional papers were identified performing a linear search along the references of relevant review articles previously published. However, papers were considered suitable for this review if they met these criteria: (1) the selected published papers were from 2016 until 2021. (2) The studies must focus on the visual of social media, not explained deeply on marketing purpose. (3) That articles must clearly state the visual features uses in social media for attention enhancement. (4) The features will influence the young people or tourist'sfor purchasing intention. Through this method, strong evidence in meta-analyses is summarized and the factors are identified, to draw possible implications of visual social media that influence youngpeople's purchase intentions on tourism product. Therefore, this section is divided into two elements to fulfil the aim of this study: (a) visual factors that drive social media engagement and (b) factors affect young people purchase intentions through social media. All papers were analyzed qualitatively as presented in Table 1 and Table 2.

Table 1: Visual Factorsthat Drive Social Media Engagement

Authors (year)	Country	Visual Features	Theory to Create Product Awareness
Bakhshi et al. (2015)	UK	Color	The images with a single dominant color gain more popularity in social media.
Mazloom et al. (2016)	Netherlands	The existence of brand logo, Visual Sentiment and image	Demonstrates the sentiment captured in the visual content of an image has a high impact on post popularity. The result also confirmed that the existence of

		aesthetics	brand logo, sentiment and image aesthetics, all play important role in predicting post popularity.
Thelander& Cassinger (2017)	Sweden	Performative aspectof acting tourist, Instagrammer, and the professional.	When using social media for branding purposes it does not necessarily mean that novel visual images are generated, but that they are choreographed according to the affordances of social media as a medium.
Jaakonmäki, Müller &Brocke (2017)	USA	Creator, context, and content features	Visual content variables like words, emoji, and images as independent variables influence engagement on social media platforms and combine in order to increase a post's impact.
Hwang & Lee (2018)	Korea	Gender	Gender differences in visual attention to online shopping information and shopping attitudes about the products presented. Female participants attended visually to most of the online shopping information areas to a greater degree than did males, and their attitudes about products were influenced to some degree by visual attention to the consumer opinion areas.

			Although males' visual attention was lower than females', their shopping attitudes were influenced extensively by visual attention to product information and consumer opinion areas.
Konget al. (2019)	China	Image, text and price	Advertising consisting of image, text and price generated the best recall.
Song et al. (2018)	Korea	Image Topical and contextual.	Users express their opinions and interests in the images they post in social media. Teenage users post more human-related images (e.g., faces), while older users post more nature related images (e.g., scenery).
Hogue& Millis (2019)	Canada	Young adult woman's body image	Upward appearance comparisons on social media may promote increased body image concerns in young adult women.
Vragaet al. (2019)	USA New York	Content on social media	Visual attention to social, news, and political posts is not associated with interest in those topics, suggesting attention to content seen incidentally on social media is quite high. Second, we find that visual attention to social and political (but not news) posts relates to close-ended self-reported measures of recalled attention, but visual attention is associated

			with open-ended recalled attention only for political posts.
Ge (2019)	China	Humour Visual Content	Visual humour use on social media acts as a creative way of socialization, self-expression, and meaning-making.
Vinerean&Opreana (2019)	Germany	Social media marketing, Instagram, digital marketing	Instagram is targeted because of its visual extension that allow brands to have a visual storytelling approach. More and more, Instagram is considered the new destination for inspiration and a new form of 'window shopping' as consumers tend to consult this social media platform especially in the discovery and consideration phase.
Ståhl&Kaihovirta(2019)	Finland	Visual communication and active competencies	Active competencies when interacting with images on social media and that this should be considered in the educational discourse on youth as media users.
Argyris et al. (2020)	USA	Visual congruence and Brand Ambassadors features	Visual congruence between influencers and their followers will indicate a high likelihood that influencers have interests and opinions similar to those of followers in selected fields. Brand ambassadors

			demonstrate their expertise in brand-pertinent areas, showcase the brand, and yet, promote the brand indirectly.
Li andXie (2020)	USA	Image content on Social Media post	The mere presence of an image in a social media post helps the post stand out from the majority of text-only posts and, as a result, attracts more attention. Beyond attention, image content may also affect engagement directly by enhancing the perceived quality of a post in a microblogging social media platform such as Twitter.
De LasHeras-Pedrosa et al. (2020)	Switzerland	Destination Image, Stakeholder	Social media effort is concentrated on showing, persuading, and attracting tourists to the icons and attributes of destination. In some way, destination image is based on this and the social media content reproduces and enhances these features.

Table 2: Factors Affect Young PeoplePurchase Intention through Social Media

Authors (year)	Country	Key Factors	Theory of Affecting Young People Purchase Intentions through Social Media
Dehghani, et al. (2016)	Italy, Iran	Advertising value, purchase intention, brand	Advertising value through YouTube affects both brand awareness and purchase

		awareness.	intention of consumers accordingly.
Erkan& Evans (2018).	UK	The components of information adoption model (IAM)	The anonymous reviews as more influential on consumer' online purchase intentions than friends' recommendations.
Alnsour (2018)	Jordan	Functional benefits, monetary benefits, hedonic benefits, psychological benefits, and social benefits of social media.	The study showed that monetary benefits of social media and hedonic benefits of social media have a positive effect on purchase intention while functional benefits of social media, psychosocial benefits of social media, and monetary benefits of social media have no relationship with customers' purchase intention.
Bhatti (2018)	Pakistan	Sales Promotion, Price Discount, & Moderating Role of Social Media	Social media moderated the relationship between the sales promotion and the consumers' purchase intention.
Perez-Vega et al. (2018)	USA	Social media platforms and their associated user-generated content are of increasing significance to the perception of tourism brands amongst	Findings indicate that a social media platform with human-like characteristics positively engages consumers, the theoretical and practical implications of which are clearly presented.

		consumers.	
Kizgin et al. (2018)	Turkey	Consumer acculturation	Language preferences on social media play an important role in acculturation outcomes.
Lou& Yuan (2019)	USA	The expenditure on influencer marketing has grown exponentially.	The mechanism by which influencer marketing affects consumers via social media. It proposes an integrated model— the social media influencer value model—to account for the roles of advertising value and source credibility.
Zhao, Lee& Copeland (2019)	USA	Social media and sustainability are changing Chinese consumers' consumption behavior in notable ways.	The investigation on how Chinese consumers were taught their environmentally sustainable apparel (ESA) consumption behavior through social media, and also how the influence of peers affected their purchase intentions.
Sokolova&Kefi (2020).	France	The persuasion cues related to beauty and fashion influencers present on YouTube and Instagram.	The para-social interaction (PSI) the audience creates with the online influencer, along with their perceived credibility, are related to the purchase intention and how they are in turnrelated to the social and physical attractiveness and attitude homophile.

Tran (2020)	Vietnam	The online reviews are an essential element in customer decision-making	The positive effect of online reviews on purchase intention through the perceived effectiveness of social media platforms (PESMP) and online trust while confirming the moderating role of cosmopolitanism.
Mayrhofer et al. (2020).	Austria	User-generated content	User-generated content led to higher purchase intention compared to disclose advertisement and brand posts.
Qin (2020)	Finland	Influencer Marketing	Influencers truly act as the ultimate connection between a brand and a consumer. Influencers have high social clout and reputation through their candidness and transparency with customers, which is what makes the trend so popular and successful. While mainstream marketing primarily targets mass markets, influencers have the rare potential to reach niche audiences that have been unattainable up until now.
Bazi, Filieri&Gorton (2020)	UK	customers following luxury brands in social media	Customers engaging with brands on social media is critical to social media managers; however, there is still a lack of in-depth studies on the drivers of consumers' engagement with

			luxury brands
Ahmed et al. (2021)	China	investigate young Chinese consumers from college and university	The relationship between all latent variables (A, SNs, PBC) and purchase intention by young consumers is positively moderated by environmental awareness.
Sudirjo (2021).	Indonesia	Social media on consumer motivation, fashion	Fashion rely heavily on socialization from the media as a form of communication that will influencepurchasing decisions

3.   RESULTS AND DISCUSSION

Fig. 1: Visual Factors that Drive Social Media Engagement

Throughout the meta-analysisreview for the visual factors and social media engagement, the result showed in Figure 1 that visual context and visual content are the two main visual components that drive the user engagement in social media. In theoretical, visual context and visual content are different. Visual context refers to presentation of content that improves the delivery of a message.Based on the meta-analysis study, the visual context such as single dominant colour, image aesthetic, the combination words,

emoji and images, and video or animated images, lead to the greater post view in social media.The trend also showed that the short-form video saw rapid growth during the COVID-19 pandemic, as many users found time to explore the platform and connect with their online audiences in new ways.

On the other hand, visual content can bedefined as a visual version of a concept, strategy or idea. In review study, the visual content factors such asincidentally posted content, humour sense, branding, Iconic of destination, visual sentiment, the story based content, brand ambassador, and human related images are more attracted to the user in social media platform. These features are suggested to be considered for the company or organization who wish to createtheir product awareness and promote in social media. Apart from that, the meta-analysis study also conducted for searching the factors that affect the young people of their purchase intention via social media. The findings are summarized in Figure 2.
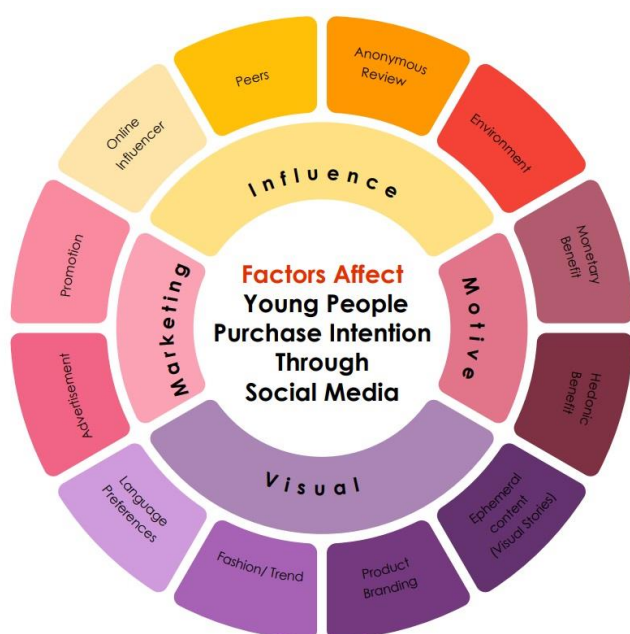

Fig. 2: Factors Affect Young People Purchase Intention through Social Media

According to the study, there are four major factors which will influence the young people to make the purchase of product through social media. There are marketing strategy, social influencer, motive of purchase and visual preference of the images in social media. Through the review study, most of the young generation are intended to purchase the product through social media which are influenced by their peers, environment, online influencer, and anonymous review at the social platform.Some studies also indicated that the effectively communicate of influencers with their audiences due to the capacity to do so seamlessly, and without sounding too 'salesy'. This will easily affect young consumer on purchasing decision for a product.Moreover, some studies also explained that the young people buy a product is based on a subconscious need of social acceptance or self-esteem. In this case, the motive purchasing of

benefit in monetary value and positive feeling affectthe young generation'spurchase intention.Besides, researchers have also foundthat the visual appearance of product in social media also influence the young generation to purchase the items. The language used, fashion or trending, branding and visual stories presented in the post plays an important role that driven the product's look to attracting a larger younger audience in social media.

In addition, previous studies also shown that the used of the marketing strategy such as advertisement and promotion for the product is a key component and a valuable tool has been widely used to increase the sales and attract the consumers' intention, it also affect the young people for purchasing decision making. Last but not least, there are also another factors which will influence the young people for engaging the product in social media, such as the relevant content, uniqueness of title and message, consistency with each social media platform, frequency of sharing the posts and advertise in most of the famous website are the another way to engage your target customer through social media platform.
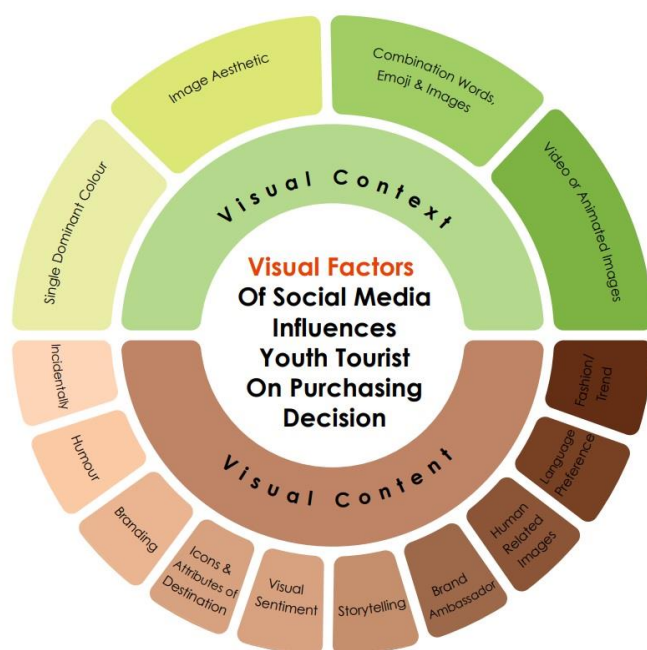
4. CONCLUSION

Fig. 3: Propose concept of Visual Factors Social Media that Influences Youth Tourist on Purchasing Decision

To sum up, this research proposes the concept and identifies the visual factors that influences the youth tourist on purchase decision in social media platform. According to the findings, the comprehensive analyses of the meta-analysis show the visual content and context are essential elements to increase the

engagement and create awareness of product that post in the social media platform. Based on the review study, the visual context such as the used with single dominant color, image aesthetic, combination features of words, emoji and images, and video or animated images, are able to make the post in social media more attractive. Moreover, the results also implied that the visual content of incidentally post content, humour sense, branding, Iconic of destination, visual sentiment, the story based content, brand ambassador, human related images, language preference and fashion or trending of the product images provides better visual result and gain more attention for the young generation. Theoretically, the whole concept of visual factors are important to be applicable in promoting tourism product via social media online platform. It is a great opportunity to promote the tourism sector globally via online especially for the young generation. In fact, the youth and student are an attractive target for tourism industries, due to the increasing purchasing power and their spending behavior. According to the travel market survey, young travelers often spend more than other tourists. In the same time, they also are the most active user in social mediain this era. However, travel and tourism is among the most affected sectors with a massive fall of international demand amid global travel restrictions including many borders fully closed, to contain the virus. Hence, online social media is another ideal platform and great opportunity for all the sectors to increase the visibility globally in this new normal.

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