A STUDY OF ONLINE SOCIAL MEDIA CONTENT
AMONG FOREIGN TOURISTS IN THAILAND

BY

MISS SARUNYA JETJIRAWAT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
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ENTITLED

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was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

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ABSTRACT

The tourism industry represents in a large part of the Thai economy. In the past ten years tourism industry has contributed 9%-10% of the total GRP. There were approximately 23 million tourists visited Thailand in 2014. Within the same year, Tourism Authority of Thailand (TAT) hired an agency to produce the viral campaign called "I Hate Thailand". The objective of this campaign was to show the hospitality of Thai people and spectacular views of the southern part of Thailand. This campaign had a great deal of impact among international tourists with the result of more than one million views on the first day that the clip was posted online.

With an increased usage of the internet globally, it is used as a source of information and also as a mean of communication. The role of marketers is to create and communicate contents which are suitable for their target groups in terms of preferences and lifestyles. In order to do so, marketers should be able to produce contents which would be interested by their target market which has the possibility to be shared online. Purpose of this study is to understand the psychology of online content sharing among foreign travelers.

The study employed both secondary data and qualitative research. The secondary data were collected from literature reviews, published journals and articles. While primary data were collected by online and in-depth interview method from 28 respondents of international tourists who were visiting Thailand, staying around Khao-San area.

The outcome of this study will provide insights into the online content sharing by international visitors in Thailand. With these results, those who work for the tourism industry will be able to understand what kind of content is considered to be attractive to international travelers and the reason behind it. This could improve their marketing strategies to be more effective.

Keywords: online content, social media, tourism industry

ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

Tourism has become the major factor for driving up Thai's economy. In 2015, tourism industry has contributed 9-10% of Thailand's GDP . According to figure 1.1, the number of international tourists had raised continuously and reached its peak in 2013 with 26.74 million visitors or 167% increased from the year 2000. In 2014, the number of visitors in the first three quarters decreased 6.66% due to the riots and political uncertainty. However, the number raised up again in the 4th quarter which continued increasing until the 3rd quarter of 2015. (Figure 1.2).
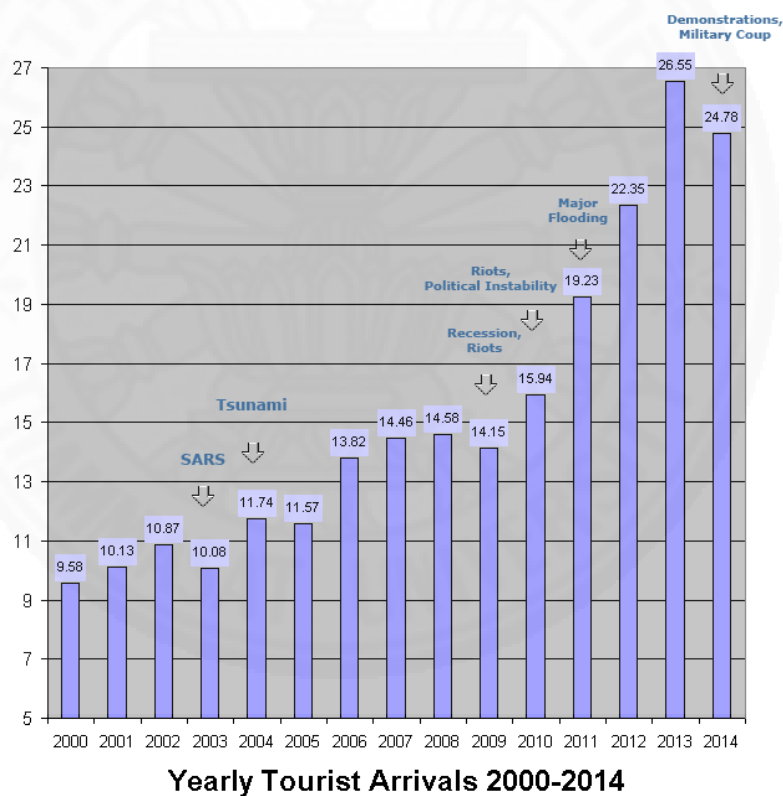
Figure 1.1: Yearly Tourist Arrival 2000-2014
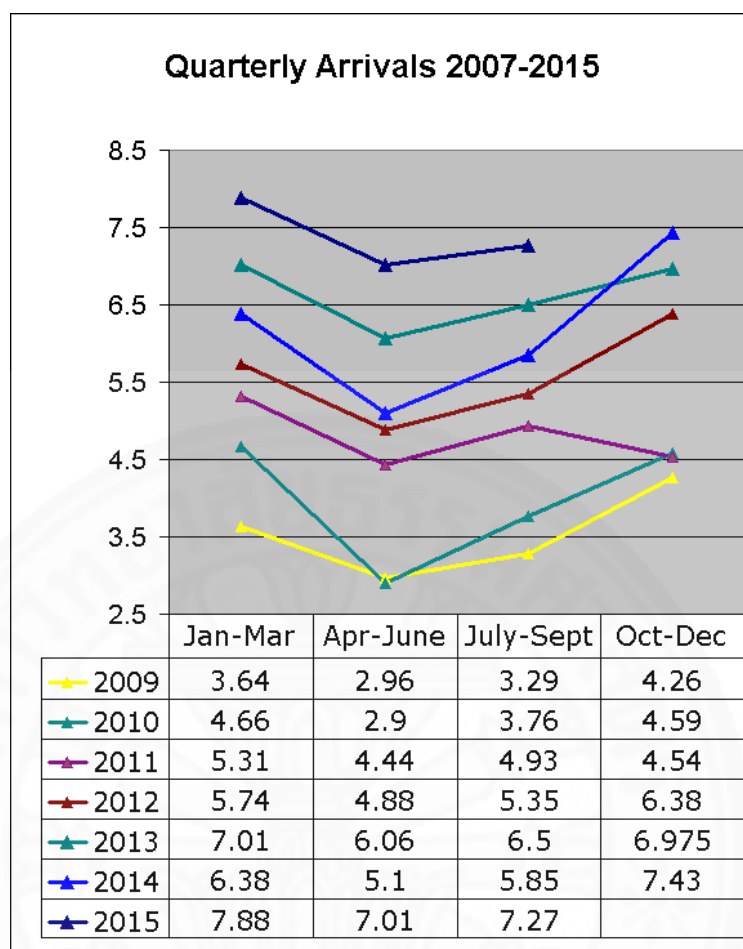
Figure 1.2: Quarterly Arrivals 2007-2015

Source: Tourism Statistics Thailand 2000-2014 (thaiwebsites, 2015)

In 2015, number of arrivals is approximately 23 million. The Tourism Authority of Thailand (TAT) reported the growth of arrivals came mainly from visitors from East Asia, South Asia, the Middle East and America. However, the top spending amount recorded was from Israel at 84,995 THB/person/trip, Sweden 78,177 THB/person/trip, Canada 78,010 THB/person/trip, Switzerland 75,893 THB/person/trip and Brazil 75,533 THB/person/trip. And the most popular cities in Thailand are Bangkok, Nakhon Ratchasima, Phuket, Chonburi and Chiange Mai (TAT News, 2015).

With the given data, it is shown how important the tourism industry has been to the whole economy of Thailand and yet, it seems to have a great potential ahead to grow

more in the future. However, the tourism business has to keep on promoting Thailand to be the top-of-mind destination among international tourists around the world.

TAT and other related businesses have to create the interesting contents or campaigns which have a great impact on international tourist in order to compete with other countries especially among Asian countries. Nowadays, social media has become one of the most influential tools to directly receive attention from international tourists.

1.1 Problem Statements and Research Proposes

Since internet is now the main resource of information that people all around the world are using, tourists are able to search for places to visit and plan their trip by themselves. They can prepare and look for useful information from the internet. A tremendous number of marketing campaigns for tourism are trying to get attention from their target audience via online social media sites. This is to communicate their brand awareness and creating word of mouth. But, the most challenging part is to create contents that would be attractive to the target audience and that could encourage them to share it.

Therefore, it is crucial to understand the psychology of why people share an online content and what kind of information they prefer sharing.

The results of this study will be useful for the businesses which are aiming at foreign travelers. By then, they could provide proper contents or messages that are suitable for the target groups which would consequently encourage them to share it.

1.2 Research Objectives

The purpose of this study is to understand the psychology of online content sharing among international tourists in Thailand.

The objectives of this study are as following:

1.2.1. To find out what type of contents foreign visitors would share and on which social media platforms.
1.2.2. To find out what is the trigger that could be interested by international tourists, which would make them share those contents.
1.2.3. Provide useful recommendations to online content creators which they could later apply with creating tourism advertising.

CHAPTER 2
REVIEW OF LITERATURE

This section explains the relevant studies, researches and journal articles that are related to the online content sharing and psychology behind it. They were used as guidelines to analyze data collecting from the interview.

2.1 Why people share online content

Based on the study of Blaise Jenkins "Consumer Sharing of Viral Video Advertisements: A Look into Message and Creative Strategy Typologies and Emotional Content" (Jenkins, 2011). Emotion play is a big part as a trigger or the motivation that drives the audience to share their message or content. And people prefer sharing positive content.

"Their research shows that people share messages with emotional content to allow others to understand how they feel, obtain sensation, reduce feelings of dissonance, strengthen social connections, and enhance identity." (Jenkins, 2011)

The messages that were shared mostly relate with the emotion of the sender at that moment, for example if you are in a good mood there is higher chance that you will share the positive content. Nevertheless, humor and surprise are also emotions that could use as a switch to change pre-existing moods. (Dobele, 2007)

The Article from Harvard Business Review (HRB), "Research: The Emotions that Make Marketing Campaigns Go Viral" (Libert, 2013) also confirms that there is the link between the positive emotions of the audience and the success of the viral marketing campaign. The set of emotions that lead to the success and failure of the viral campaign are shown in the table below.

Emotions that drive audiences to share the content	Emotions that *less* drive audiences to share the content
- Amusement	- Anger
- Interest	- Politeness
- Shock or surprise	- Frustration
- Happiness	- Doubt
- Delight	- Embarrassment
- Pleasure	- Despair
- Affection	- Hurt
- Excitement	- Guilt
	- Contempt
	- Shame

Figure 2.1: The table of emotions that lead to success and failure of viral marketing campaign (Oxford, 2015)

Moreover on this study, marketers have to find out what kind of emotional messages could trigger those emotions that will lead to the success of the campaign among their target audience.

Savannah (MARIE, 2014), wrote an article "Emotions are the keys to viral marketing". The author stated that to use emotions to drive a viral campaign, it needs to cover 3 areas. First, to be captivated by provide creative and engaging titles to draw the audience's attention. Second, show your audience that you are being genuine, honest and truly care about them. Lastly, is to generate unique content that is strongly evoking the audience's positive emotion.

Mridu Khullar Relph, Founder of The International Freelance stated that "It's not the logic that guides those shares; it's emotion" (Relph, 2015). But in order to get the content shared marketers should understand the steps and reasons behind it.

Why people share content: 5 reasons why people share contents on social media

1. Neuroscience

Based on the study conducted by psychologists at UCLA (Wolpert, 2013), The temporoparietal junction which is a part of our brain lights up during the brain scan when people first exposed to new things that they would later recommend to other. Mostly, the ideas or contents that tend to be shared are what they considered to be useful to others.

5 main reasons for online content sharing are:

- To share valuable and entertaining content with others
- To express ourselves to others
- To grow and nourish their relationships
- Self-fulfillment
- To get the word out about causes or brands

2. Psychology

Based on the concept of our possible selves, people have a picture of their possible self or who they will become in the future. This means the contents shared are the content that inspire or relate to their ideal self.

3. Community

The study shows that 78% of respondents shared information because they want to stay connected with other people even they are no longer keeping in touch in person. They would feel like they are not alone when they post. 73% shared because they would like to connect with people who have common interests.

4. Motivation

There are 4 motivations that could drive a person to share contents about a brand. (Aaker, 2011)

- Product involvement: people tend to share their experience with the product or brand.

- Self-involvement: people would like to show that they are a part of the community.
- Other-involvement: people would like to express that they care and cherish friendship.
- Message-involvement: people would like to share when they think the message is wonderful, meaningful or funny.
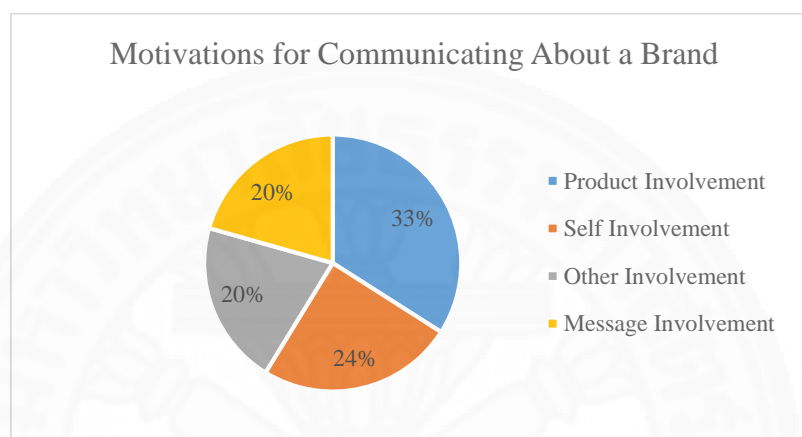
Figure 2.2: Motivations for Communicating About a Brand

5. Altruism

Sharing information online could be another way to support causes or issues they care about (The New York Times Insights, 2015)

There are 3 major criteria to create content that satisfies those emotions. First, involve with your audience by answering the comments, surveys or questions could be ways to engage with the target audience directly. Also, create interactive modules that the audience can instantly use. Second, link your research to the application due to number and statistic are the information that they are looking for and could use for further proposes. Third, look beyond your industry by trying to create new things by observing other industries which could apply with yours. And lastly, think ahead, be flexible and constantly provide updated contents, events or news at all times.

2.2 What type of content they would share

According to the research from The New York Time Insight (The New York Times Insights, 2015) three key ideas from the research are as followings:

1. Positive content

Positive contents tend to be shared more than negative contents, the research results are aligned with the researches given above.

2. Contents that evoke high arousal emotions

A piece of content could evoke a high-arousal emotion such as awe, anger, anxiety, fear, sadness, humor or wonder has a better chance to be shared and even go viral.

3. Practical and useful information

People tend to share contents that could solve their problems, provide tips and practical strategies or any things that is beneficial to their daily life.

2.3 Trend of social media usage among travelers

According to the research from CMI online (Filippi, 2016), social media has become the crucial search engine of information when it comes to decision making for vacation. People can search for guidance, tips, or photos from the real experienced travelers. When users generate contents which have information provided by a brand, the authenticity and personalization will lead to more credible of the contents.

For brands or advertisers, 93% plans to use Facebook as the channel to communicate with customers, followed by YouTube at 57%, Twitter at 52% and Linkedin 29%.

There are 5 tips to cultivate positive customer experiences (IRWIN, 2013)via online social media

1. Be optimized for Facebook

Facebook presents as an opportunity for marketers, as a tool for a brand to be more explored by new audiences. It also can create customer relationship with experienced users by let them leave the reviews on the fan page which could lead to an increase in number of fan based.
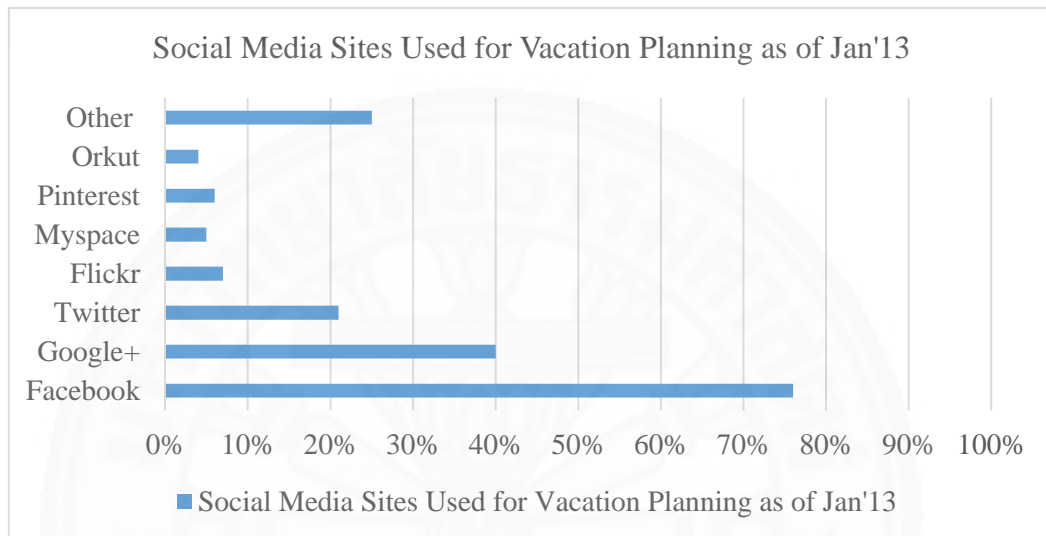
Figure 2.3 : Social Media Sites Used for Vacation Planning, January 2013

(eMarketer, 2013)

2. Turn the customers into your marketing assets.

Based on the table below, people think Facebook is the trustworthy and useful source of information.

SOCIAL MEDIA SITE	FIND SITE USEFUL	FIND SITE TRUSTWORTH
Facebook	54%	48%
Google Plus	22%	24%
Twitter	4%	5%
Flickr	1%	2%
Instagram	1%	1%
Myspace	1%	1%

SOCIAL MEDIA SITE	FIND SITE USEFUL	FIND SITE TRUSTWORTH
Orkut	1%	1%
Pinterest	1%	1%
Other	16%	18%

Figure 2.4 : Most useful and trustworthy social media sites when planning last trip according to internet users worldwide, January 2013

3. Re-engage with customers who have expressed interests in your brand

Based on the research that was conducted by travel social network (May, 2010) with 3,580 respondents (780 US, 2,800 non-US), in response to the question "When planning a trip, how many websites do you usually visit?" the results are shown in the table below.

How many websites do you usually visit?	US	Non-US
1	1%	5%
2-5	34%	48%
6-10	35%	27%
11-15	10%	7%
16-20	4%	3%
20+	16%	10%

Figure 2.5 : When planning a trip, how many websites do you typically visit?

Marketers should do the retargeting on Facebook of who have shown their interest to the website or brand by deliver the customized messages and reasons to return to the website again.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

This study employed both secondary data sources and qualitative research. Secondary data sources comprised literature reviews, academic researches, journals, and published industry articles. For the qualitative research stage, in-depth interview was used to gain more insights and motivations for content sharing amongst international visitors.
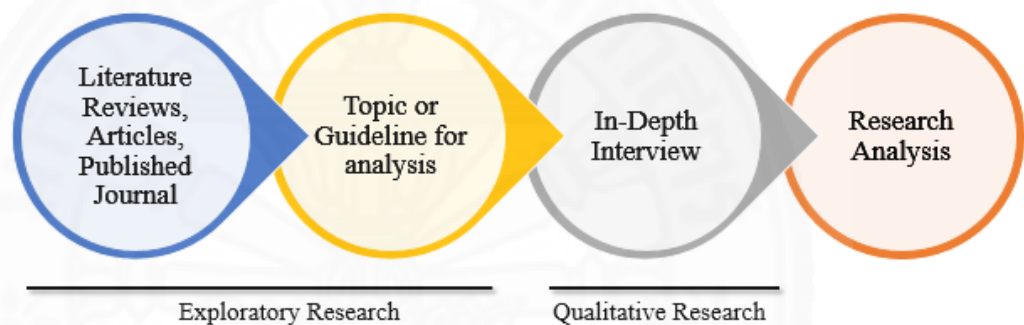
Figure 3.1: Methodology and process of the study

3.1.1. Secondary Data Research

The data were collected by using both literature reviews and other published online articles about the information of online sharing content and psychology of content sharing.

3.1.2. Primary Research

The primary data were obtained by-depth interview method, using online and face to face interview. The interview was conducted with 28 respondents.

Below are the lists of topics and guidelines from the secondary research that were used to create the lists of in-depth interview questions.

Guideline for interview questions

Social media platform
- Facebook
- Instagram
- Twitter
- Pinterest
- Flickr
- Myspace
- Orkut
- Tumblr
- Others

Type of content
- Positive
- Emotion
- Practical / Useful

- Photo
- VDO clip
- Article
- Others

Triggers to share

Emotional

- Valuable or Entertain others
- Define ourselves
- Being part of the community
- Self-Fulfillment
- Get support

- Amusement
- Interest
- Shock/Surprise
- Happiness
- Delight
- Pleasure
- Affection
- Excitement

Motivation

- Product involvement
- Self-involvement
- Other-involvement
- Message-involvement

Figure 3.2 : Guideline for in-depth interview

1. Find out what kind of and how many social media account does a respondent own. And which one do they spend time on the most.
2. Find out what kind of content do they prefer (positive, emotional, practical) and in which format (photo, VDO clip, text or article)
3. Find out the psychology behind the reason of sharing whether it is driven by emotion or motivation.

3.2 Sampling Plan

This study used a non-probability, convenience sampling method for the selection of the sample due to the time constraints and limited resources. With this method, it allowed the researcher to conduct a face to face interview with the 20 respondents and an online interview with 8 respondents.

The criteria of respondents are international tourists whose ages were between 25-39 years old. The respondents for the direct interview were tourists staying in Khao San area while for an online interview; the respondents are the ones who had visited Thailand during the past two years. Moreover, the respondents had to own at least one social media platform and had shared online content during the past 1 week.

3.3 Data Collection

In-depth interview was conducted by face to face approach and occurred at Khao-San Road. All direct interviews were digitally recorded. For the online interview, Facebook chat and Skype were used to collect the data.

3.4 Data Analysis

As the sound recorder and note are used to record all the conversations during the interview, first step is to summarize and transcribe them into written forms. Second step is to categorize the similar meaningful data into the same group (Carolyn Boyce, 2006) to find out whether there are different purposes of usage of each social media platform toward reasons of sharing or not. After creating the respondent segments based on reasons of sharing content, next step is to find out the common demographic or interest which will lead to the conclusion and recommendation.

3.5 Theoretical Framework
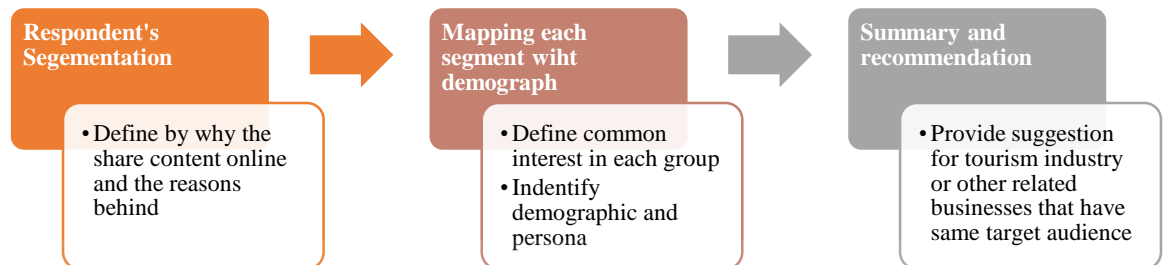
Figure 3.3 : Theoretical Framework

Framework of this study is based on the previous study from secondary data which has given two perspectives of why people share online content; emotion and motivation. Also, it shows that the types of contents they prefer to share are positive, emotional and practical/useful information (as table below).

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Facebook	Positive		
	Emotional		
	Practical / Useful		
Instagram	Positive		
	Emotional		
	Practical / Useful		
Twitter	Positive		
	Emotional		
	Practical / Useful		
Pinterest	Positive		
	Emotional		
	Practical / Useful		
Linkedin	Positive		
	Emotional		
	Practical / Useful		
Timblr	Positive		
	Emotional		
	Practical / Useful		
Flickr	Positive		
	Emotional		
	Practical / Useful		
Others	Positive		
	Emotional		
	Practical / Useful		

Figure 3.4 : Table for Data Analysis

The results from all respondents were summarized and mapped with demographic data including nationality, age range, interest etc. in order to identify the characteristic of each group.

Research findings will be able to apply for tourism or related businesses which have foreign travelers as their target group. The recommendation provides the suitable formats and types of contents for each platform.

CHAPTER 4
RESULTS AND DISCUSSIONS

4.1 Secondary Research – Key Findings

Why people share online content

People tend to share contents according to their emotions. Emotions that could encourage people to share are amusement, interest, shock or surprise, happiness, delight, pleasure, affection, and excitement. The main reasons that made them share those contents online were because they would like to share interesting information and entertaining contents with others. Also, the contents shared reflect their own identity.

Types of contents that people likely to share

People mostly share positive contents. For example, a picture of the beautiful scenery which could make them feel calm or relax. Another type of content is the content that could evokes high arousal emotions such as funny video clips that could make them laugh. The last type is the content that is practical and is useful for them, for example people share articles about home renovation ideas which could be useful for the ones who share as well as others who share common interests.

Social media among traveler

Facebook is the top social media site that provides information which people consider trustworthy. Contents provided on Facebook could generate product awareness among the target groups. For example, when a traveler who would like to find a hostel in Silom, Bangkok sees an interesting content about hostels in Bangkok on one of their friends' Facebook, this can lead to the later stage of consideration and the hostel might get an opportunity to be booked. People could find out more information about the hostel by using other search engines.

Moreover, people tend to visit a website more than one time before making their decision. For that, retargeting is a useful implication to motivate target audience to revisit the website or create brand awareness.

Top Social Media Networks distributed by age
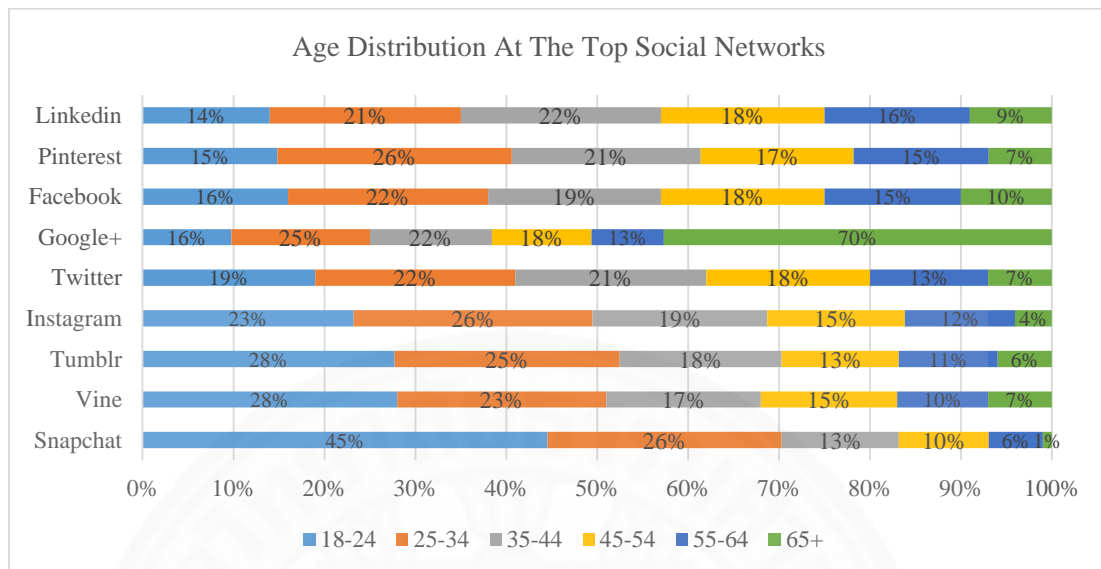
Figure 4.1 : Age Distribution At The Top Social Networks (BI Intelligence, 2015)

* US Data, User Aged 18 and over as of December 2014

According to the research from BI Intelligence, image-focused social networks are growing among teenagers to early adults, for example Pinterest, Instagram and Snapchat.

First, **Pinterest** is an effective platform to connect with female customers. 42% of American women have a Pinterest account. Second, **Instagram** is the most-used social network among US teenagers and ranked in second for young adults. Third, **Snapchat** has become very popular and it is rapidly growing among US teenagers. Fourth, **Linkedin** users are highly educated and earning higher income comparing to other social media platforms. Lastly, in USA, most people of the ages between 30-40 years old have their own Facebook account or other social media account which they enjoy using.

4.2 In-Depth Interviews – Key findings

The results from online and face to face interview with international travelers in Kao-San Road are summarized as follow:

Demographic backgrounds of total respondents.

		No. of Respondents	*MALE*	*AGE*	*FEMALE*	*AGE*
Nationality	American	6	3	20-24	3	25-29
				25-29		25-29
				30-34		30-34
	Belgians	3	3	20-24		
				30-34		
				30-34		
	Swedish	2	1	25-29	1	25-29
	German	3		25-29	3	25-29
						25-29
						30-34
	Russian	2	1	25-29	1	30-34
	Spanish	2	1	30-34	1	30-34
	French	3	3	25-29		
				35-40		
				35-40		
	Norwegian	4	2	25-29	2	25-29
				25-29		25-29
	Swiss	3	2	25-29	1	25-29
				30-34		

Figure 4.2 : Demographic of respondents.

The trigger that drives people to share an online content

According to the responses from 28 interviewees, the result matches with the findings from the secondary research. It shows that "Emotion" is the main factor that encourages people to share content online. The type of content shared is in accordance with their feeling at the moment. For example, when foreign travelers come to Thailand and they receive a wonderful experience, they take photos and share them on their social media. The reason behind it given by the respondents was that they were happy so they wanted to share those photos and memorable experiences with their family and friends online. This is also related to the findings from secondary research which showed that people share content when they would like to express caring and maintain the relationship with their love ones.

Moreover, "Interest" is also another trigger that drives people to share content on their social media, whether in the form of photos, videos or articles. For example, one of the respondents is interested in photography, so he read a lot of articles about shooting techniques and functions of the camera including different types of lens for different shooting styles. When he found an interesting content he would share it online because he thinks that could be useful for him as well as others.

In conclusion, the triggers which encourage people to share content online are "Emotion" and "Interest". These findings are corresponding with the secondary research findings in term of the reasons that people share content online. First, people would like to keep in touch and nourish their relationship with their love ones. Second, they think that the contents are useful to for others with common interests.

The content that they are likely share online

1. Picture/Photo

According to the interview, picture is the most popular type of content that respondents shared online. Both the photos they upload by themselves and those which are already available online are used; they choose photos according to their preferences.

During their trip in Thailand, most of the respondents tend to upload the photos of themselves with every place they have visited or the photos of the food they first tried. Posting photos is a way to capture the moment of their happiness.

"I just uploaded the photo of me and my friends at Khao-San Road"

- Lara, German, age 25

"I have created an album on Facebook about this trip in Vietnam and Thailand, and already uploaded tons of photo"

- Trude, Norwegian, age 27

"I like to share the funny picture with quote that have been shared by my friends or from the page that I followed"

- Daniel, American, age 27

2. Video clip

Video clip is the second popular content that the respondents tend to share. YouTube is the main website that they watch videos from and share. More than half of the respondents have an experience of sharing a video clip which has been shared by others on the social media. This includes songs and funny clips.

"I like to watch video clip about animal or something adorable, especially puppy"

- Selina, Swiss, age 31

"I usually share or post clip about exercising that I saw on YouTube, so whenever I want to exercise I could follow the clip that I shared or posted on my Facebook. And I don't have to waste time searching for it again"

- Isabel, Norwegian, age 28

3. Other type of content

Article with visual aid is another type that respondents mentioned but not as often as the top two. Most articles shared are in the topics of their interests. 4 respondents have shared articles about places to visit in Thailand or the food that people must try when they are in Thailand.

"I have read thousands of articles before plan to come here, but only a couple of articles that I decided to share. The reason that I shared is because it is provide a lot of tips and tricks on how to travel around the city and the content is precise"

- Katrin, German, age 30

"I'll post something interesting that involved with my lifestyle such as how to cook my favorite foods or life hacks tricks"

Andres, Spanish, age 30

Social media platform and the sharing

Each participate tends to own more than one social platform, 4 of them own 2 Facebook accounts. The reason is that each social media aimed at different purposes, for example they share what's on their mind by updating their Facebook status or by posting a photo with a brief caption describing their thoughts on Instagram.

	Facebook	Instagram	Twitter	Pinterest	Linkedin	Timblr	Flickr	Others
Number of account owned by participants	31	26	27	16	19	13	5	3

Figure 4.3 : Social Media that own by respondents

1. Facebook

Every participant has a Facebook account. According to the table below, 13 people out of 31 with Facebook account had ever shared positive content such as photos of the memorable moment with their friends and family or some funny photos or VDO clips. Facebook is the primary social media that most of the respondents would choose to update or share their content on. However, some of them still have concerns about their privacy. Those people think a lot before they post or share anything on their homepage. The main reason for posting involves expressing their emotions and thoughts.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Facebook	Positive	9	4
	Emotional	7	2
	Practical / Useful	1	3
Total		17	9

Figure 4.4 : Reason of sharing content on Facebook

2. Instagram

There is only 1 participant who doesn't own an Instagram account. The results show that people as well share positive content on Instagram including photos, quotes or some beautiful pictures which could describe their mood on the moment of sharing.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Instagram	Positive	8	3
	Emotional	5	2
	Practical / Useful	1	7
Total		14	12

Figure 4.5 : Reason of sharing content on Instagram

3. Twitter

For Twitter, there is only 1 person who doesn't own a Twitter account. The result is obvious that people use Twitter to follow up with the daily news to keep them updated. They think Twitter is a good source of information as they can access to the

latest news updates immediately. Moreover, they think it is a short and precise message. And the reason that they tweet is because the messages motivate them.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Twitter	Positive	3	7
	Emotional		2
	Practical / Useful	2	13
Total		5	22

Figure 4.6 : Reason of sharing content on Twitter

4. Pinterest

Pinterest, the research shows that it is mainly owned by female users, from the interview 12 out of 16 account owners are women and still active. The main reason they share or pin photos on is because of the varieties of photos that are posted on this social media; which is different from other platforms.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Pinterest	Positive	3	6
	Emotional		2
	Practical / Useful	1	4
Total		4	12

Figure 4.7 : Reason of sharing content on Pinterest

5. Linkedin

10 respondents have a Linkedin account and all of them have given the same reason that it is for their career advancement.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Linkedin	Positive		2
	Emotional		
	Practical / Useful		8
Total		0	10

Figure 4.8 : Reason of sharing content on Linkedin

6. Other social media

The rest of the social media platforms are Tumblr, Flickr and others. These are the platforms that the respondents once used but have not been active recently. Both Tumblr and Flickr are image focused social platforms.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Tumblr	Positive	1	1
	Emotional	3	
	Practical / Useful		
Total		**4**	**1**
Flickr	Positive		
	Emotional	1	
	Practical / Useful		
Total		**1**	**0**
Others	Positive	2	1
	Emotional		
	Practical / Useful		
Total		**2**	**1**

Figure 4.9 : Reason of sharing content on other platform

In conclusion, people choose different social media platforms for sharing content. Facebook, Instagram, Tumblr, Flickr are the platforms that people tend to share content due to their emotional driven. And the contents that they shared are the positive, inspirational and memorable ones that they would like to share with others. Moreover, sharing contents on those platforms also make them feel accompanied and they can express their feelings through the contents.

Twitter, Pinterest and Linkedin are used due to the motivation driven. Message-involvement is the main reason behind, followed by self-involvement, especially on Linkedin that people use as a mean to share their personal and professional information on which they would like others to know.

Social Media Platform	Type of Content	Emotion Driven	Motivation Driven
Facebook	Positive	9	4
	Emotional	7	2
	Practical / Useful	1	3
Total		**17**	**9**
Instagram	Positive	8	3
	Emotional	5	2
	Practical / Useful	1	7
Total		**14**	**12**
Twitter	Positive	3	7
	Emotional		2
	Practical / Useful	2	13
Total		**5**	**22**
Pinterest	Positive	3	6
	Emotional		2
	Practical / Useful	1	4
Total		**4**	**12**
Linkedin	Positive		2
	Emotional		
	Practical / Useful		8
Total		**0**	**10**
Tumblr	Positive	1	1
	Emotional	3	
	Practical / Useful		
Total		**4**	**1**
Flickr	Positive		
	Emotional	1	
	Practical / Useful		
Total		**1**	**0**
Others	Positive	2	1
	Emotional		
	Practical / Useful		
Total		**2**	**1**

Figure 4.10 : Summary reason of sharing content on each platform

To apply the result of the interview, the table below displays the demographic backgrounds of the respondents based on their gender and age. This could be applicable for businesses to create a content that is suitable for each target audience and select the right social media platform to deliver their brand communication or promote marketing campaigns.

Social Media Platform	Emotion Driven	Motivation Driven
Facebook	Gender : Male/Female	
	Age : 25-29	
Instagram	Gender : Male/Female	
	Age : 25-29	
Twitter		Gender : Male/Female
		Age : 25-40
Pinterest		Gender : Female
		Age : 20-34
Linkedin		Gender : Male/Female
		Age : 25-40
Tumblr	Gender : Female	
	Age : 20-29	
Flickr	Gender : Female	
	Age : 20-24	
Others	Gender : Female	
	Age : 20-29	

Figure 4.11 : Summary demographic of respondent on each platform

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary and conclusion

The purpose of this study is to understand the psychology of online content sharing among international tourists in Thailand. The result of the study can be applied to the tourism business or other businesses with this target group in order to create contents that match with their preferences.

First of all, **emotion** is the main cause that makes people share content online. To be a part of one community and to keep in touch with others are the main reasons for such behavior. **Interest** is another trigger that drives people to share online content. People tend to share contents that are useful whether for themselves or others. Moreover, when people share the content that related to their interest is also another way to express one's identity to the society.

Secondly, the contents that people mostly shared are photos, followed by video clips and articles. People tend to share funny photos or video clips for entertainment while articles are mainly for knowledgeable matters.

Thirdly, this study is to get the information of social media consumption among the target groups. The results of the study shows that Facebook is the most-used platform for the participants, followed by Instagram and Twitter. Pinterest and Linkedin have more specific target, Pinterest is more preferred among women and Linkedin is used widely by people ages between 30-40 years old.

Finally, after matching the demographic backgrounds with the reasons of sharing online content, businesses could use these data to identify which social media platform is suitable for their target audience and what drives their decision of sharing those contents online.

5.2 Recommendation

Researchers working in tourism industry should launch a marketing campaign which creates engagement between their brands and customers. For example, to allow customers to write a review for the brand or to give an incentive to them such as offering them a premium membership once the customers share their opinions or experiences with the brand online.

To produce a campaign, for example brand owners have to ensure the quality of their products and services to satisfy their target groups and prepare for an improvement. From the customer perspective, international travelers trust the contents which are created by other experienced travelers more than the contents provided by a company. When social media is used as a communication gateway, a brand could use retargeting as the implication to promote its content. According to the secondary research, customers tend to visit more than 2 websites and look for information more than 2 times. Retargeting tactic can make the posted content visible to the targets whose needs meet what the brand can offer. With this tactic, the brand could gain awareness from customer and if the customers think the content is valuable, they might search for more information about the brand which leads to consideration stage in a customer journey.

5.3 Limitations of the Study

With limited of time and budget, this study focuses on the attitude of the international tourists who was staying around Kao-San road area, mostly backpackers. The study was conducted by using only an in-depth interview method with relatively small sample size, so the result might not be generalized.

APPENDICES

Appendix A : list of in-depth interview questions

The topics or lists of questions that will be covered during the in-depth interview are as following:

1. What type of content you usually shared?
   a. Photo, VDO, Article etc.
2. Usually the content that were shared, is it your own content or the content that was provided by other source?
   a. What category is the most shared? i.e. entertainment, useful information, inspiration, funny etc.
3. Why you decided to share the content?
4. What social media platform do you usually share content?
   a. Facebook, Instagram, Pinterest etc.
5. How many social media platform do you own?
6. What different in term of sharing content on each platform?
7. How many post or share you usually did?
8. When was your last post on social media?
9. Before you decided to come to Thailand, what kind of information or source of information you look for?

Appendix B : Table for respondent demographic and frequency of sharing content online

Name		
Nationality		
Gender	Male	
	Female	
Age	20-24	
	25-29	
	30-34	
	35-40	
Frequency of sharing online content		
everyday		
at least 1 in 2 days		
every week		
every 2 weeks		
every month		
more than a month		
When is the last post?		
today		
yesterday		
2 days ago		
last week		
last month		
more than a month		