



The Role of Social Media Influencers in Shaping Opinion Towards Travel Destinations: A Study of University Students in Bangkok

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Abstract

The emergence of social media has completely changed how individuals select their vacation destinations and influencers currently play crucial role in shaping travel destinations. Influencers today, on digital platforms have huge audience reach. Many travel marketers and businesses today rely on social media influencers for the promotion of their travel destinations. With the focus on Bangkok university students, this study investigates how social media influencers affect the appeal of tourism locations and shape travel decisions looking at what variables play a role in making travel choices. This study used a mixed-method approach, integrating quantitative data collected through survey responses from 421 university students from Bangkok and qualitative insights from interviews with four social media influencers. The quantitative data was analyzed using Regression Analysis and Chi-square Tests to identify patterns and assess relationships between variables.

The results derived from this study highlight the significant role of influencers in decision making among university students in Bangkok. This study concludes that gender is a factor in consumer preferences for content posted by social media influencers, with authenticity and engagement also playing key roles. The research contributes to the academic discussion on travel decision-making and provides valuable insights for the travel industry, marketers, and influencers. By prioritizing authenticity, engagement, and audience demographics, influencers and travel marketers can better connect with their audience and advance the tourism industry.

Keywords: Social Media Influencers, University Students, Decision-making, Authenticity, Travel Destination, Tourism

1. Introduction

Tourism is one of the key economic pillars in Thailand and has experienced significant changes, primarily due to the emergence of social networking platforms. In Thailand, internet penetration exceeds 90% (Promsri, Chaigusin, & Tupmongkol, 2019). Social media heavily influences consumer travel decisions, reshaping the tourism sector. Influencers play a key role, with 94% of marketers finding influencer content on sites like YouTube, Instagram, and TikTok to be effective (Ahmad, 2018).

According to Marwick and Boyd (2011), an "influencer" is a person on the internet who gains "followers," or fans, on social media. Influencers, first emerging on blogs in 2005, engender closer ties with followers than traditional advertising and expanded to platforms like Facebook, Instagram, and YouTube. Influencer marketing leverages the popularity of influencers to promote brands, boosting customer engagement and sales (Brown & Hayes, 2008). Companies compensate influencers or provide product samples to share recommendations with their audience (De Veirman, Cauberghe, & Hudders, 2017).

Tech-savvy university students are especially susceptible to the effects of these online personalities as 70% use social media daily and over 75% spend more than an hour on it daily (Baldwin-White & Gower, 2023). Social media influencers shape young travellers' choices, making their recommendations popular and important tools for the travel industry (Gretzel, 2017).

Tourism products are intangible, judged only by their experience. Online recommendations reduce risk, guide decisions, and shape destination perceptions, influencing trip purchases (Jeong & Jang, 2011). Social media users value community and trust online recommendations (Utz, Kerkhof, & Van Den Bos, 2012). Using social media, consumers explore destinations, view photos, and read travel experiences, with



influencers shaping travel choices and marketing strategies (Sicilia & Ruiz, 2010). Tourism marketers use influencers to shape travel choices and enhance the appeal of destinations (Ye et al., 2011).

Marketers use social media influencers, or "micro-celebrities," to target content that influences followers and impacts marketing efforts (Stephen, 2016). Social media has transformed trip planning, purchasing, and the impact of influencers, making them key marketing tools for promoting travel destinations (Kracht & Wang, 2010).

Positive online reviews and influencer feedback boost a brand's reputation and influence travel purchase decisions. Travelers often rely on others' advice to reduce the risk of poor purchasing decisions (Artigas et al., 2017). Positive or negative reviews impact buying decisions (Filieri, 2016). Travelers focus on negative comments, while valuing trustworthiness and honesty, especially for expensive purchases (Filieri, Raguseo, & Vitari, 2019; Racherla & Friske, 2012).

This study seeks to understand the impact of social media influencers on the vacation spots chosen by university students in Bangkok. It explores how these students interact with influencers and how this interaction shapes their travel decisions, offering valuable insights for marketers, tourism boards, and companies targeting this group.

2. Literature Review

2.1 Social Media and the Influence of Influencers on Traveler Behavior

This review explores how social media and influencers impact travel behavior. Social media has revolutionized tourism by changing how people discover destinations, make purchases, and share experiences. Unlike traditional marketing, it encourages two-way communication, and offers diverse perspectives. Platforms like Facebook, TikTok, and Instagram, with user-generated content, have made travellers trust peer reviews over traditional marketing.

Influencers play a crucial role in travel marketing by promoting destinations and products. Travelers trust authentic influencers, which boosts bookings and destination popularity. As traditional ads lose credibility, people turn to influencers as credible "friends" for recommendations (Freberg et al., 2011). The quality of information and influencer reliability strongly impact travel decisions (Magno & Cassia, 2018). Influencers build community by engaging with followers through live streams and comments, fostering shared excitement and increasing the appeal of destinations. Authenticity is vital in a world saturated with information. Influencers, seen as "real people," are trusted more, influencing immediate travel choices and building long-term loyalty towards recommended destinations (Lim et al., 2017).

2.2 Demographics of Influencer Followers in Marketing

Influencer marketing has become a dominant force in digital marketing, with businesses leveraging it to target specific consumer demographics (Agustian et al., 2023). The effectiveness of these campaigns is heavily influenced by the demographics of the influencer's followers, including factors such as age, gender, education, and location. This research aims to explore how these demographic features affect the success of influencer marketing strategies.

Age plays a significant role in determining influencer marketing success, with younger generations, particularly Gen Z, being more receptive to influencers than older groups. These younger consumers prefer influencers who are active on platforms such as TikTok, Instagram, and YouTube, seeking authenticity and relatability over traditional celebrity endorsements. Gender also influences consumer behavior, with women more likely to follow fashion, beauty, and gaming influencers, while men tend to lean towards gaming, tech, and sports figures (Hudders & De Jans, 2022).

Followers' purchasing power significantly influences their preferences and ability to afford certain products. Luxury influencers, or those promoting high-end goods and services, often appeal to higher-income consumers, while those endorsing more affordable options tend to attract individuals with lower incomes (Lim et al., 2017). To ensure effective marketing, businesses should assess the income demographics of an influencer's audience to align product pricing with the financial capacity of their target market.



The literature often overlooks the importance of trust between influencers and their followers. Influencers who share similar demographics, values, and lifestyles with their audience build stronger trust and loyalty. In 2022, 64% of marketers expressed concern about fake influencers, emphasizing the need for audience analysis to avoid scams (Influencer Marketing Hub, 2023).

Brands should ensure that the followers of influencers align with their target market to maximize marketing success. Misalignment and low engagement waste resources and reduce ROI. By analyzing the demographics of followers, brands can create more effective campaigns (Venciute et al., 2023).

Studies on influencer marketing highlight factors that affect followers' purchasing decisions, such as influencer attributes like attractiveness, credibility, and trustworthiness. Follower traits such as loneliness, shared interests, and parasocial relationships also influence buying intentions. Key factors that enhance marketing effectiveness include creativity, interactivity, distinctiveness, informativeness, and aesthetics (Niloy, Bin Alam, & Alom, 2023).

2.3 Utilization and Popularity of Travel Influencers

Before the emergence of social media travel influencers, travel experiences were shared through in-person storytelling, journaling, and written works. With the rise of the internet, blogs became popular platforms for sharing travel knowledge. The effectiveness of travel influencers is influenced by their distinct personalities and the trust followers place in them (Smith, 2020). Influencers build trust through personal posts, fostering loyalty and engagement. Research by Hanusch and Fürsich (2014) found that followers view travel influencers as the most credible and honest sources of information, rating them higher than traditional media such as newspapers and TV shows. Respondents also considered influencers to possess the best knowledge for authentic travel experiences.

2.4 Cultural Context Affecting Consumer Behavior:

The tourism industry's use of influencer marketing is significantly affected by psychological and cultural factors. Globalization has made the world smaller, yet cultural differences still exert a varied impact on consumer behavior (Mingxia, Quan, & Xuan, 2006). The way in which different people from various cultures react to marketing campaigns varies significantly (Pleus, 2023). Cultural context has a substantial impact on how communications are interpreted and how well they connect with target audiences in the world of today's social media influencer marketing.

Social media usage exhibits notable cultural variations when comparing different societies. For example, in the context of online product reviews—ranked as the third most reliable source of information, after close friends and family—social media usage has seen significant growth in the Asia-Pacific region over the past year, positioning it as one of the most prominent trends in the digital landscape (Egros, 2011).

Similarly, language, as a key component of culture, plays a significant role in shaping consumer behavior. For instance, research conducted by the Common-Sense Advisory indicates that 72.4% of consumers are more likely to purchase a product when the information is available in their native language (The Language Group, 2024).

Cultural factors such as tolerance and preferences shape consumer identity and influence marketing effectiveness (Shi, 2023). Marketers and influencers can create impactful campaigns by aligning with local cultural values and adjusting their content to resonate with diverse audiences (Zhou et al., 2021). Understanding cultural distinctions, including social norms, language, and rituals, is essential for tailoring influencer marketing strategies to drive positive consumer behavior (Pant, 2024).

Understanding cultural dynamics requires knowledge of a society's norms, values, and beliefs (Muniyandi et al., 2024). For example, color symbolism varies across cultures; white represents purity in Western countries but signifies grief in some Asian traditions. Influencers must account for these differences to deliver culturally appropriate messages that evoke the desired emotional response (Pleus, 2023).

The relationship between social media influencers and travel behavior is shaped by demographics, cultural context, and evolving digital marketing trends. While previous research highlights the impact of



influencers on travel decisions, there is a gap in cross-cultural studies — especially outside Western contexts — that explore how cultural differences affect consumer perceptions of travel influencers.

This study aims to address gaps by examining how social media influencers affect travel behavior among Bangkok university students. By focusing on this cultural and demographic context, we seek to provide insights into the effectiveness of influencer marketing in the digital landscape. This research will contribute to a broader understanding of the impact of influencer marketing across global markets as the tourism industry evolves.

2.5 Hypothesis Settings

This study emphasizes certain significant elements which impact the travel decisions of university students in Bangkok. To investigate how social media influencers, their level of authenticity in content, engagement metrics, and demographic characteristics such as the gender of their followers influence travel preferences and decision-making, the following hypotheses have been formulated.

- H1: The popularity of travel destinations is significantly impacted by social media influencers
- H2: The authenticity of influencers' content plays a significant role in the destination choice by social media followers
- H3: The social media content engagement level correlates with destination booking decisions by the followers of social media influencers.
- H4: Gender shapes the preference and engagement level with travel-related content from social media influencers.

3. Materials and Methods

This study uses a mixed-methods approach, combining surveys to measure the influence on university students' travel preferences in Bangkok and semi-structured interviews with influencers to gain their perspectives.

3.1 Research Design

3.1.1 Quantitative Method: Survey Questionnaires

The quantitative component uses a survey distributed via Google Forms to test four key hypotheses. The survey, shared through social media platforms, includes demographic and study-specific questions. Data are collected over a set period, with simple linear regression and Chi-Square tests used to analyze the relationships between independent variables (e.g., social media influence, authenticity, gender) and the dependent variable (the level of influencer impact).

3.1.2 Qualitative Method: Semi-structured Interviews

The qualitative component involves semi-structured interviews with three social media influencers to understand how their content and authenticity influence followers' travel decisions. Open-ended questions allow for the free expression of their perspectives.

3.1.3 Operational Definition of Variables

This study defines key variables such as:

- Perceived Authenticity: Social media users are exposed to influencers through social media platforms. Accordingly, an audience determines honesty and credibility based on the influencer's content. This trust and credibility are directly related to an influencer's authenticity (Singer et al., 2023). As used in this research, perceived authenticity describes how an audience views the honesty and transparency of influencers.
- Perceived Importance of Engagement: The degree to which students consider likes, comments and shares when assessing the trustworthiness of a social media influencer. Measured using a Likert scale (1-5).



3.2 Sampling

This study uses convenience sampling for both components. Quantitative sampling includes 421 university students in Bangkok to gather diverse perspectives on the impact of social media influencers on travel decisions. Qualitative sampling selects three influencers based on the demographics of their followers.

This study follows the ethical guidelines and all participants were given information about the study's objectives. Prior consent was obtained from the influencers before recording and examining their interview responses.

4. Results and Discussion

The discoveries from the data analysis are presented in this phase, alongside their implications with respect to the previously developed hypotheses. This section primarily covers the results of statistical analyses, their interpretation, a comparison with previous study findings, and thorough suggestions for travel marketers and businesses.

4.1 Respondents' Demographics

The demographic profile of respondents ensures diverse perspectives. The survey collected data from 421 participants, with 54.2% being female and 45.8% male, showing near-equal gender representation. Most respondents (76.7%) are aged 18-24, with smaller percentages than other age groups.

4.2 Findings and Hypotheses Analysis

Hypotheses 1(H_1):

The popularity of travel destinations among followers is significantly affected by social media influencers.

- X= influence from social media influencers (independent variable)
- Y= popularity of travel destinations (dependent variable)
- Null Hypothesis (H_0): Social media influencers do not affect the popularity of destination.
- Alternative Hypotheses (H_1): Social media influencers affect the popularity of destinations.

The R^2 value of 0.28 indicates that social media influencers explain 28% of the variance in destination popularity, with other factors accounting for the remaining 72%. The F-statistic of 165.08 ($p = 0.000$) shows a significant and strong correlation between the variables. The unstandardized coefficient (B) of 0.55 means that each unit increase in influencer impact raises destination popularity by 0.55 units, while the standardized Beta coefficient of 0.53 suggests a moderate positive relationship. The t-value of 12.85 confirms the statistical significance of this relationship.

Framed together, this data categorically demonstrates that social media influencers have a recognizable effect on the destination popularity. This implies that although X is not the only factor, it does have a significant impact on Y.

- H_0 is rejected; H_1 is supported. Social media influencers affect the popularity of destination.

Table 1 Hypothesis Testing Result: Regression Analysis Overview

X	Y	R^2	ANOVA	Unstandardized coefficient	Standard coefficient	t	Sig.
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				F-statistic	Sig.	B	Std. Error	Beta		
H ₁	Influence by SMI's	Popularity of travel destinations	0.28	165.08	0.000	0.55	0.04	0.53	12.85	0.000
H ₂	Perceived authenticity	Importance of destination choice	0.23	121.26	0.000	0.49	0.04	0.47	11.01	0.000
H ₃	Perceived importance of engagement level	Likelihood of booking destination	0.37	240.45	0.000	0.60	0.04	0.61	15.51	0.000

Hypothesis 2 (H₂):

The authenticity of influencers' content plays a significant role in followers' choice of destination.

- X= Perceived authenticity (independent variable)
- Y= Impact on destination choice (dependent variable)
- Null Hypothesis (H₀): The content authenticity of social media influencers does not affect destination choice
- Alternative Hypotheses (H₂): The content authenticity of social media influencers affects destination choice

The R² value of 0.23 shows that content authenticity explains 23% of the variation in destination choice, with other factors accounting for the remaining 77%. The F-statistic of 121.26 (p = 0.000) confirms a statistically significant relationship. The unstandardized coefficient (B) of 0.49 indicates that for every unit increase in content authenticity, destination choice increases by 0.49 units. The standardized Beta coefficient of 0.47 suggests a moderate positive relationship, with a t-value of 11.01 confirming statistical significance. These results highlight the significant impact of content authenticity on destination choice.

- H₀ is rejected, H₁ is supported. The content authenticity of social media influencers significantly affects destination choice.

Hypothesis 3 (H₃):

The engagement level (number of likes) on the content posted by social media influencers affects destination booking decisions.

- X= Perceived importance of likes (independent variable)
- Y= Likelihood of booking destination (dependent variable)
- Null Hypothesis (H₀): The engagement level (likes) on influencers' content does not have a significant effect on booking decisions.
- Alternative Hypotheses (H₃): The engagement level (likes) on influencers' content has a significant effect in booking decisions.

The R² value of 0.37 shows that engagement (likes) on influencers' content accounts for 37% of the variation in the likelihood of booking a destination, with other factors contributing to the remaining 63%. The F-statistic of 240.45 (p = 0.000) indicates a statistically significant relationship. The unstandardized coefficient (B) of 0.60 suggests that for every unit increase in engagement, the likelihood of booking a destination rises by 0.60 units. The standardized Beta coefficient of 0.61 indicates a strong relationship, with a t-value of 15.51 confirming statistical significance. These findings highlight the significant impact of engagement on booking decisions. H₀ is rejected, H₁ is supported. Engagement level (likes) on influencers' content has a significant effect on booking decisions.

Hypothesis 4 (H₄):

Gender shapes preference and engagement level with social media influencers' travel-related content.

- X= Gender (independent variable)
- Y= Preference and engagement level (dependent variable)
- Null Hypothesis (H₀): Gender does not have a significant relationship with the preference and engagement level with social media influencers' travel-related content.
- Alternative Hypotheses (H₄): Gender has a significant relationship with the preference and engagement level with social media influencers' travel-related content.

Table 2 Gender Preference Crosstabulation

		Yes	No	Not Sure	Total
Gender	Male	104	38	48	180
	Female	104	69	53	226
Total		208	107	101	416

Table 3 Chi-Square Test

	Value	df	P-value
Pearson Chi-square	6.160 ^a	2	0.046
No. of valid cases	416		

The Pearson Chi-Square value of 6.160 ($p = 0.046$) shows that the relationship between gender and engagement with travel content shared by influencers is statistically significant. The cross-tabulation table reveals that both males and females agree their gender identity influences engagement with travel content, though more women feel it has little impact. These findings suggest that gender significantly affects engagement with travel-related content.

- H₀ is rejected, H₁ is supported. Gender has the significant relationship with the preference and engagement level with social media influencers' travel related content.

4.3 Discussion

This section evaluates the validity of the study's hypotheses. The findings confirm Hypothesis 1, showing that social media influencers significantly impact the popularity of travel destinations ($R^2=0.28$, $F=165.08$, $p<0.05$), consistent with previous research by Chourasia (2024). This research found that influencers are not just content creators but are trusted advisors who have the power to influence travel choices in the real world. While influencers explain 28% of the variation in destination popularity, other factors, such as the similarity between followers and influencers, also contribute. Previous studies classify influencers as those having the power to change opinions and impact the decision-making of consumers. Today, these influencers play a significant role in disseminating travel-related materials across several platforms (Chourasia, 2024).

The findings confirm H2, showing that content authenticity ($R^2=0.23$, $F=127.26$, $p<0.05$) significantly shapes destination choice. This aligns with a previous study by Omeish et al., (2024), which found that followers trust credible influencers. Students respond positively to authentic, personal content, supporting the recommendation to work with genuine influencers (Kapitan et al., 2022). H3 is also confirmed, with the engagement level (likes) demonstrating a strong positive relationship with travel booking decisions ($R^2=0.37$, $F=240.45$, $p<0.05$). Likes not only indicate popularity but also build trust, influencing consumer decisions. The Chi-Square analysis supports H4, showing a significant relationship between gender and engagement with travel content ($X^2=6.160$, $p=0.046$). This supports the findings of Sun, Leung, and Bai (2021), who mentioned that gender disparities affect attitudes toward content, potentially creating differences in the engagement levels.



4.4 Primary Social Media Platforms Where Students Follow Travel Influencers

The survey shows that YouTube (34.4%) is the most popular platform for university students following travel influencers, followed by TikTok (24.1%) and Facebook (22%). YouTube's visual content offers the most insight into creators' experiences (Lalangan, 2020), which may explain its popularity. However, TikTok's rise reflects a shift towards short, engaging content, especially popular among students and young adults.

4.5 Influential Content Form

The survey reveals that visual content is the most influential factor, chosen by 48.7% of university students. Visually appealing content appears to be a key driver of students' travel decision-making. Reviews (28.3%) also play a significant role in influencing travel decisions.

4.6 Semi-Structured Interviews

To complement the quantitative analysis, four influencers were interviewed. They provided insights into their content strategies, engagement tactics, and the perceived impact on followers' travel decisions. The interview data supports the hypotheses and add depth to the findings.

Mike Yu, a travel influencers and content creator born in the UK, residing in Thailand, highlighted the evolving environment of social media and the role of authentic, relevant and creative contents in travel choices. According to Mike, influencers have a complex and significant influence on the choices made by the followers. He underlines how crucial it is to give back to audience through content that is authentic and genuine. He emphasizes how today's followers want an unfiltered and raw version of influencers. They prefer transparency over perfection. He says "This generation wants simple and basic but authentic." He added how human interaction and relatability play a significant role in content creation. He emphasizes the importance of research while promoting travel destinations, as determining and comprehending the target audience is very important. He believes that the more general the content is, the more ineffective it will be. He says, "The more general you are, it's like throwing rock into the ocean —you don't know where it goes." The degree of engagement does play a crucial role, but Mike emphasized that cultivating a loyal group of followers is considerably more significant than concentrating only on the number of likes and followers.

Thulani Sibusiso Moyo, a content creator and social media influencer from South Africa, highlights his significant influence on followers' decisions, sharing an example of 50 individuals who chose to enroll at Rangsit University in Thailand, influenced by his contents and vlogs as a student there. Thulani addressed the assumption that the sponsored content isn't genuine. He clarified that even though sponsored materials get less engagement, the followers still resonate with it when authenticity and sponsorship are blended well. Thulani emphasized how essential it is to produce content that is suited to the audience rather than his own taste. He provided an example of how he switched from comedy-focused content in South Africa to culture and travel-related content after moving to Thailand. He stressed the importance of knowing audience demographics, such as age and gender, while marketing travel locations. He stated that content is of no use if it is not exposed to the right target audience.

Tengngin Luy, a content creator from Cambodia residing in Thailand, shares fashion, lifestyle, and travel insights on her Facebook page, TikTok, and Instagram. Tengngin, also known as Jasmine, has noted that authenticity in her content plays a crucial role, especially on travel-related content. She has observed that her viewers connect more deeply with her personal stories than with commercial content. While most of her followers are young women interested in fashion and travel, she mentioned that most of her engagement occurs through likes rather than direct comments and message. In the future, she wants to continue creating content that is both authentic and trending. She believes that 'soft content' increases engagement levels. She aims to continue inspiring her followers with her lifestyle while remaining true to herself.

Moe Htet Thuzar, also known as Fresa, is a content creator and influencer from Myanmar, currently residing in Thailand as an international student. She shares how she built her influence on Facebook by focusing on authentic content that resonates with her audience. She emphasized that her audience engaged more with her unfiltered and raw contents. Furthermore, she explained that her followers particularly enjoy



her content recommending restaurants she has personally visited. Fresa observed distinct preferences among her male and female followers; the high number of female followers means that the aesthetics and design of her content play a very crucial role. She also focuses on travel content that highlights photogenic and inspiring places, attracting significant attention from her female audience. Fresa ensures she posts 2-3 times a week and believes that consistency is key to keeping her followers engaged.

The interviews with the four influencers reveal both commonalities and unique perspectives on the role of content creation and engagement in shaping followers' travel decisions. A shared emphasis across all influencers is the importance of authenticity in their content, with each expressing that followers value transparency and genuine connections over polished or commercialized presentations. For example, Mike Yu highlights the need for "unfiltered and raw" content, resonating with the desire for simplicity and authenticity, while Tengngin Luy similarly underscores the deep connection her followers feel with her personal stories. Moreover, all influencers stress the importance of knowing their audience—Mike Yu points out that understanding the target demographic is essential for effective content creation, and Thulani Sibusiso Moyo adapts his content based on the cultural preferences of his audience, shifting from comedy to more culturally relevant material after relocating to Thailand. Additionally, the influencers recognize that engagement is not solely measured by the number of likes or followers, but by the quality and depth of interaction. Thulani, for instance, shares how even sponsored content, when blended with authenticity, still resonates with his followers. However, each influencer also has unique approaches and challenges. For example, Moe Htet Thuzar (Fresa) focuses on the aesthetics of her posts, particularly for her largely female audience, while Tengngin Luy aims to align her content with trends to increase engagement. These insights not only support the findings from the quantitative analysis but also enrich the understanding of how influencer content impacts travel decision-making across different cultural contexts.

5. Conclusion

This study examined how social media influencers shape travel decisions among university students in Bangkok, focusing on variables like authenticity, engagement (likes), and gender. It highlighted the importance of influencers for travel marketers targeting tech-savvy university students, emphasizing the need for authentic, engaging visual content on key platforms.

However, the study has limitations. Its sample is restricted to Bangkok university students, which may not represent a broader demographic. Additionally, only a few variables were analyzed, leaving other factors such as culture, finances, and psychology unexplored. Future research could address these gaps.

In conclusion, social media influencers significantly impact travel decisions among Bangkok university students, offering valuable insights and recommendations for travel businesses and marketers.

6. Recommendations and Suggestions

This study offers valuable insights for influencers, travel marketers, and the tourism sector. Authentic content is crucial for building trust, as overly commercialized or heavily sponsored material can erode confidence. Marketers should also consider the demographics of influencers' follower demographics, such as gender, which significantly impacts preferences and engagement. Platforms like YouTube and TikTok are particularly popular among university students, highlighting the power of visual content in influencing travel decisions.

Engagement levels, particularly likes, strongly affect students' travel choices. Travel businesses targeting university students in Bangkok should collaborate with influencers whose content aligns with their audience and generates high engagement. By prioritizing authenticity, engagement, and understanding audience demographics, influencers and travel marketers can better connect with their audience and advance the tourism industry.

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