"The impact of influencer marketing on destination choice-A quantitative study among Brazilian and German millennials."

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Abstract

The decision-making process of choosing a travel destination it is a very complex topic. Why individuals travel and what influences an individual's travelling intentions in general has been studied by different scholars. This study examines the differences in the effect of influencer marketing on cross-national consumption destination choices by focusing on the impact of influencer marketing on travel destination choices by German and Brazilian millennials. Influencer marketing is a relatively new topic and its main impact is still under evaluated. Tourist behavior theories have been the focus of much research in many tourism studies, but how German and Brazilian millennial travelers' intentions are shaped by influencer marketing has not been investigated. By reviewing academic sources, this master paper aims to analyze the efficacy of the TPB for predicting German and Brazilian millennial's intention when choosing a travel destination. Data were collected from Brazil and Germany for a two-week time frame starting in the beginning of June. 231 German, Brazilian and international tourists participated in the survey. In general, the main results have been aligned with previous literature studies which have supported the application of the TPB model. The three main elements, attitude, subjective norm and perceived behavioral control were observed to have made an effect. In addition, the findings indicated that internal and external factors are considered by German and Brazilian millennials when choosing a travel destination. Moreover, main implications, recommendations and suggestions for future studies have been provided in the last chapter of this study.

Keywords: influencer marketing. among Brazilian. German millennials

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Sumário

Chapter 1: Introduction

1.1 Introduction

Destination choice is one of the main topics in the travel and tourism research, as there is great complexity of decision making related to destination selection (Masiero & Qiu, 2018). Over the past decade, the development of technology and social media has changed the availability of information related to tourism, as well as influenced consumers' travel plans and destination choices (Jaya & Prianthara, 2018). The different marketing tools, such as paid advertising, have been essential for the tourism and travel industries in order to con- vince customers to choose a particular destination (Morgan & Pritchard, 2008). This has enabled customers to significantly changed their purchase decision behavior as information of diverse products and services has become easily-accessible through different online plat- forms (Darley & Blankson, 2010). Online platforms represent a new communication chan- nel where customers research information about products and services, share reviews, and make recommendations (Hajili, 2015). Therefore, organizations have increased the usage of online platforms to introduce their products and services and build and increase their brand awareness (Narangajavana & Fiol, 2017). The new communication channel has resulted in the growth of digital marketing, such as influencer marketing that uses people with a high guaranteed number of followers to promote products and services (Shirisha, 2018). Influencer marketing has been widespread and effective on social media platforms such as Instagram. Thus, influencer marketing has, in recent years, become an essential marketing tool for many organizations, brand products, and services.

The global travel and tourism industry is one of the most robust and essential industries for the GDP of many countries (World Travel & Tourism Council, 2019), also contributing to the recovery and improvement of many economies (Dogru & Bulut, 2018). In recent years, social media has been an essential tool for through which consumers make buying decisions, as people take advantage of quick and readily-available information online to inform their purchase decisions (Yogesh & Yesha, 2014). With 2.65 Billion people across the globe using social media, a number that is continuously increasing, the importance of online platforms as effective marketing tools is slated to increase (Statista, 2019 (a)). The most significant impact of social media marketing was felt among millennials, as this generation is keen on creating content, sharing experiences and expressing opinions online.

There is a broad body of consumers behaviour literature dealing with the purchase process of holidays. However, very little research has been conducted on examining differences in the effect of influencer marketing on cross-national consumption destination choices. Germany and Brazil are among the largest countries worldwide and very strong in the tourism industry. Both countries' tourism has been an essential source for their economy and millennials in both countries exercise powerful purchasing behaviour in the sector.

1.2 Principal Themes and Purpose of the study

Considering the continuous increase of social media usage on a global level, advertising on online platforms has become a valuable marketing tool for different businesses. (Statista, 2019 (a)). Among these online marketing strategies, influencer marketing has been frequently deployed in order to communicate with a wide array of customers.

Over the past decade, the travel and tourism industry has become a key sector in many different countries. The tourism industry contributed 8.8 trillion U.S. dollars to the global economy in 2018 (Statista, 2018 (b)). Germany is the highest-spending country in outbound trips in Europe with approximately 108.54 million trips (Statista, 2019 (c)). In 2017, Brazil, was the highest-spending country in Latin America, spending approximately 23 billion U.S. dollars in outbound tourism (Statista, 2019 (d)).

Brazil was the third place in Latin America, with the most significant international tourist arrival in 2018, with approximately 6.62 million tourists (Statista, 2019 (f)). Therefore, considering the popularity of the tourism industry among Germans and Brazilians, these countries represent attractive markets for in-depth research for relationship this master thesis is trying to test. In addition, with the aforementioned importance of the tourism industry for both countries' economies, it is essential to have a better understanding of both inbound and outbound consumer behavior and gain a better understanding of what influences their destination choices. Therefore, this master thesis aims to determine whether and how influencer marketing shapes the destination choice behavior of Germans and Brazilian millennials.

1.3 Research Aim

This study aims to explore whether Germans and Brazilians millennials' consumption destination choice is affected by influencer marketing.

1.3.1   Research objective

To analyze the existing literature on consumer behavior towards travel destinations with respect to theories such as the theory of planned behavior.

To critically review millennials' travel choices.

To collect data, by conducting an online survey to determine the impact of influencer marketing on millennial travel destinations.

1. To analyze the survey results through utilizing descriptive statistics in SPSS.

2. To identify and evaluate how the findings of this study can be used to understand millennials destinations choices.

3. To provide marketers with recommendations on how to enlarge communications strategies to promote travel destinations effectively to millennials.

4. To analyze the survey results through utilizing descriptive statistics in SPSS.

5. To identify and evaluate how the findings of this study can be used to understand millennials destinations choices.

6. To provide marketers with recommendations on how to enlarge communications strategies to promote travel destinations effectively to millennials.

The first two objectives relate to the context that dwells an analysis of literature review on consumer behavior theories and millennials' travel choices. The third and fourth objectives are gathering and analyzing the survey questions. Based on the findings of the literature review and primary research, the fifth objective has built to evaluate how the main findings can be useful to increase and improve the promotion of travel destinations. Finally, the sixth objective assigned to the recommendation and main conclusions of the findings of this study.

1.3.2 Research Question

The main research question is the following: "The impact of influencer marketing on destination choice - A quantitative study among Brazilian and German millennials." The master thesis will contribute to gaining a better understanding regards of the impact of influencer marketing on the destination choice of millennials.

1.3.2.1 Why Study Tourism & Destination

Tourism is the most growing industry worldwide. It has provided increasing growth and developed many countries' economies. Most jobs for marketers in the tourism industry revolve

around creating unforgettable experiences for the tourist. In this scenario, having better knowledge of tourist's preferences helps with identifying better marketing strategies. Travelers are usually overwhelmed with different pieces of information and opinions when they are looking for a destination. Therefore, effectively promoting a destination is fundamental to creating a positive travel experience for the tourist. By giving the right information and providing reliable resources about the destination, marketers are able to better understand what kind of information will make a destination more attractive to a tourist and entice them to choose said destination.

1.4   Scope and Limitations

This master thesis will attempt to investigate and understand the role of influencer marketing with regards to destination choice among millennials. The literature on this topic is quite limited. While previous research by " (Tham, Mair, & Croy, 2019) discusses the role of social media in destination choice, this master thesis contributes to the existing literature by discussing cross-national differences. Therefore, this master thesis aims to better under- stand the role of influencer marketing in influencing destination choice by focusing on the German and Brazilian millennial consumer markets.

1.5 Master thesis structure

The structure is essential to make research transparent, understandable, and direct. It will enable the researcher to present adequate literature, exploring analysis, and results at an adequate level. The structure of the master thesis is as follows:

Chapter 2, Literature Review: aims to give the background information of travel and tourism, destination attractions, millennials, influencer marketing, as well as engaging with the existing theory of planning behavior.

Chapter 3, Research Design: this chapter will provide the evaluation of the research methodology and justification of the quantitative approach in the form of online survey questions. In addition, it will consider the secondary data, primary data, sampling, ethical issues, limitations will be discussed and analyzed. In addition, it will be data analysis where the finding of primary data and online questionnaire results with charts will be analyzed.

Chapter 4, Conclusion and Recommendations: this chapter of the research will bring together the research findings and finally drawing a conclusion related to the research aim and objectives. In addition, it will provide recommendations for future research.

Chapter 2: Literature Review

2.1 Key Literature Review

This chapter will give theoretical background and information on the crucial topics that are important for this study. Tourist behavior has been, for many researchers, an essential issue in the travel and tourism literature. First, an overview and background information about travel, tourism, and destination attractions will be given. Second, German and Brazilian tourists will be defined and their differences discussed. Thirdly, an analysis of millennials will be carried out from a marketing perspective. Fourthly, the concept of influencer marketing and social media are explained within the context of this study. Fifth, factors affecting consumer behavior are addressed. Sixth, the consumer buying process that will help broaden the knowledge of consumer behavior and the purchase decision-making process is also addressed. The application of the Theory of Planned Behavior (TPB) in tourism is explained in order to identify consumer behavior in the destination choice context.

2.2 Travel & Tourism

Tourism is one of the world's more substantial economic drivers, creating employment and unlocking regional development (Guerreiro, 2019). According to United Nations World Tourism Organization (2010), tourism is "*social, cultural and economic phenomenon that create the movement of people to countries or place outside their usual environment for either personal or business purposes*" (United Nations, 2010). The global travel and tourism industry has reported a rise in 3.9% of its contribution to the global economy, totaling $8.8 trillion (WTTC, 2019). In addition, it has created 319 million jobs in 2018 and represents 78.5% of leisure spending. Travel and tourism have been instrumental for continued eco- nomic development and improvements on infrastructure, helping many local communities around the globe (OECD, 2020). Due to the increase in income around the globe, consumers are changing habits in consumption. This rise in global income levels, paired with higher awareness of domestics and international tourism opportunities contribute to the rise in tourism travel. The increased usage of internet and communication technologies has changed the tourism industry. Cheaply and readily available information online, when paired with global improvements in transportation infrastructure and lower travelling costs, gives people more options for traveling. In addition, the increase in accommodation and transportation types has given a wide range of

traveler's affordable options. The combination of all these different factors explains the substantial rise in prominence of the tourism industry.

Germany tourism has been an essential industry for the economy; approximately 495.6 million guests stayed in a German hotel in 2019 (Destatis, 2010). In 2019 approximately 124.4 million flights departed in the 24 largest commercial airports in Germany. Therefore, marketers and governments must acknowledge the importance of tourism that boosts the country's economy, which results in offering more job opportunities. It also has a direct in- fluence on consumer behavior: If the country is economically stable and unemployment is low, it is more likely that people will have more money to spend on leisure activities such as traveling.

2.2.1 Destination Attractions

There is extensive research on tourist consumption and needs and destination choice investigations (Ghaderi & Hatamifar, 2018). The destination has been traditionally defined as the geographical place where a person can go to, such as country, city, or island (Saraniemi & Kylänen, 2011). Marketers and academic researchers have an enormous interest in having a proper grasp on the reasons that motivate tourists to choose a destination. Developing a better understanding of a travel destination choice is no simple task for the marketer, as destination choice is a complex topic that involves different influential factors, called internal and external factors. Some of these factors that determine destination choice are: Attractions, price, safety, infrastructure, visa restrictions, and image (Pratt & Sum, 2016).

The attractions of a destination, such as cuisine, history, sport, etc. are a fundamental element contributing to destination choice (Vengesayi, 2009). For example, in 2018, London was the most-visited European destination, attracting 20.72 million international arrivals (Statista, 2019 (g)). London is well known for its rich history with museums, castles, and galleries (Brown, 2019). The leading destination in terms of overnight visitors is Bangkok, with 22,78 million visitors, after Paris with 19.1 visitors and London with 19.09 million visitors (Statista, 2020). Therefore, it is essential to acknowledge that each country has its main attractions, and marketers need to leverage such attractions in a way that speaks to the customer's needs and wants. As different individual has different forms of enjoying holidays, a variety of attractions will influence the purchase decision making. Therefore, destination attractions will help to identify the consumer target group.

2.3   Marketing Background

Marketing is defined as the process by which organizations build value for customers and create a relationship with them in order to attract and obtain customer values in return (Kotler & Gary, 2016). Marketing has been an essential element for any business' success. It is also defined as the process of creating communication, delivering, and exchanging offerings that have value for customers (Middleton & Fyall, 2009). Various marketing strategies have been developed in order for organizations to collaborate with their customers. Advertisement is defined as the insertion of a promotional message in a communication vehicle in the exchange for payment. This has embodied the traditional marketing approaches, which include advertainments in television, radios, and print media advertising (Blythe, 2009). Another traditional marketing approach is word of mouth (WOM), which has been of the most efficient form of marketing. WOM is defined as informal communication between people or customers where information on the evaluation of a particular product or service is exchanged (MacGeorge & Swol, 2018). Relationship marketing is the ability for organizations to provide superior value to their customers by improving product quality, supporting services that improve customer satisfaction that can result in customer loyalty (Ravald & Grönroos, 1996).

2.3.1 Digital marketing

Digital marketing is defined as the use of technology and the internet to create communication that helps a business gain and retail customers while forming relationships with them (Wymbs, 2011). With the increasing popularity of online social media platforms, digital marketing has leveraged the large share of online interactions in order to serve customers. Therefore, digital marketing has been increasing its popularity among marketers. There are several digital marketing types. Search engine optimization (SEO) is a visibility-enhancing process that is not paid (organic). It involves optimizing a website's position in search engine results by including specific popular key-words related to the website's content in the web- site text (Lee & Jang, 2016). On the other hand, Search Engine Marketing (SEM) involves payment in order to increase traffic. Social media marketing is carried out by interreacting with customers with different social media platforms.

2.3.2 Influencer Marketing

Influencer marketing is one of the newest types of digital marketing that is increasing in popularity among marketers (Chaffey, 2016). Influencers are people that are popular in different social media platforms like Facebook, YouTube, and Instagram. Influencer marketing involves

an organization hiring these influencers to promote their products and services. Thus, influencer marketing is a type of online advertisement throughout social media (Bogner & Puljic, 2019). While advertisement has historically used celebrities to increases brand awareness of the product or service, influencer marketing is distinct because it uses social media celebrities with a large online presence. These "Social Media Influencers" can leverage their follower base to persuade them to buy products or services from a third-party endorser that they represent (Freberg & McGaughey, 2011). This kind of endorsement is crucial for the organization's brand reputation and goals (Lim & Wong, 2011). The increase of social media influencers' power of persuading consumers has shifted them to become endorsers by increasing brand awareness. This form of advertising, while still a fairly recent phenomenon, is effective compared to other more traditional marketing strategies.

2.3.2.1   Importance of influencer marketing

For this thesis, it is essential to discuss the importance of influence marketing. Before technology became so advanced and accessible, the television was the dominant form of mass media that consumers could access (Mathew, 2018). It was for many years, one of the leading platforms that marketers would rely on to advertise to a large amount of people. However, today with the increase in internet usage and social media platforms, people are able to exercise greater discretion over the content they like to see and the channels through which they want to consume said content. Therefore, brands and organizations are now facing the new challenge of reaching a target audience that has switched to social media. Influencer marketing allowed brands and organizations to navigate this new environment by advertising directly to their target consumer. As consumers over the years became too skeptical of what information brands and their marketing departments were providing them, regaining trust has been a crucial element. As consumers are more likely to trust a personal opinion about a particular product or service than the brand itself, influencer marketing leverages the trust and engagement that an influencer has with their audience/following by advertising and promotes a brand product or service directly to the niche consumer through the influencer. As followers have a greater amount of trust in their chosen influencers when compared to brands, they will be more motivated to purchase a product they perceive their influencer as liking because they believe they will like it as well.

Furthermore, Influencer marketing compared to traditional endorsement marketing has been easier to be measure because the number of viewers, likes, and shares can be quickly

calculated on a global scale. The organization has an absolute power to control its influencer by adequately making plans of what to post and continuously communicating with its influencer based on the instantaneous feedback by followers. This continuous feedback helps organizations interfere, implement, and spontaneously generate marketing strategies.

Influencer marketing is flexible in the sense that influencers can quickly switch their posts and stories, which gives this form of advertisement a competitive advantage. In a world of rapidly-changing trends, influencer marketing allows brands to project a brand image that is in tune with current trends while also avoiding the internal bureaucracy that the traditional endorsement would have to pass through.

However, it is essential to be aware that influencer marketing, like any other marketing strategy, has its drawbacks (Pfund, 2019). High Cost is one these drawbacks, meaning that the organization needs to be financially stable to support a high investment. The online proliferation of fake news has also been very damaging to specific brands. In addition, some digital influencers have acquired fake followers, where individual accounts on social media have paid to gain a higher number of followers rather than gaining a real audience. There- fore, these accounts will not influence the brand target audience and the product or service will not be noticed as was planned. In addition, influencers who post too much on social media (also known as spamming) can be annoying for the audience, who can get over- whelmed with the sheer amount of advertisements. This can lead to the audience quickly unfollowing the influencer if it is not satisfied the content. Therefore, it is necessary for brands and organizations to adequately plan what and how many times an influencer should post.

2.3.2.2 Influencer marketing and destination

Due to the higher competition among different industries such as fashion, food & beverage, tourism, and hospitality, it has become difficult for tourism marketers to create a strategy that will retain their existing customers. Information gathering and evaluation have become an essential part of the tourist choosing a destination (Karamehmedović, 2019). Information search includes internal and external information. The internal information is based on previous experiences and the long-term memory of an individual regarding the experience and feelings he or she had about going to this destination.

The external information from the destination will be based on the media, family, friends, travel agencies, social media. For example, if the individual traveled to a destination be- cause he or she followed an influencer and was satisfied with the trip, it is more likely that

this individual will go back to the influencer page to search for a new destination idea. Early studies have proved that there is high demand for tourism information available online. However, present-day studies have shown a shift going to the various digital platforms that people search for tourism information. People have realized that searching online tourism information is less costly, information is customized, prices are easily comparable, and access is for 24 hours. Furthermore, travel and tourism are considered high involvement and high-risk purchasing decisions, which results in people wanting to know other opinions in order to make the decision.

2.3.3   Social media and destination

Destination marketers need to have a better understanding of why and how tourists or travelers interact on social media in order to deploy effective marketing strategies (Alizadeh & Rosmah, 2016). Social media provides channels on the internet that allows people to use to interact with each other or with a specific brand (Hayes & Carr, 2015). Web 2.0 technology, like social media, is gaining more attention in the travel and tourism industry as the number of travelers sharing traveling information on social media platforms is increasing. It has been recognized for many industries as a powerful tool that allowed users to directly contribute, collaborate, and interact on travel-related content (Bilgihan & Barreda, 2015). Social media has revolutionized many businesses' marketing strategies by allowing the consumer to have more information about the product and service. In addition, social media allows the consumer to be more interactive compared to traditional marketing strategies (Song, 2016). Studies have shown that customers who have more interactive experiences with the services process have been more satisfied with the service outcome and the brand. Social media gives a space, especially for Millennials, to self-express their feelings, ideas, thoughts, and attitudes that can be shared. Studies have revealed that social media platforms develop emotional effects of loyalty, gratification, sharing, bonding in users and generate more interaction in brand, product or service content. There are various social media channels, and the world's most popular are Facebook, YouTube, WhatsApp, Instagram, Twitter, Tiktok, and Snapchat (Statista, 2019).

2.3.3.1   Instagram

Instagram is a social networking service that shares photos and videos (Clement J., Statista, 2020). Users are also able to post photos and videos that stay online for only 24 hours through the stories function before disappearing. Instagram has over 1 billion active users and

is one of the most popular social networks globally. More than half of the global population of Instagram users are between 18 to 34 years old. In travel and tourism, context research has shown that Instagram has been important in helping to maximize a destinations' popularity (Fatanti & Suyadnya, 2015).

2.3.3.2   YouTube

YouTube is the largest online video-sharing platform (Clement J., 2020). YouTube features diverse corporate-owned and user-generated content that involves music, education clips, video games, and travel destination content from users around the globe. YouTube has recorded 1.68 billion users in 2019. Particularly popular among the younger internet users, YouTube has been used as a marketing tool for the travel and tourism industry with content focused on tourists. Due to the rapidly-changing nature of consumers' needs, expectations, and wants, their demands have increased. In addition, traditional mass marketing channels such as television advertisements, brochures, and shows have lost popularity throughout the years. The increase in popularity of YouTube has enabled consumers to use visually-generated content which helps consumers to identify different destinations, watching the landscape, and viewing other consumers' feedback (Cheung & Rabjohn, 2008). Organizations and different marketers have recognized the opportunities YouTube offers for promoting tourist destinations to a significant number of worldwide users at a comparatively lower cost compared to traditional marketing channels (Jakopović, 2015). Due to these ad- vantages, YouTube has become an important social media platform for promoting and im- proving a destination's image by giving consumers added visual perspectives of multiple destinations. By using YouTube for promotion, tourism managers can influence a consumer's destination decisions with only one click.

2.3.3.3   Snapchat

Snapchat is a social media app for photo and multimedia sharing (Clement J., Statista, 2020). In, 2018 Snapchat had 256.4 million users. Snapchat's original features were to share pictures via private message where the viewers could tap a picture and see it for a short amount of time. Snapchat has become a popular and leading marketing tool for millennials (Ortíz & Corrada, 2019). Furthermore, Snapchat has made a partnership with Amazon, where Snapchat users can shop on Amazon while using the app (Heller, 2018). Snapchat has enabled users' easy access to purchase a product that has seen with other users.

2.3.3.4 TikTok

TikTok is a social media app of video-sharing used to create short dance, comedy, lip-sync, and talent videos. TikTok is one of the fastest-growing social media platforms and has been increasing popularity, with 800 million users worldwide (Clement J., Statista, 2020). Short video forms allow users to capture especially memorable moments (Zhang & You, 2019). More than 40% of TikTok users aged are between 16-24 years old, which shares travel inspiration allowing other followers to see a beautiful landscape and inspiring destinations through short videos (Asquith, 2020). Short video platforms enable users to portray a destination, visualizes the reality of an experience of being in a particular destination; it gives the other users a feeling of being in this destination, making this type of content more engaging than a "simple" picture,

Therefore, the popularity of different social media platforms among different age groups has resulted in an increasing number of worldwide users of social media; in 2018 an estimated 2.5 billion users had social media presence, a number that is slated to increase to 3.09 billion social media users in 2020 (Statista, 2019 (i)). It is important to acknowledge that 11% of the social media users worldwide in 2018 used this tool to search/find products to buy (Statista, 2019 (j)). Nowadays, people are online almost all the time, participating in different activities such as making new friends, sharing photos, information, opinions, and experiences. Therefore, as people are spending most of their time on social media, their purchasing decisions have been influenced by what they see and engage with on these different social media platforms. Nowadays, one of the competitive advantages for the destination marketer is to be able to share information and experiences with the online audience quickly, as studies have shown that travelers have increased their technology application usage for all their stages of a trip, such as before, during, and after the trip.

Furthermore, there are various benefits of using social media as a marketing strategy. According to Statista (2019), social media offers comprehensive benefits such as increased exposure, increased traffic, higher amount of generated leads, development of a larger quantity of loyal fans, better-quality marketplace insight, increased thought leadership, and grow business partnerships (Statista, 2019 (k)). In addition, social media has significantly influenced marketing communication by allowing communication among customers and organizations. Moreover, social media platforms have changed the process of purchasing, as consumers have become more involved in different online activities such as creating con- tent, sharing opinions and experiences, and information. According to Sheraton Hotels sur- veys, studies have shown

that their consumers' primary interest in social media platforms is to collect information, share, and to gain advice; 64% of their respondents used social media to make their travel plans decisions. Therefore, social media plays a major role in the decision-making process of travelers to obtain travel-related information and share their experience. The opinions of another individual highly influences consumers' purchasing de cisions in a social media context.

For the purpose of this thesis, it is important to acknowledge the number of social media usage both in Germany and Brazil. Of German millennials aged between 18 and 35, 89. 2% use social media frequently (Koptyug E., 2019). Of Brazilian millennials aged 18 to 35, approximately 45% of users of social media in 2019 (Statista, 2019 (l)). Therefore, this shows that both in Germany and Brazil, social media usage is high among millennials.

2.3.3.5 Importance of User-Generated content and destination

In the past years, consumers have increased their usage of the internet to find information about a product or service (Burgess & Sellitto, 2009). User-generated content (UGC) is media related content that is created from consumers rather than from paid brands that are shared on the internet (Daugherty & Eastin, 2008). UGC is also essential on social media platforms. UGC is any content such as pictures, videos, discussions in posts created by customers or users of an online platform that is publicly available to other customers. The advancement of Web 2.0 technologies such as social media platforms has increased the consumption of UGC. Many websites have allowed and incentivized consumers to create content and share it on their website. UGC can be seen as a type of electronic WOM marketing where people can share their opinion about the product and service. Furthermore, UGC on social media helps to facilitate users' interactions with each other by giving travel information that will help them make a decision on their travel plans. For example, if a consumer wants to read about the experience of the other UGC user destinations, the consumer will get in touch with the other user and they will interact with each other. Therefore, it is important that destination marketers leverage their consumers as part of their influencer marketing strategies (Wiley, 2019). Influencers have used contests among their followers to share their travel experience, the place that they wished to go. In addition, an influencer can ask a question about what they like when they are traveling. Influencer marketing has the possibility to persuade and encourage consumers to share images, videos, and stories. This gives the marketers and organizations a better overview of what their target consumers looking for in terms of experiences. Moreover, social media is not only used to gather travel information but also to

create travel content. It is essential to allow consumers to interact and share their experience; this will result in marketers being able to narrowly target marketing strategies to each consumer group in order to influence their decision choice in an effective way.

2.3.4 Millennials

Millennials are people born between the years of 1980 to 2000 (Young & Hinesly, 2012). Millennials are identified by their main characteristics as very confident, driven by technology and connected. They are open-minded for change and diversity and like to gain experience by exploring different places. Millennials are becoming a significant and increasing growth segment for the international tourism industry (Lončarić & Dlačić, 2019). There are different motivation and inspiration travel arrangements among the millennials. Millennials tend to rely on social media to research information for purchase decisions (Liu & Wu, 2019). Also, millennials like to compare themselves to others and are more likely to envy other people's posts on social media. Technology and visuals are essential for millennials as social media posts define their social characteristics and status (Wang & Siegel, 2019). Furthermore, literature has indicated that social norms and social behavior of millennials has been affected by social media, which in turn has an impact on their consumer behavior (Ortíz & Corrada, 2019). Studies have shown that Millennials' purchase motivations are more active and impulsive in sharing and participating in a content of a product or service. In addition, Millennials tend to spend more money faster, and virtual advertising is more attractive to then than other groups. The more a millennial participate in a product or service and the attraction of an advertisement content, the more the purchase intention of Millenni als increases.

2.3.4.1 German tourists

Germany has a population of 82.9 million (OECD, 2020). Germany is one of the most industrialized and populous countries worldwide and represents one of the most stable economies worldwide, with an unemployment rate of 3.1% (BBC, 2018). On average, Germans tend to travel for longer periods of time, with travel lasting at least 5 days. (Statista, 2019 (h)). According to German law, employees are entitled to have an average of 26 to 30 vacation days per year, but with minimum wage being EUR 9.35 per hour (Frehner, 2019), only 13.9% of Germans can take a holiday of three weeks at a time. (Franke, 2019). In 2019, the average monthly salaries per employee in Germany was EUR 3,099 before taxes and social security contributions, with average net earnings coming to EUR 2,079 (Rudnicka, 2020). The average

gross monthly earnings of a full-time employee in the same year were 3,880 euros. In 2018 the number of holiday travelers in Germany reached a record high compared to previous years. Tourism in Germany has continually grown over the years, with domestic tourism accounting for 185.1 million arrivals to Germany in 2018 and 332.6 million overnight stays in Germany (OECD, 2020). German people also are some of the top spenders in foreign travel (approximately 65 billion in a year). (Telegraph, 2017). Approximately 12% of German tourist's travelled to East Asia and North America in 2018. Germans' passport holders enjoy the advantage of having a sizeable amount of visa-free travel options to 188 countries around the globe. However, Germans do not only like to travel abroad, but they enjoy traveling in their homeland to cities like Berlin, Munich, and Hamburg. In summer, the Baltic Sea coast attracts many Germans tourists. In winter, the Southeast attracts many Germans tourists that enjoy ski and snowboarding in some of the largest ski resorts world- wide. As Germans are very fond of a warm climate, their favorite international destinations include Spain, Italy, and Asia. When vacationing, German holiday goers have a penchant for spending time in nature. Therefore, they tend to prefer hiking, beach or bathing, city breaks, cruises, and cycling trips. For the purpose of this study is important to have an overview of the holiday preferences of German millennials. A recent survey of German millennials on their preferred type of vacation travel shows that, among those aged from 18 to 35 years, approximately 43.1%, went to a beach holiday in 2018 (Statista, 2019). It is important to place these travel preferences within the context of the average income and purchasing power of German millennials: Statistics show that 18.8 % of millennials between the ages of 18-35 receive a net income between EUR 1,000 and 1,500, and only 4% reported a net income between EUR 2,500 and 3,000 (Pwlik, 2019).

2.3.4.2 Brazilians' tourists

Brazil has a population of 208 million people (BBC, 2019). Brazil is one of the most significant and influential countries in South America, increasing its economic power. However, the gap between rich and poor remains quite large. Approximately 50% of Brazilian population has an online presence, as the country has become a key player in social media consumption and presence. Tourism in Brazil is one of the most important sectors for the economy, accounting for 3.1% of GDP in 2018 (OECD, 2020). Tourism in Brazil has been essential for the creation of business, helping to increased production of goods and services and bringing with its infrastructure developments to the local communities. In addition, in 2019, the tourism sector was responsible for 7.4 million jobs (WTTC, 2019). In 2018, inter- national

tourist arrivals were approximately 6.6 million. Despite an unemployment rate of 12%, (World Bank, 2020) travel is an essential item for Brazilians, even in times of crisis. Brazilians adapt the itinerary to their pockets, but do not give up on a few days off (Catraca, 2019). Despite its important status for Brazilians, travel demand among Brazilians is restricted by a number of important factors, such as the rise in the dollar, exchange rate in- stability, and political issues. In addition, while 5 million (77.1%) of passenger departures went to destinations within Brazil, the number of Brazilians choosing international travel destinations has increased. In 2018, 1.5 million (22.9%) of Brazilians travelled abroad, against 1.2 million in 2017, demonstrating a 23.3% increase.

For tourist destination preferences within Brazil, the Northeast continues to lead, receiving 51.8% of the total number of passengers arrivals. When it comes to international outbound destinations, Brazilian people favor the United States and Europe (OECD, 2020). In this context, it is important to highlight that Brazilian telenovelas influence Brazilian tourist destination choice (Diario do Turismo, 2018). Studies have shown that when a given telenovela is on air, there is an increase in the number of searches related to a particular location portrayed in the telenovela. Brazilian tourists' activity preferences tend to be in the areas of history, sightseeing, gastronomy and shopping (Xavier, 2019). This latter preference is explained by the high prices of import goods such as clothes and electronic products in Brazil. The Government imposes a high tax tariff on a number of import goods in order to increase demand for national products among Brazilians. Therefore, this leads to many Brazilian's travels abroad for shopping (The Economist, 2013).

Furthermore, the minimum wage in Brazil is about BRL 998 (approximately EUR 179) (Pasquali, 2019). Approximately 50% of the Brazilian population are millennials. Regarding the professional activity of Brazilian millennials, 45% are employed, and 47% earn between 1 and 4 minimum wages (Gil, 2019).

## 2.4 Consumer Behavior Theories

Tourism marketing research has focused on exploring travel behavior and destination de- mand and choice. Destination choice is one of the most frequent topics of research related to consumer behavior in tourism as it is associated with the creation and maintaining a high demand for destinations. Destination marketers and tourism service marketers are con- fronted

daily with different issues of consumer behavior (Caldito & Frederic, 2015). Consumer behavior is defined as the activities that individuals undertake when searching, attaining, and consuming a product or service (Sethna & Blythe, 2016). The primary focus of research on consumer behavior is to understand how purchasing decisions are made and how they can be influenced in order to optimize interventions to garner desired results (Swarbrooke & Susan, 2007). In the tourism context, it will help effectively define whom to target, at what particular time and to what particular destination. More importantly, it will assist in persuading consumers to choose a certain destination that is designed to meet their particular needs and wants. In addition, it will improve the development of effective strategies and satisfied customers. Therefore, it is fundamental for marketers and marketing organizations to understand customer behavior, and more unusually, tourist behavior. In order to implement adequate marketing strategies in the tourism context, it is essential to understand the motivational factors behind travel decisions, the impact of attitudes on destination choice and how different reference groups influence individual travel decision-making. Factors influencing consumer behavior

Most tourism and hospitality companies have an inadequate understanding of their consumers, and many do not adequately monitor consumer behavior at the necessary level to remain competitive. Due to the ever-evolving economic, societal and environmental shifts, consumer behavior has also changed. Consumers have become more demanding, in- creasing competitive pressures on organizations. In this context, it is essential to understand the different factors that influence tourists to choose a particular destination.

Figure 1: Factors influencing Consumer Behavior (Hudson, 2008).
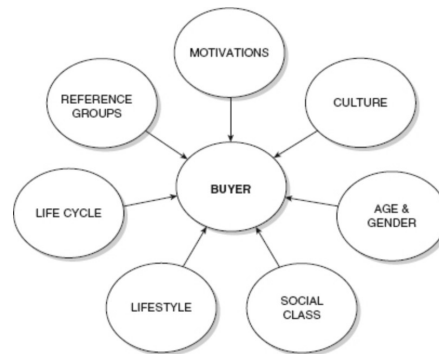
Source: Hudson, 2008

Figure one shows the main factors that influence consumer behavior (Hudson, 2008). Motivation is often seen as the main decisive factor of consumer behavior. However, cultural, personal, and social influences also have an importance on consumer behavior decision making.

2.4.1.1 Motivation

There are two main ongoing topics of discussion within tourism research: The motivation for travel and the behavior traveler process (Hsu & Songshan, 2012). Motivation is an internal drive that makes individuals take a particular action to satisfy their needs and wants. There are multiple possible travel motivators, including the chance to share enjoyable memories with family and friends, the chance to escape from one's daily work and home routine, the opportunity to explore new places and cultures, to rest, to do specific sport or activities, etc. (Caldito & Frederic, 2015). The motivation concept has been widely used to predict tourist choice of traveling behavior. Therefore, it is essential to know the motivation of tourists as this is a useful source to establish an appropriate destination and effectively use the resource of tourism to meet tourism expectations, desires, and needs.

The tourism research motivation approach is divided into two forces that indicate that individuals travel because they are pushed and pulled towards some factors (Yoon & Uysal, 2005). Push factors are the wants and needs to travel, i.e., the main reasons why individuals choose to leave their home and daily routine. Pull factors are the reasons for going to a particular destination. Push factors are concerned with the socio-psychological constructs of the individual's environment that lead them to travel by influencing their decision to travel. On the other hand, pull factors consider the attractiveness of a given destination, and how this attractiveness impacts on destination choice.

2.4.1.2 Culture

A growing body of literature has sought to understand cultural differences in consumer judgment and decision-making in order to appropriately develop culturally-sensitive marketing communication strategies (Sharon & Angely, 2015). Culture is defined as the beliefs, norms, and rituals of an individual that influence their consumer behavior (Shavitt & Cho, 2016). Culture involves the general goals individuals have, how they respond to prices, brand images, and marketing advertising forms. These different cultural factors influence how human beings live, communicate with each other, think about particular things, and how an individual will respond to a specific situation. Usually, for self-image and satisfaction, individuals will satisfy their needs and desires that will fit in their social norm's environment. For example, it might be less acceptable to drink, kiss, and party in public in a Muslim- majority country, whereas many of these behaviors would be considered acceptable on the other side of the globe in South America.

Furthermore, the influence of culture on purchasing behavior is different from country to country. Therefore, it essential for marketers to identify and analyze the culture of different countries, regions, and groups (Tyagi, 2018). It is also important to consider the role of subcultures, which can exist within different nationalities, ethnicities, religions, and regional geographic particularities. Taking these factors into account will help to design specific destinations according to the needs of a certain geographical group.

2.4.1.3   Age and Gender

Age impacts the consumer's purchasing behavior, as an individual's purchasing patterns and preferences will change over the years (Tyagi, 2018). Historically, market segmentation was carried out by age group (Hudson, 2008). In the past years, the senior market was the main target by marketers as this age group spent the most on travel, was less price-driven and took longer trips, making them more profitable. However, due to the increased travel demand from younger generations, marketers had to adapt their marketing strategies to younger people, who are price-driven and have different expectations in relation to their destinations compared to seniors. Furthermore, gender influences consumer behavior as the roles and responsibilities varies between men and women. In addition, the expectation, characteristics, attitudes, and behaviors of men and women are time-variant and culture-specific. Therefore, it is essential to understand that men and women are more likely to want different products or services as they have different ways of liking and purchasing them. Gender difference in consumer behavior is

fundamental to develop a strategy that will satisfy both men and women to choose their wants and needs of a destination.

2.4.1.4   Social class

Social class is another important external factor influencing consumer behavior. It is important to note the social class an individual occupies in society, which is determined by factors such as income, occupation, wealth, education. Marketers have assumed that individuals of one class buy products and services for different reasons than individuals in another class. This can be interpreted as higher-income consumers being more likely to travel to certain destinations that will be "too expensive" for other social classes. If the income is higher, an individual is more likely to travel often and to choose more luxurious destinations. For example, a German with a higher income is more likely to choose to travel to Ibiza or Mykonos whereas a German with a lower income is more likely to travel to Mallorca or Barcelona.

2.4.1.5   Lifestyle

Tourism marketers have further segmented their target markets by consumer lifestyles as this determines the ways in which individuals allocate time, money, and energy. Lifestyle helps to measure and provides an understanding of consumers based on their way of living, which is interrelated with the types of vacation these individuals choose (Chen & Huang, 2009). The lifestyle approach can help to identify consumers into different groups and de- fine the demand and needs of the groups in order to identify a destination that best fits the group. Therefore, analyzing consumer activities, opinions, interests, and lifestyles will provide essential information that can influence consumer destination choice.

2.4.1.6 Reference Groups

Reference groups influence the development of an individual's attitudes or behavior (Tyagi, 2018). These groups are made of people such as family members, friends, and work col- leges. These reference groups influence the individual by shaping expected norms and roles, resulting in the individual behaving a certain way.

2.4.2   Theory of Planned Behavior

Understanding tourism behavior and destination choice intention is crucial in the tourism management industry (Juschten & Pürrer, 2019). As tourism requires tourists, it is

crucial to gain information about tourist behavior and tourist expectations and desires when choosing a destination (Ziadat, 2015). In order to investigate the complex process of destination choice, this study will apply the theory of planned behavior (TPB) model to help to predict the intention behavioral of a destination travel choice. The TPB model is one of the most discussed approaches to anticipate human behavior in the tourism and marketing industry (Hsieh & Park, 2016). Furthermore, the TPB has been useful in various tourism choices such as accommodation, travel, environmental, and destination choice. Ajzens (1991) developed the TPB model as an extension of reasoned action (TRA). The TPB purpose is to look in-depth within the individual intention and interpreted how behaviour is created (Ajzen, 1991). According to Ajzen (1991), intentions were interpreted as the factors that motivate a particular behaviour.

According to Jalilvand and Samiei's (2011) research, the TPB model provided an interpretation of the process of travel destination choices (Jalilvand & Samiei, 2012). The TPB model suggest that individuals are more likely to behave in a certain way if they believe that behavior will conduct to a conclusion that they value significantly. (Quintal & Lee, 2010). The TPB approach has been implemented in various areas, such as the food and health industry. However, the existing literature within the tourism industry has been constantly implemented in order to better analyse and predicate consumer behaviour towards choosing a particular destination (Martin, Ramamonjiarivelo, & Martin, 2011). Therefore, using the TPB will provide more knowledge and predict an individual's location choice. TPB is made of three main elements: The attitude, subjective norms, and perceived behavioural control which each influence the intention of the individual to perform a behaviour.
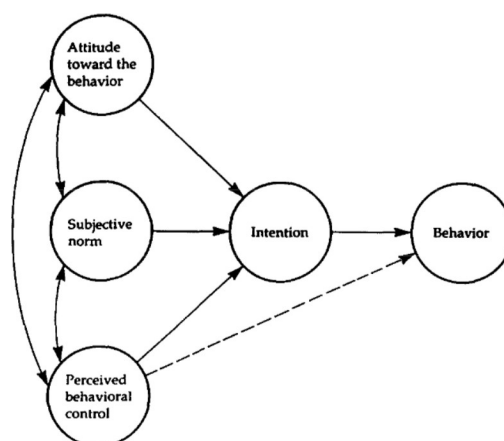

Figure 2: Theory of Planned Behavior (Ajzen, 1991).
Source: Ajezen, 1991

2.4.2.1 Attitudes

The first element of TPB is the attitude. Here, an individual's behaviors are shaped by their attitudes towards that behavior. (Sparks & Pan, 2009). When it comes to consumer behavior specifically, it is observed that consumption is mostly decided by involving a variety associated products or services during purchase decision making. The consumer will develop an assessment belief about the product or service based on the different attribute aspect. Similarly, the travel destination will be evaluated by an assessment of the beliefs surrounding a variety of attributes of the destination. Researchers have discussed in tourism studies that relevant attributes that will shape attitudes about a destination are the landscape, opportunities to shop, infrastructure, safety, attractions, etc. Therefore, developing a better understanding of general destination attributes and the beliefs of the target market (such as the German and Brazilian millennials) on a particular destination will help to identify useful information. Ajzen (1991) defines attitude to an object exceptive as the positive or negative feelings or evaluation of an individual towards a target behavior. The initial destination evaluation can be a crucial intention towards visiting the destination. It is presumed that the attitudes about choosing a destination will be decisive in terms of predicting the choice of that particular destination. Therefore, the evaluation of the destination features will be influenced by the attitude.

2.4.2.2 Subjective norm

The second element of TPB is the subjective norms, which anticipate that there are various factors that can influence an intention to travel to a particular destination. Subjective norms refer to the pressure to engage in a certain behavior that is exerted by society onto the individual. In this sense, habits are formed by continuously adapting to such pressure. Furthermore, a subjective norm is determined as a function of individual perception of how others see such behavior and their subjective motivation to adhere to these expectations and beliefs (Soliman, 2019). More specifically, the subjective norm is the perception of an individual on commonly-held cultural references, beliefs or judgments held by others on whether someone should perform a specific behavior. It plays a vital role in what other people think or do about such behavior, which results in the intention to travel. The model predicts that an individual will turn to particular groups in his/her surroundings for judgement, including social networks, family, friends and culture. The assessment of the commonly-held attitudes in an individual's reference group will influence the intention to travel and affect the resulting

behavior. Many studies have shown how important reference groups have been in terms of the impact on individual travel behavior. In addition, reference groups can manifest themselves in the form of electronic word-of-mouth (e-WOM), where friends and social media influencers share their subjective opinions and experiences through different social media platforms. Thus, the TPB assumes that favorable subjective norms result in higher individual behavior intention to travel to a particular destination.

2.4.2.3   Perceived behavioral control

The third element of TPB is the perceived behavioral control, which is about the individual's perception of their ability to perform a particular behavior. Researchers of tourism have shown that, within the TPB framework, perceived behavioral control is the most effective predictor of an intention to travel to a destination. The individual's perception of control over a given behavior depends on different variables in different circumstances (Jordan & Boley, 2018). For example, an individual is more likely to perceive themselves to have higher behavioral control over purchasing a travel destination when having the appropriate financial resources available, the time to travel, and the choice between different transportation types. In addition, perceived behavioral control refers to the thinking of how difficult or easy it is to act on such a behavior (Ghaderi & Hatamifar, 2018)**.** In this sense, there are multiple barriers that can influence the individual to choose a destination, such as a visa, language, exchange rate and travel distance. However, if the individual overcomes such barriers or has the feeling that they can control the barriers, this can result in the individual displaying a more favorable behavior intention towards a travel destination. Therefore, perceived control is an important element to predict the individual behavior intention to visit a destination (Lam & Hsu, 2006). Researchers of tourism have identified a number of important barriers that prevent individuals from exercising higher behavioral control and stand in the way of an individual making a particular destination choice. These barriers are: Finance, time, cli- mate, family and friends. For example, Brazilian passport holders need a visa for at least 150 countries, whereas, German passport holders can visit 188 countries without a visa. In the case of this research thesis, it can be assumed that the most significant tourist barriers will vary according to nationality. German tourists may experience barriers related to climate, language, perception of safety during travel, family, and friends. On the other hand, Brazilians may experience barriers related to tourist's currency exchange, visa restrictions and cost of travel.

2.5 Research Questions

Therefore, based on the literature review, a number of fundamental questions need to be answered and analyzed better to understand the impact of influencer marketing on destination choice. Based on the critical review of the relevant literature, the following research questions, which will be addressed by the methodology, have been identified:

These questions had addressed throughout the following methodology.

1. Do gender and nationality differ from social media time spending?

2. Where do German and Brazilian millennials look for their travel information?

3. What are the main motives for German and Brazilian millennials to choose a travel destination?

4. What are the main barriers/factors for German and Brazilian millennials in not choosing a destination?

5. How do German and Brazilian millennials interact in their social media on a travel destination?

6. How trustworthy is Influencer Marketing for German and Brazilian millennials?

7. How satisfied have German and Brazilian millennials been with Influencer Marketing recommendations?

8. How often have German and Brazilian millennials posted their travel destination on their social media?

9. Why do German and Brazilian millennials use social media?

10. What are the trip preferences of German and Brazilian millennials?

11. Do travel influencer pictures impact German and Brazilian millennial's destination choices?

Chapter 3: Methodology

3.1 Introduction

The following chapter will discuss the research methods approach that has been adopted to answer the research questions of this thesis. The main proposed research topic was defined and explained by reviewing relevant literature based on the travel choices among Brazilian and German millennials in the previous chapter. This chapter will first discuss the chosen methodology. Second, it will introduce the research design and the types of information data to conduct the research. Third, the method, sample and measurement analysis will be addressed. Fourth, the research limitation will be explained. Finally, the ethical considerations will be raised.

3.2 Research Methodology and philosophy

Many researchers use the words "qualitative" and "quantitative" to differentiate between research method types (Axinn & Pearce, 2006). Therefore, it is essential to discuss and highlight the main contrasts of the two types of methodology in order to identify and justify the appropriate methodology for this research study. Generally, there are two main well- known research methods that come from well-known philosophies: The positivist and interpretivist approaches (Flick, 2014).

The quantitative research objective view tends towards positivism, a social phenomenon whereby the world should be studied using the methods of natural science, such as the scientific method. According to this view, only things that that can be observed with the human five senses are real knowledge (Flick, 2014). The quantitative approach follows the views of deductive reasoning, whereby the primary concern is to develop a theory-based hypothesis and a research strategy that will support the hypothesis. The main aim of quantitative methods is to gather and create data, in order to compare it with existing theories and statically analyze it. Moreover, quantitative approaches can interpret data collection and analyses better.

In contrast, interpretivism believes that things such as emotion, which is not measurable and visible, can be interpreted in reality (Flick, 2014). Interpretivism uses qualitative research, measuring subjective data that cannot be quantified numerically but can be measured using observation and interviews. Interpretivism focuses on deriving meaning through an immersive analysis of the subject(s) studies. Thus, qualitative research with an inductive approach involves conducting observations first and constructing the theory based on these observations epost.

The research for this study was conducted to find and gather data about German and Brazilian millennials' travel decision choices throughout the survey questions. Therefore, based on the above options, the quantitative research approach is most suitable for data collection and analyses for this study.

3.3   Quantitative research method

The researcher has chosen to use a quantitative research method for this thesis. The main objective was to identify and measure how many German and Brazilian millennials allow influencer marketing to impact on their destination choice. Therefore, the quantitative method is the most appropriate as this study gathers data information from survey questions to gain personal responses from German and Brazilian millennials. After the collection of information from the survey responses it will be transformed in "data" (Bryman & Bell, 2011). Most of the information from the survey will be based on people's age, number of times a destination was booked because of influencers, how frequently social media is used. This will then be translated into numeric form in order to facilitate data analysis. The numbers will help the author to interpret and better understand the results.

3.4   Data Collection types

Throughout this dissertation. a mixture of primary and secondary data is used to answer the research questions. Primary data collection was used to test the hypotheses derived from research questions, whereas secondary data was collected for the purpose of conducting the literature review, informing the formulation of research questions and interpreting the results of the survey data. The mixture of primary and secondary data helps the researcher gain new insight information and knowledge from multiple sources (Axinn & Pearce, 2006).

3.4.1 Secondary data

The secondary research was undertaken by reviewing the literature of topics related to the research study. The use of secondary data is essential for research papers, as reviewing existing data contributes to the formulation of a cohesive body of background knowledge with existing theories upon which the current research question is based. Apart from informing the research question, the existing body of knowledge and data also serves as the basis for the contributions of this dissertation, expanding the frontier of knowledge. For the purpose of this dissertation, secondary data offers existing theories on consumer behaviour, decision-making,

as well as cultural findings on millennial behaviors that will be useful when conducting the survey.

Secondary data collected was published in books, journals, online portals, and newspapers. Books helped to define and analyze existing theories from different authors, which helped to increase the knowledge of models and theories that are related to the research area (Bryman & Bell, 2011). The use of the internet as a secondary source was fundamental for in-depth research to gain access to information and data more quickly. In addition, it provided the most updated information about tourism and travelers' trends. Articles, newspapers, and journals were used in both electronic and printed format for collecting essential information about the research area. Most articles and journals used were peer-reviewed academic sources written by expert scholars in their fields.

However, secondary data collection also has some limitations for the purpose of this dissertation, as some information has been collected and research conducted with a different purpose in mind which might be perfectly aligned with and not completely applicable to the actual research question of this thesis. (Flick, 2014). In addition, the researcher cannot guarantee the quality of the secondary data. This research process has collected information on extensive sources available.

3.4.2 Primary data

Newly-collected information is called primary data (Fallon, 2016). For this study, the primary data is collected from an online survey, which is a piece of new information that has not yet been published. This primary data will help the author evaluate the findings of millennials' travel decisions critically. It will establish reasonable answers to the questions of whether influencer marketing impacts millennial's travel destination choice.

3.5 Research Sample

The research strategies identify the various methods that are useful for the research, such as interviews, observations, structure interviews, and survey questions (Saunders, Lewis, & Thornhil, 2015). In order to identify and gain knowledge about specific attitudes and behaviors of a group of people or individuals, it is essential to either conducting an interview or send questionnaires. To keep the research less broad and more specific, it is essential to identify which group of people the research is more appropriate for. The process of choosing a specific group of appropriate individuals to participate in the study and collect primary data from them

is known as the sampling (Clow & James, 2014), (Murray & Ambrose, 2006). The sampling method is crucial for the quality of the findings and accuracy. Therefore, for this study, the sampling group is focused on the German and Brazilian millennials generation, which comprises people aged 18-34. As this age group is interacting more on social media and use social media the most, they are more likely to follower influencers on their social media.

3.5.1 Target group

In order to gain specific data findings, it is essential to study a particular population to obtain relevant data. Therefore, the leading target group was young adults between the ages of 18 and 34 (known as "millennials or Y-generation"), who are from Germany or Brazil and are active on the internet, particularly on social media. The researcher chooses the millennial generation as the primary target group due to the fact that 62% of social media users are younger than 34 years old. People in this age group are also most likely to be influenced through their social media when it comes to travelling decisions. The author chose to com- pare the German and Brazilian millennials in a survey in order to gain information about different cultural preferences and to provide suggestions and recommendations for marketers seeking to target this demographic.

Furthermore, the author chose not to limit survey responses to people using social media, purposefully including answers from users that do not use social media when it comes to investigating people's travel and information search behavior as well as their attitudes to-wards influencer marketing.

3.6 Survey

The survey is one of the most effective methods for quantitative research (Bell, Bryman, & Harley, 2015). The online survey is a method that will gather a more substantial amount of data from a more significant number of participants in a short period of time (Chapman & McNeill, 2005). The author will send the survey throughout different social media platforms such as Facebook, Instagram, YouTube, student emails from both Napier, ISM Munich, and students from previous study, and LinkedIn. After gathering a number answered from the survey, the researcher will analyze and interpret the surveys and provide answers to the research questions.

3.6.1 Survey creation and distribution

The online survey was developed and created through the "Umfrageonline" platform. It was distributed via the author's personal Instagram account and to different students of universities both in Germany and Brazil. The goal is to gather approximately 100 responses from German millennials and 100 responses from Brazilian millennials in order to get enough data.

The survey is written in the English language but with the possibility to translate to German and Portuguese. It consists of 34 mandatory questions ranging from single-select multiple- choice, multi-select multiple choice, rank order scaling, and rating scale questions. In addition, a few demographic questions concerning nationality, gender, and age were included. Furthermore, questions concerning influencer marking in social media and attitudes toward choosing a destination based on influencer marketing were added to the questionnaire. Moreover, questions about recent travel destinations followed the demographic questions. Questions containing screenshots from travel-related influencer posts on social media were also asked.

3.6.2 Survey questions description

The survey is divided into four main "chapters", including personal details, social media and influencers in general, destination choice in general and travel influencers and inspirations. The first chapter, personal detail questions, enquire about gender, nationality, age and employment status. As the survey is investigating about German and Brazilian millennials choosing a destination, the personal detail questions are fundamental because they help the researcher exclude the participants that are not either German or Brazilian, that are age less than 18 and above 34 years old.

The second chapter regards social media and influencers in general, with questions aimed to uncover participants' social media usage. Some of the questions asked in this section were: "Which social media channels do you use?", "Why do you use social media?" and "Which format of social media is most appealing to you?". This chapter helps to demonstrate millennia's interaction with social media. The third chapter is the destination choice general. The questions ask about preferences of long or short trips, which attractions and qualities influence travel destination choice, which factors cause participants to not choose a destination. It helps to identify the destination preference of German and Brazilian millennials.

The fourth chapter is on travel influencers and inspirations. Here, questions were developed based on influencer images. The researcher chose four different influencers, two of

whom were German and two of whom were Brazilian. The pictures were also selected with different landscapes. The first picture was a landscape of Dubai city and a desert. As Brazil and Germany don't have deserts, it would be interesting to find out whether and at which rate participants would choose to go there. The second picture is a palace in Asia, transmitting a more oriental feeling that is different from German and Brazilian culture. The third picture is of snow, considering that many Brazilian people are unfamiliar with snow. This helps to identify whether influencers images posted on social media impact the millennials destination decision.

3.7 Research Ethics

In order to avoid any ethical issues, it is essential for the research process to respect all aspects involving rights, especially to privacy and confidentiality of all the participants involved. Ethical considerations are fundamental for any work (Bell, Bryman, & Harley, 2015). This research project adheres to Diener and Crandall's four main areas of ethical principles: Harm to participants, lack of informed consent, invasion of privacy and deception (Dinner & Crandall, 1978), which are of great importance to ethics for research management. Firstly, the harm of participants will be avoided by applying ethical considerations to secure all the participants involved, such as keeping their names and identities confidential. This study will not use any participant information, including their answers to questions outside of the scope of this thesis in order not to pose harm to them.

Secondly, lack of informed consent will be avoided by ensuring that all the participants will be given enough information to decide whether or not to participate in the research study beforehand. In addition, the participants will be kept informed about the research in case of any changes, with the process being as transparent as possible. The study has taken extra care to avoid misleading information.

Thirdly, invasion of privacy will be avoided by not having any questions related to the participant's identity to ensure confidentiality and anonymity. In addition, personal questions on the survey will give participants the possibility not to answer. Fourthly, deception is when researchers misrepresent or mislead participants about the true nature and purpose of the research. It is important to be clear and direct with participant about the true meaning and scope of the research. Therefore, this thesis has made sure that all participants will understand the scope of research and questions on the survey will be written in an easily-understandable way.

Moreover, all the participants have been equally respected. Participants were asked their full consent for information to be used. The survey participants have the right to refused to answer any question that they do not wish to answer or cancel the questionnaire at any time. The research was compiled in accordance with European data protection regulations. In addition, the questions avoided the potential to make participants uncomfortable by fore- going sensitive topics and difficult questions (McKeown & Weed, 2004).

3.7.1 Validity

The validity is concerned with the issue of the conclusions developed throughout the research and involves four main consideration categories (Lincoln & Guba, 1985). In order to increase the validity of the research study is essential to consider:

3.7.1.1 Credibility- Firstly, in order to ensure the credibility of the research, highly-regarded and peer-reviewed articles from a variety of sources were engaged with. highlight and applied.

3.7.1.2 Transferability – This concept relates to whether findings can be applied to different contexts. The transferability of this research study will apply to relevant and similar topic areas. In order to ensure transferability, the literature review has explained and described the main foundation of the research topic. In addition, it has explained the different underlying assumptions of each study field.

3.7.1.3 Dependability - Thirdly, dependability relates to whether the findings can be applied at other times.

3.7.1.4 Confirmability- This refers to the ability of this research study to be replicated at a later point in time with similar results. As individuals have different experiences in their life time, it is more likely that even if the research was done with the same participants the answers might be different. This is due to the fact that their circumstances (Personal, macroeconomic, institutional and political) might change, making them more or less susceptible to influencer marketing related to tourism. For example, the millennials that would travel less now due to money reasons might travel more later because his or her financial situation has improved.

3.7.2   Reliability

It is essential that the consistency of information and measures undertaken in this research study is reliable (Bell, Bryman, & Harley, 2015). Reliability consists of three main prominent factors such as stability, internal reliability and inter-observer consistency. Firstly, stability on the data collection and results should not fluctuate. For example, some of the questions in the online survey were taken from different questionaries and articles with the similar studies. Therefore, repeating the process helps to test the stability of one's own research work and the research work of others. However, it is important to avoid drastic changes in order to provide only concrete information that will be useful for future studies and lead to similar conclusions.

Secondly, internal reliability relates to whether the information and data collected from the responses from the online survey are consistent and correlated with data indicators. This study purports to find whether influencer marketing impacts millennials' destination choice. The relationship between the observed findings and the literature review will test the internal reliability. If findings are consistent with theory, then the research can be said to be internally reliable. Thirdly, inter-observer consistency is regarding how the data is translated or interpreted. This issue usually occurs when answers to questions vary due to different understandings of the same questions by participants.

3.7.3 Consent

The first page of the online survey contains a consent form that will be agreed upon by all the participants that wish to be part of the study and continue to answer the questions. The terms presented information about the research, including details about the study topic and an acknowledgment about information usage. The participants were assured that they could withdraw from the survey at any time.

3.8   Limitations

The research limitation relates to the quality and honesty of all participant answers. Another limitation is that some participants did not answer all questions until the end. Despite this, the sample size was big enough to deliver statistically significant results.

3.9   Conclusion

This chapter has summarized and justified the methodological basis of this research study. The utilization of the deductive approach and how this method best fitted within

quantitative research methodology, including the research strategy, research design, and focus on the target group, was analyzed and explained. The methodology also explained how research questions were formulated to conduct the research study. To be able to achieve the desired level of insight, German and Brazilians millennials were chosen as a target sample, as these consumer groups are highly involved and interactive on social media, influencer marketing, and destination choice. The chapter discussed the limitations of this study. Moreover, ethical considerations were discussed, including ethical deliberations pertaining to the process of obtaining consent to collect and process survey data. In the next chapter, the findings and discussions of the data collected from the study will be presented.

Chapter 4: Data Description

This chapter will explain and present the structure and main results of the primary data collected through an online questionnaire. In addition, the main results of the data collection will be described and explained in detail. However, no analysis or discussion will be con- ducted in this chapter. The online survey responses will be presented, illustrated, and the main points will be highlighted. In addition, information will be visually represented in the form of diagrams and tables.

The primary data was collected in June 2020 via an online questionnaire. The online questionnaire had a timeframe of about two weeks during which participants could answer. Considering the time difference of five hours between Brazil and Germany, the author believed that two weeks would be a good time to connect with all the participants. The author's main strategy was to send private message throughout different social media platforms such as Instagram, WhatsApp, and emails. It is important to have this direct communication with an individual because they are more likely to answer the survey compared to if the author would make a long group. In addition, friends and family helped to forward the online survey to other acquaintances. The online survey tool www.umfragenonline.com was used for the online questionnaire. The author had an app application where they would keep tracking answers in real-time. This enables the author to track the number of answers and remind the participants to answer.

The results of the primary data collection through the online survey were exported to Microsoft Excel. To have comparable, valuable, and consistent information sourcing from the primary data, the author made certain changes to the Excel data. The key changes were only keeping the completely answered questions, which were exported to Microsoft Excel. In addition, all the answers from participants younger than 18 and older than 35 were not transferred and weren't analyzed for the purpose of this thesis. In addition, the author had to adapt certain changes such as coding the answers to transfer them to the IBM SPSSS statistics 26 software. The IBM SPSS Statistics is a software platform that helps to analyze and better understand complex data and give high accuracy results in the marketing study field (IBM, 2020).

4.1 Overview of primary data

4.1.1 Online questionnaire

In this subchapter, general information about the online questionnaire and participants will be given. The structure of the online questionnaire will be explained in detail in four main sections, which helps the author gain more precise information from different participants. The socio demographical characteristics of the participants that completed the online questionnaire will be demonstrated and followed by the results of social media and influencer marketing. In addition, the behavior among Brazilian and German millennials on travel destination choice will be described.

The first section involved collecting the personal details where participants were asked about their nationality, age, occupation, education. For the purpose of this master study, it was important to gather enough data on the nationality and age group. This helped the author to gain overall information of each participant and to segregate the participants that are Brazilian and German millennials to further analyses.

The second section is about social media and influencers in general. In order to gain a deeper understanding of the usage of social media among Brazilian and German millennials, Questions such as "Which social media do you use?", "What are the social media plat- forms you spend the most time on?" and "What content do you view the most?" were asked. Reasons for using social media were addressed as the author intended to gain more valuable information of each participant to understand better the interaction of social media in general among the Brazilian and German millennials. In addition, it helps the author to understand if social media impact on destination choice.

The third section is about destination choice in general. This section of the survey is about gaining more knowledge of millennials' destination preferences. Here, the objective is to identify whether there are differences in destination choice among Brazilian and German millennials. It helps to identify which destinations are more attractive and if there is a different type of attractions that certain groups respond better or worse to. In addition, it is important to identify the barriers that prevent millennials from choosing a destination. Therefore, the author created questions such as "Do you prefer long or short trips?", "Which type of attractions and factors influence you not choosing a destination?" that tackled this subject. In addition, questions addressed where travelers look for information about the potential destination. The fourth travel section is about travel influencers and inspirations. As this main dissertation topic

is about the impact of influencer marketing between Brazilian and German millennials, it is important to address the participant's different receptibility to influencers and pictures. It is important to identify whether images have a great impact on the Brazilian and German millennials when choosing a destination. Therefore, at the end of the fourth section, pictures of four influencer publications in different destinations were shown. There were two leading influencers from Brazil and two leading influencers from Germany. This was made on purpose in order to acknowledge whether each nationality the followers would recognize their influencers and if it would impact the travel decision making a choice.

4.2   Results of an online questionnaire

The questionnaire was open for participants from the beginning of June for two weeks of time frame. About 231 participants responded, and 196 of those completed the survey. However, 35 participants did not finish answering the questionnaire. Total 85 were Brazilian, and 57 were German, and 54 were others.

4.2.1 Personal details

Figure 3 shows that 34% of the Brazilian females and 26% of the Brazilian males answer the online survey. About 23% of the German females and 17% German males responded to the online survey.

Figure 3: Gender by Nationality
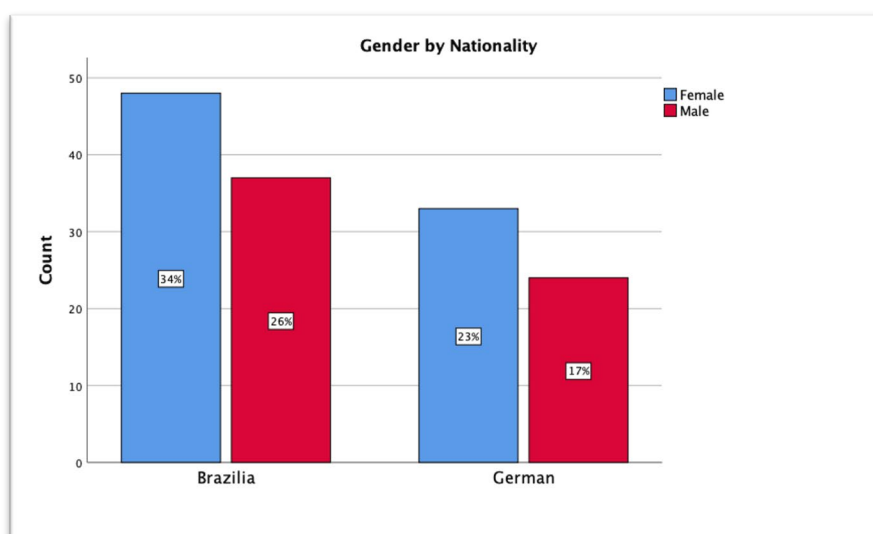
Source: Own illustration

Moreover, to get more knowledge about the age group, open questions were made. Those aged between 18 to 35 was selected in order to have a representative sample. After the questions were answered, the author chose to only analyze the age group defined as millennials. As shown in figure 4, 93% of participants were between 25 and 35 years old. 5% of respondents were under 18 years old, and 2% were between 36 and 45 years old. It is important to acknowledge that the online questionnaire was distributed mainly on different social media platforms, and the survey was only complete online.
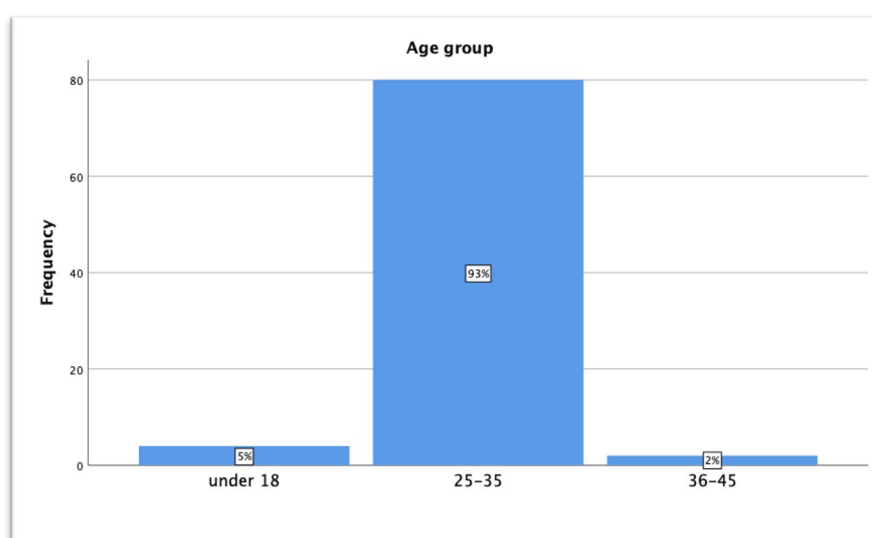
Figure 4: Age group
Source: Own illustration

Furthermore, participants were asked about their occupation, where they could choose between student, employee, self-employed, unemployed, or could choose not to answer. Figure 5 shows that 25% of Brazilian millennials had a higher number of employees, whereas among German millennials only 13% were employees. A higher proportion of German millennials (25%) were still students. It is important information as it shows that Brazilian millennials are already working and are independent financially, which can have a different impact on their destination choice. In contrast, German millennials are still depending on their parents financially. In addition, Brazilian millennials have a higher unemployment rate with 6% compared to German millennials with 1%. This is also important as it implies that both groups are likely to have different budgets when choosing a destination. It is important for Marketers to be aware of macroeconomic indexes like unemployment and minimum wage for each nationality. In addition, employment also affects the amount of time of holidays that can be

taken. Whereas students usually have more "free time" to travel and are more flexible with time and study, a person working full-time will is likely to be less flexible with holiday times and holiday duration.

Figure 5: Current state of employment by Nationality
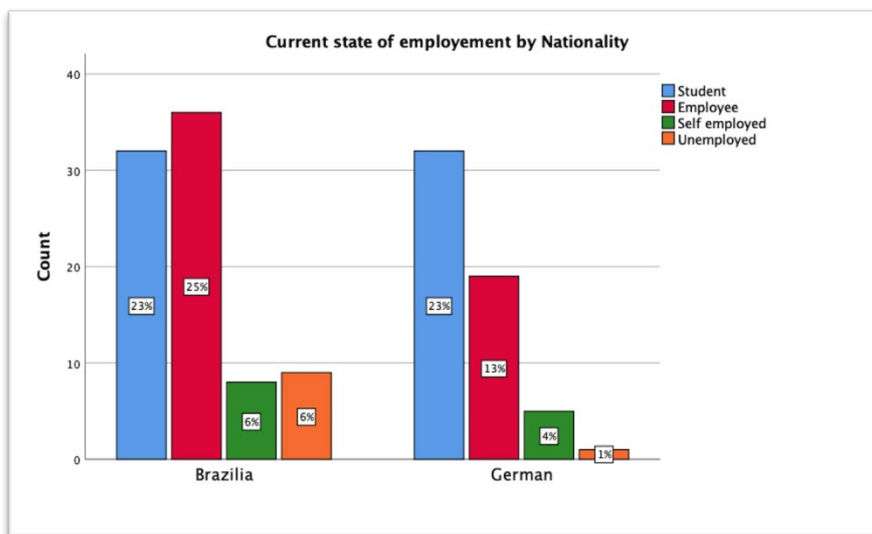
Source: Own
illustration

4.2.2   Social media & Influencers in general

For the rest of this chapter, the graphs will be illustrated with the total number of participants who completed the online survey. In the data analysis chapter, the author will only analyze the information pertaining to Brazilian and German millennials. To better gain knowledge about which type of social media channel the participants use, a range of different social media channels was given as an option. The participants were given seven different social media platforms that are currently very trendy and have a high global user base. Figure 6 shows that, of all participants who answered the online questionnaire, about 92.3% use Instagram, 83.0% use Facebook, and 80.4% use YouTube.

Figure 6: Social media platforms

Source: Participants from online survey
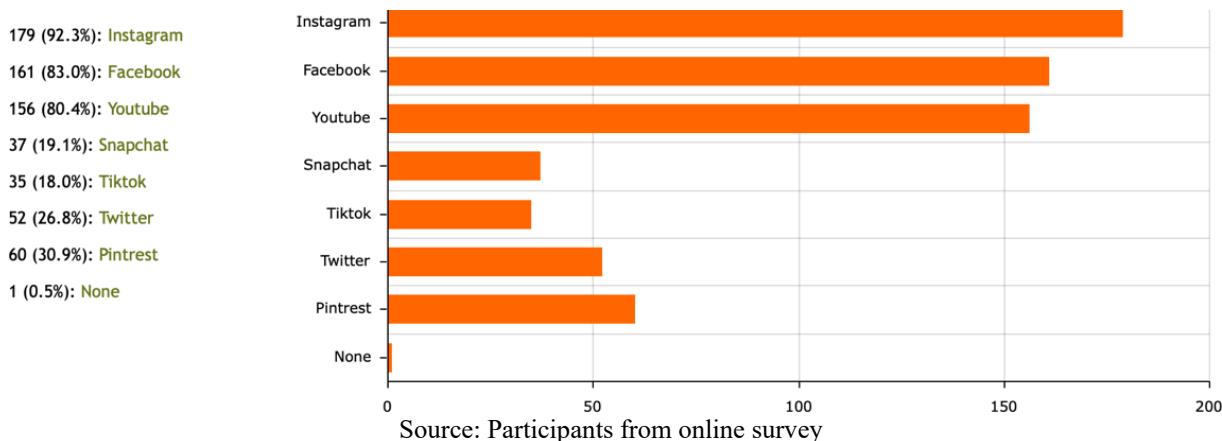
In addition, a question regarding which social media channel respondents spent the most time on generated the following results:
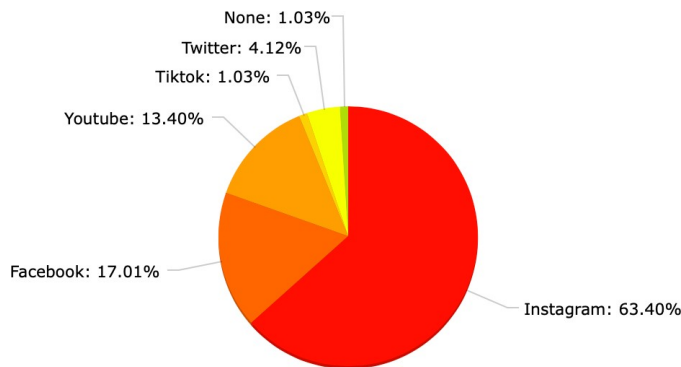
Instagram-63.40%, Facebook-17.01% YouTube- 13.40%.

Figure 7: Time spending on social media
Source: Participants from online survey

4.2.3 Pre-research destination choice

To gain more knowledge about how the participants make their pre-research destination choice based on influencer marketing, the author created a general question to address what content the participants view on social media. This gives the author a better overview to understand if the participants usually see influencer contents on social media. For the purpose of this dissertation, it is important to discover which content attracts German and Brazilian millennials on social media in order to adapt the destination-related content to their preferences. Figure 8 shows that 78.9% see friends and family content, and about 55.2% see influencers content.
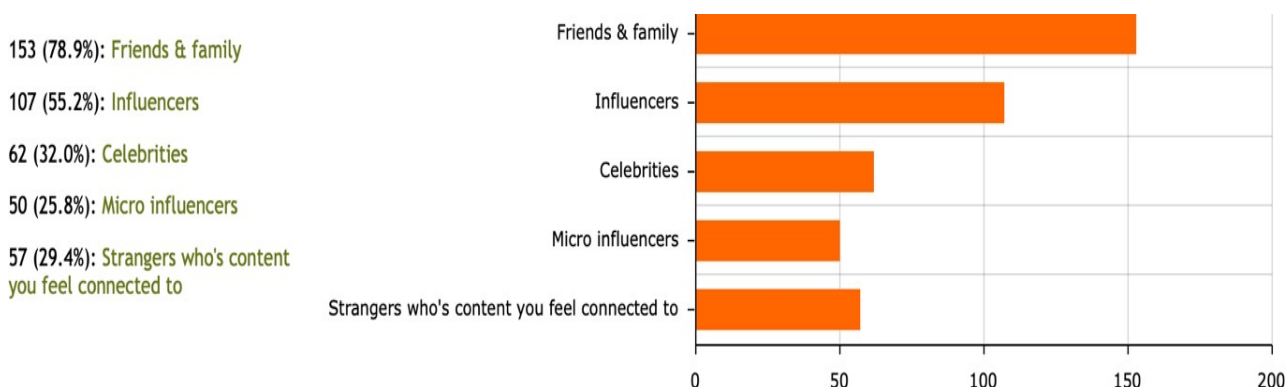

Figure 8: Social media content
Source:Participants from online survey

Furthermore, it is important to identify the reasons why participants use social media in order for marketers and influencers to target tourism content more effectively on social media platforms. The author asked the participants on the online survey to rank the importance they attach to social media use from 1 (most important) to 9 (least important). Table 1 shows that three of the nine categories stand out, as they have a significantly higher value than average. The three main reasons to have social media are to keep in touch with friends, to pass the time / be entertained, and to get inspired. The least popular reasons were to promote products and to discuss topics.

Table 1: Reasons to use social media

	1. Σ	1. %	2. Σ	2. %	3. Σ	3. %	4. Σ	4. %	5. Σ	5. %	6. Σ	6. %	7. Σ	7. %	8. Σ	8. %	9. Σ	9. %	Ø	±
To keep in touch with friends	87x	42,23	42x	20,39	11x	5,34	10x	4,85	15x	7,28	5x	2,43	8x	3,88	11x	5,34	17x	8,25	3,14	2,72
To get opinions on products	21x	10,19	24x	11,65	18x	8,74	20x	9,71	33x	16,02	31x	15,05	28x	13,59	23x	11,17	8x	3,88	4,88	2,34
To discuss topics	9x	4,37	19x	9,22	25x	12,14	21x	10,19	24x	11,65	27x	13,11	25x	12,14	33x	16,02	23x	11,17	5,50	2,39
To pass the time/ be entertained	28x	13,59	46x	22,33	38x	18,45	25x	12,14	19x	9,22	21x	10,19	10x	4,85	10x	4,85	9x	4,37	3,82	2,26
To stay informed about trends	7x	3,40	21x	10,19	30x	14,56	50x	24,27	35x	16,99	29x	14,08	22x	10,68	10x	4,85	2x	0,97	4,56	1,81
To promote products	14x	6,80	7x	3,40	8x	3,88	5x	2,43	18x	8,74	19x	9,22	21x	10,19	33x	16,02	81x	39,32	6,87	2,52
To help to make purchasing deci...	2x	0,97	3x	1,46	8x	3,88	17x	8,25	18x	8,74	43x	20,87	51x	24,76	37x	17,96	27x	13,11	6,52	1,77
To learn and discover	15x	7,28	20x	9,71	30x	14,56	35x	16,99	23x	11,17	16x	7,77	31x	15,05	22x	10,68	14x	6,80	4,93	2,35
To get inspired (eg. food, life, tr...	23x	11,17	24x	11,65	38x	18,45	23x	11,17	21x	10,19	15x	7,28	10x	4,85	27x	13,11	25x	12,14	4,77	2,66

As part of the critical assessment of social media's importance, this is crucial for marketers and influencers to create a better strategy to post about products and services on social media. The participants were asked how often they use social media. 91.24% of the participants use social media several times a day, and 6.70% use once a day.
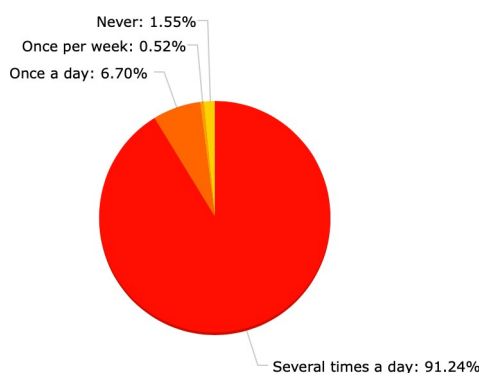

Never: 1.55%
Once per week: 0.52%
Once a day: 6.70%
Several times a day: 91.24%

Figure 9: Usage of social media
Source: Participants from online survey

Moreover, to further investigate the type of social media format that is most appealing, participants were asked about their preferred content format on social media. The majority of the participants (79%) indicated that images were more appealing, while 66.5% preferred videos and 40.7% opted for the story function.
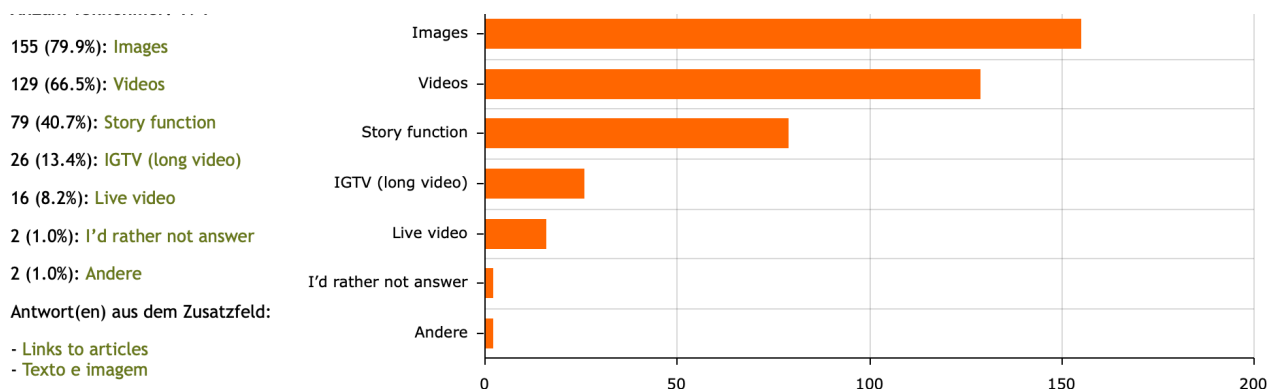
155 (79.9%): Images

129 (66.5%): Videos

79 (40.7%): Story function

26 (13.4%): IGTV (long video)

16 (8.2%): Live video

2 (1.0%): I'd rather not answer

2 (1.0%): Andere

Antwort(en) aus dem Zusatzfeld:

- Links to articles
- Texto e imagem

Figure 10: Social media format
Source: Participants from online survey

4.2.4 Social media interaction

To further investigate how participants are interacting on social media, the author created two main questions. The first question is "What is your role/ participation on social media?" Figure 11 shows that 58.2% of the participants are "engaged but rarely post." About 28.4% are "active and post regularly."
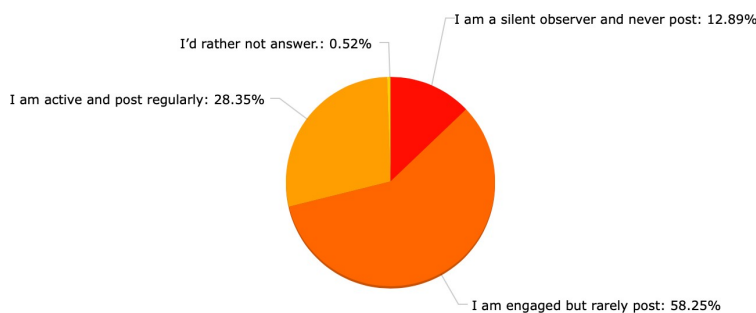

Figure 11: Role/participants in social media
Source: Participants from online survey

The second question intended to find out whether the participants post pictures on their social media regularly. Figure 12 shows that 61.34% of participants post travel pictures on their social media "sometimes." About 29.38% post "always."

Figure 12: Post-travel pictures on social media

Source: Participants from online survey
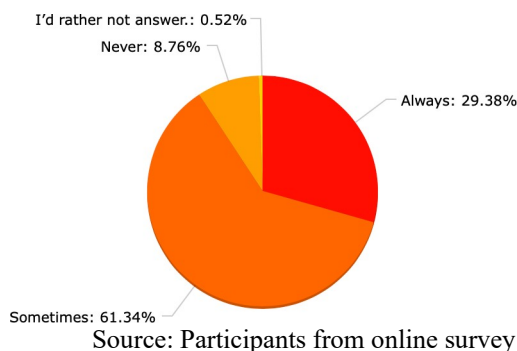
4.2.5 Influencer's content

To investigate the degree of interest participants had in travel influencer content, two main questions were addressed. The first question asked participants which type of influencer content they were most interest in. Table 2 shows that entertainment content was most popular (29.90%) with Sport & healthy and Travel & tourism both tying in second place at 21.13%.

Table 2: Influencer marketing types

	1.		2.		3.		4.		5.		∅	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Beauty	30x	15,46	38x	19,59	36x	18,56	49x	25,26	41x	21,13	3,17	1,38
Entertainment	58x	29,90	53x	27,32	43x	22,16	20x	10,31	20x	10,31	2,44	1,30
Fashion	24x	12,37	30x	15,46	27x	13,92	59x	30,41	54x	27,84	3,46	1,37
Sport & Health	41x	21,13	31x	15,98	43x	22,16	40x	20,62	39x	20,10	3,03	1,42
Travel & Tourism	41x	21,13	42x	21,65	45x	23,20	26x	13,40	40x	20,62	2,91	1,42

The second question was about how many travel influencers the participants are following. Figure 13 shows that 80.20% at least follow between 10-50 travel influencers. 12.89% of the participants answered, "I'd rather not answer, and 5.15 follow less than 100 travel influencers.

Figure 13: Number of travel influencer follow

I'd rather not answer: 12.89%
More than 200: 0.52%
100- 200: 1.55%
Less than 100: 5.15%
10-50: 79.90%
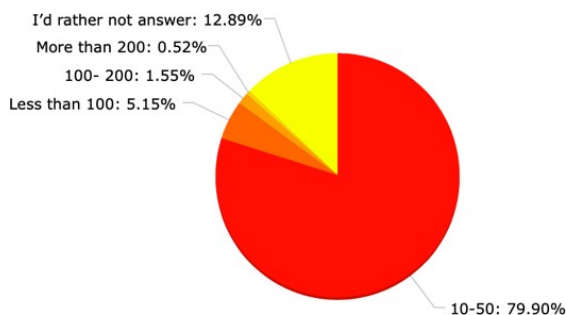
Source: Participants from online survey

The third question was about how regular the participants view travel influencers in their social media. Figure 14 shows that 52.06% of the participants do so "sometimes." About 12.89% "never" view a travel influencer. In addition, an equal number of respondents view travel influencers "once a day" and "once in a week," (11.34%).

Never: 12.89%
Once a day: 11.34%
Everyday: 8.76%
Once in a week: 11.34%
Every week: 3.61%
Sometimes: 52.06%
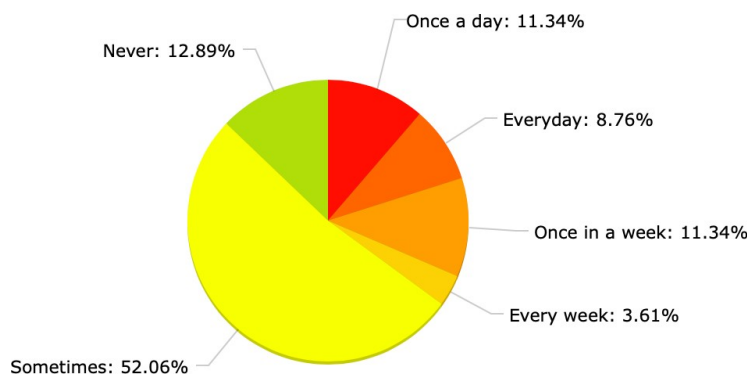
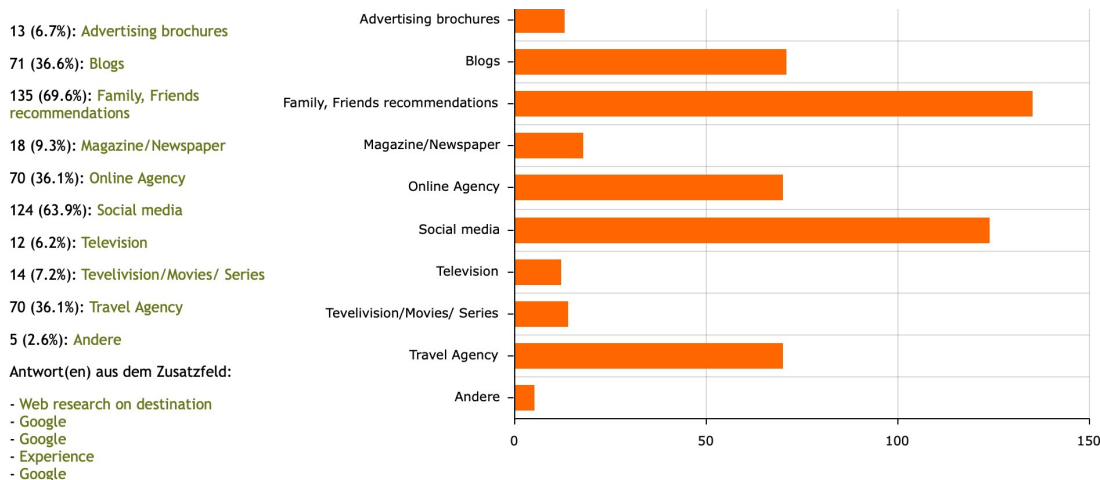**Figure 14: Regularly view travel influencers**
Source: Participants from online survey

Destination choice in general

In the destination choice in general, questions were phrased to make the influencer choose where they would search for tourism-related information first if they had to plan a holiday right now. Figure 15 shows that family and friends dominated as information sources with 69.6%, with social media following with 63.9%. The options coming in third and fourth place had very close numbers: 36.6% chose blogs and 36.1% chose a travel agency.
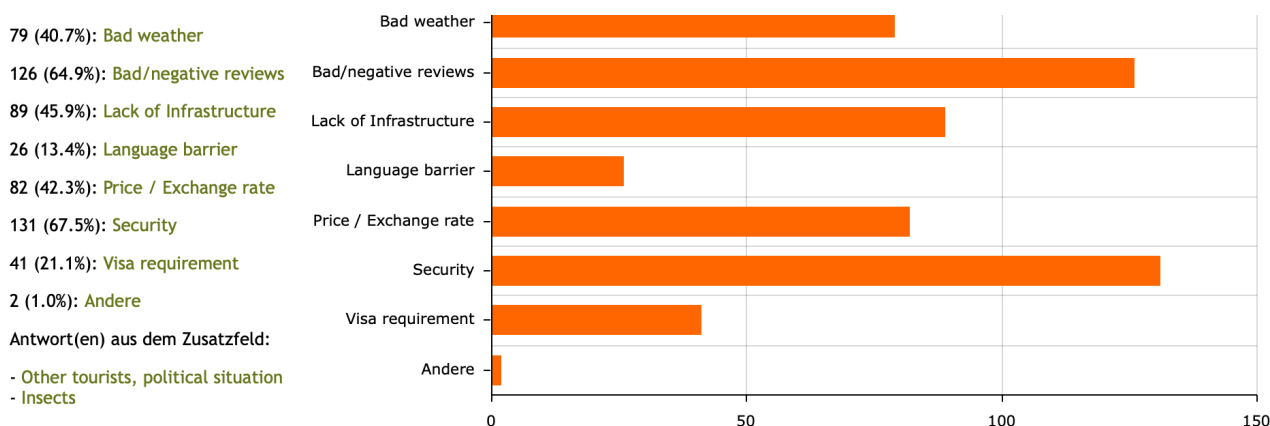
Figure 15: Social media format types

13 (6.7%): Advertising brochures

71 (36.6%): Blogs

135 (69.6%): Family, Friends recommendations

18 (9.3%): Magazine/Newspaper

70 (36.1%): Online Agency

124 (63.9%): Social media

12 (6.2%): Television

14 (7.2%): Tevelivision/Movies/ Series

70 (36.1%): Travel Agency

5 (2.6%): Andere

Antwort(en) aus dem Zusatzfeld:

- Web research on destination
- Google
- Google
- Experience
- Google

Source: Participants from online survey

Moreover, it is essential to acknowledge the factors that would motivate an individual not to choose a destination. The author addressed seven barriers that could be a negative factor to not travel to a certain destination. Figure 16 shows security as being the dominant impeding factor (67.5%), followed by negative reviews (64.9%) and lack of infrastructure (45.9%). In addition, price/ exchange rate was also a relevant factor, with 42.3%.

Figure 16: Barriers to "Not" choose a destination

79 (40.7%): Bad weather

126 (64.9%): Bad/negative reviews

89 (45.9%): Lack of Infrastructure

26 (13.4%): Language barrier

82 (42.3%): Price / Exchange rate

131 (67.5%): Security

41 (21.1%): Visa requirement

2 (1.0%): Andere

Antwort(en) aus dem Zusatzfeld:

- Other tourists, political situation
- Insects

Source: Participants from online survey

4.2.6   Travel influencers and Inspirations

Pictures from destinations can evoke various emotions in consumers. The author has given four different destination pictures with a social media influencer on It. The participants had the possibility to address whether they recognize the influencer from social media. Then, they were asked whether the image inspire them to travel to the depicted destination. Thirdly, they were asked whether they agree with different statements based on the picture. The first

picture is from a German influencer who is well known for her travel and lifestyle pictures. Pilotmadeliene has about 1.1 million followers and is very interactive on her social media profile. She posted at least three times a day.

Source: Pilotmadeleine Instagram page

After looking at the picture, participants were asked if they recognized her from social media. About 85.05% said they did not, while 11,86% said "YES," and 3.09% were "Unsure."

Figure 17: Participants recognize the influencer

Source: Participants from online survey
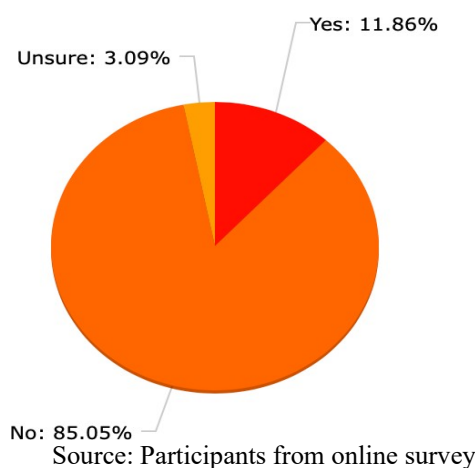
As the image was from Dubai, the participants were asked whether it inspired them to go to Dubai. About 69.59% said "NO, "and 30.41% said "YES".
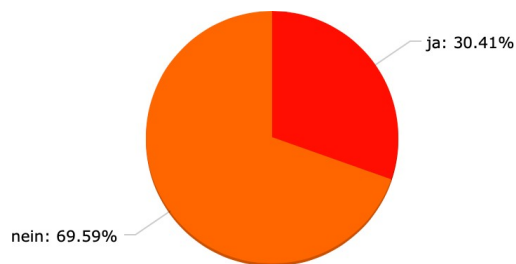
Figure 18: Participants wanted to travel to Dubai
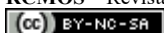Source: Participants from online survey

Participants were subsequently given four main statements, which they had to respond to with answers ranging from strongly agree to strongly disagree. Table 3 illustrates the four main statements.

Table 3: Travel characteristic

	Strongly agree (1)		Agree (2)		Neither agree, Nor disagree (3)		Disagree (4)		Strongly disagree (5)		Ø	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
The presentation of the landscape...	13x	6,70	39x	20,10	54x	27,84	73x	37,63	15x	7,73	3,20	1,06
The influencer inspired me	8x	4,12	31x	15,98	44x	22,68	93x	47,94	18x	9,28	3,42	1,00
The picture is beautiful. I want to ...	17x	8,76	49x	25,26	63x	32,47	51x	26,29	14x	7,22	2,98	1,08
Looking at this imagine I can reall...	9x	4,64	53x	27,32	57x	29,38	59x	30,41	16x	8,25	3,10	1,04

The second social media influencer was Brazilian. Like the German influencer, he is well known for his travel pictures. He has 78.7 thousand followers and regularly post on his Instagram account.

Figure 19: Travel characteristic

Source: Cesarporai Instagram page

The participants were asked if they recognized him from social media. About 89.18%
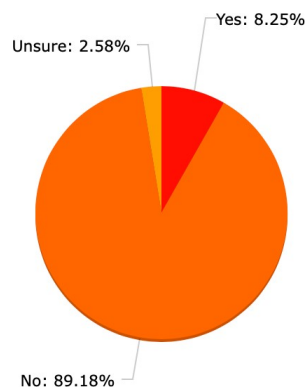answered with "NO," 8.25% said "YES," and 2.58% were "Unsure."

Figure 19: Participants recognize the influencer
Source: Participants from online survey

After looked at the picture, the participants were asked whether the image inspired them
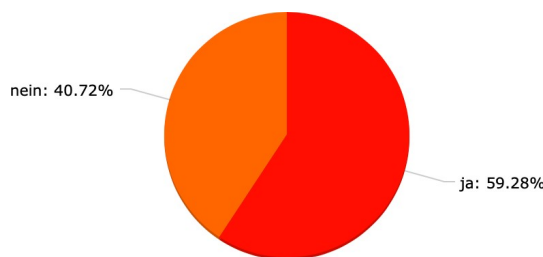to go to Golden Palace. About 59.28% said "NO," and 40.72% said "YES".

Figure 20: Participants wanted to go to Golden Palace
Source: Participants from online survey

Participants were subsequently given four main statements, for which they could select
responses ranging from strongly agree to disagree strongly. Table 3 shows the four main
statements.

Table 4: Travel characteristic

	Strongly agree (1)		Agree (2)		Neither agree, Nor disagree (3)		Disaagree (4)		Strongly disagree (5)		Ø	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
The presentation of the landscape...	20x	10,31	77x	39,69	62x	31,96	24x	12,37	11x	5,67	2,63	1,02
The influencer inspired me	12x	6,19	56x	28,87	64x	32,99	45x	23,20	17x	8,76	2,99	1,06
The picture is beautiful. I want to ...	20x	10,31	79x	40,72	53x	27,32	32x	16,49	10x	5,15	2,65	1,04
Looking at Bagan Golden Palace I j...	28x	14,43	88x	45,36	43x	22,16	26x	13,40	9x	4,64	2,48	1,04

The third social media influencer is a German influencer. She is well known for travel pictures and has about 1.3 million followers. She regularly posts on her Instagram account and creates everyday live videos from the places she is traveling to.

Source: Yvonnepfererer Instagram page

The participants were asked if they recognized her from social media. About 81.44% said "NO", 15,46% said" YES" and 3.09% were "Unsure".
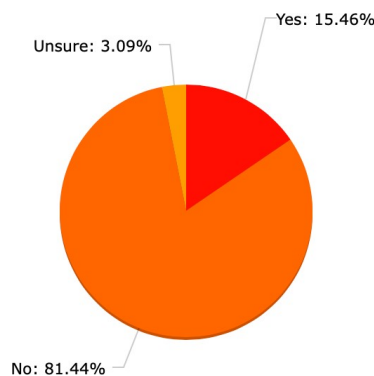

Figure 21: Participants recognize the influencer
Source: Participants from online survey

The participants were asked whether the image inspired them to go to Finland. About 59.79% said "NO," and 40.21% said "YES."
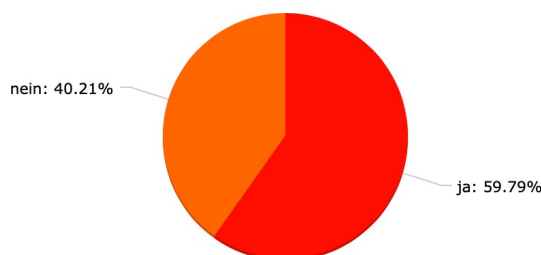
nein: 40.21%

ja: 59.79%

Figure 22: Participants wanted to go to Finland
Source: Participants from online survey

Finally, participants were given four main statements, to which they could respond to with statements ranging from strongly agree to strongly disagree. Table 5 illustrate the four main statements.

Table 5: Travel characteristic

	Strongly agree		Agree		Neither agree, Nor disagree		Disagree		Strongly disagree	
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
The presentation of the landscape convinced me	34x	17,53	78x	40,21	48x	24,74	34x	17,53	1x	0,52
The influencer inspired me	29x	14,95	54x	27,84	54x	27,84	53x	27,32	6x	3,09
The picture is beautiful. I want to go to Finland!	35x	18,04	83x	42,78	48x	24,74	27x	13,92	2x	1,03
The image gives me the feeling a of cozy morning winter.	37x	19,07	85x	43,81	36x	18,56	34x	17,53	4x	2,06

The fourth social media influencer is a Brazilian influencer. She is well known for her travel pictures and has about 260 thousand followers. She is very active in social media.
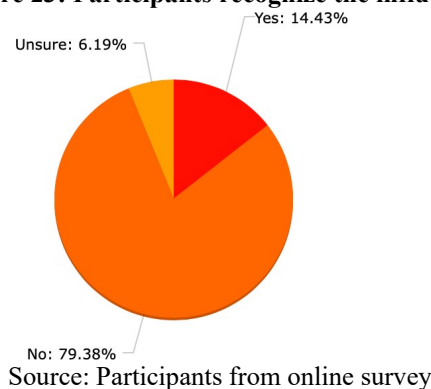
Source: Viajandocomgabi

The participants were asked if they recognized her from social media. About 79.38% said "NO," 14.43 % said "YES," and 6.19% were "Unsure."

Figure 23: Participants recognize the influencer

Source: Participants from online survey

The participants were asked whether the image inspired them to go to Nusa Penida. About 79.90% said "YES," and 20.10% said "NO."

Figure 24: Participants wanted to go to Nusa Penida

Source: Participants from online survey
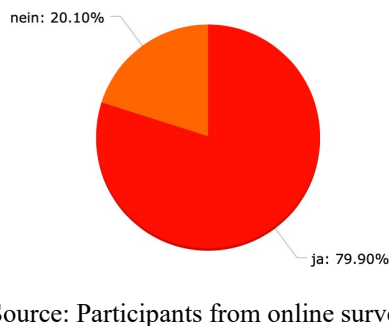
After the participants were given four main statements to be ranked from strongly agree to strongly disagree. Table 5 illustrates the four main statements.

Table 6: Travel characteristic

	Strongly agree (1)		Agree (2)		Neither agree, Nor disagree (3)		Disagree (4)		Strongly disagree (5)		Ø	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
The presentation of the landscape…	59x	30,41	95x	48,97	27x	13,92	10x	5,15	3x	1,55	1,98	0,89
The influencer inspired me	38x	19,59	81x	41,75	38x	19,59	29x	14,95	8x	4,12	2,42	1,09
The picture is beautiful. I want to …	57x	29,38	94x	48,45	31x	15,98	8x	4,12	4x	2,06	2,01	0,90
Looking at Nusa Penida on my scre…	61x	31,44	86x	44,33	29x	14,95	14x	7,22	4x	2,06	2,04	0,97

Chapter 5: Data Analysis

This master thesis aims to investigate the impact of influencer marketing on destination choice among Germany and Brazilian millennials. Additional research in terms of social media involvement and interaction among millennials was carried out to examine the factors and motivations for choosing a destination.

In this chapter, the methodical analysis was conducted from primary data collected from an online questionnaire. In addition, the general and overall findings of the analysis will address each of the different research objectives. Moreover, the results of the data and related findings will be linked to relevant literature that is applicable. The majority of the results were transferred into figures and tables using the crosstabs from the SPSS statistic. Crosstabs are a very useful tool that helps to create a bar chart with much information, and it can help to better visualize the comparison among different sets of information.

5.1 Do gender and nationality differ from social media time spending?

In the literature review chapter, Sharron and Angely (2015) argued about the importance for marketers to understand cultural differences in consumer judgment and decision-making in order to appropriately develop marketing communications strategies (Sharon & Angely, 2015). Therefore, it essential for the author to better understand whether time spent on social media among Brazilian and German millennials varies, as both countries have different languages, cultures and beliefs. In this section question, question two and question seven were combined in order to analyze the data better. The combined results shown in Figure 25 demonstrate that Instagram is the social media platform millennials in both countries spend the most time on, with 29% of German millennials and 37% of Brazilian millennials spending the most time on there. Furthermore, Facebook comes in second for Brazilian millennials at 13%, whereas YouTube is the runner-up for German millennials at 8%. Thus, it can be assumed that Instagram is the favourite social media app of both Brazilian and German millennials. However, Brazilian millennials spend more time on Facebook (with 18 responses among Brazilians and 4 responses among Germans) and German millennials spend more time on YouTube (11 responses against 6 responses for Brazil).

Moreover, Twitter is favoured among Brazilians (6 responses versus 1 German response). Therefore, it can assume that Facebook and Twitter have a more significant number

of usages among Brazilian millennials, while YouTube is more popular among German millennials.
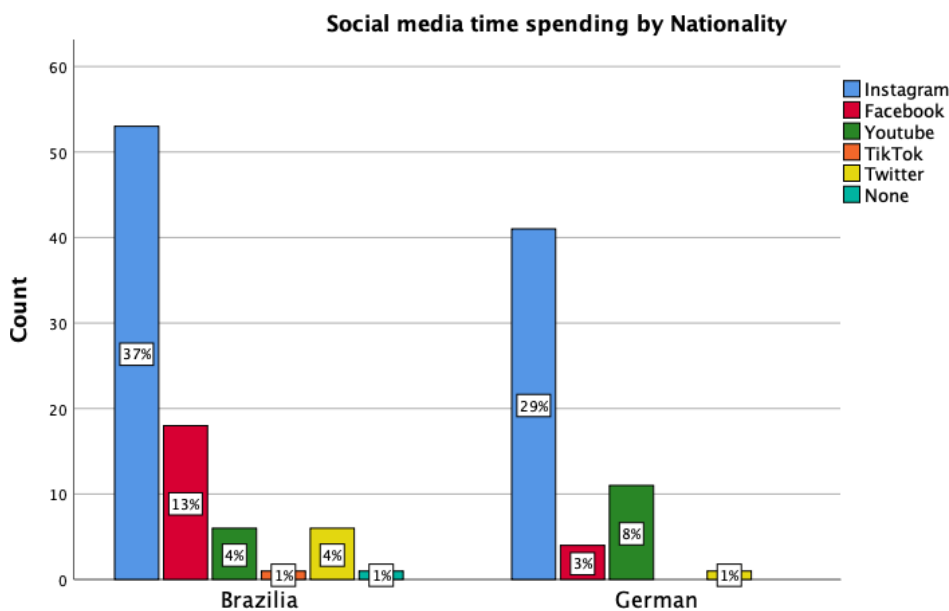

Figure 25: Social media time spending by Nationality

Source: Own illustration

This data can be combined with the literature review that discussed the preference of Insta- gram among the millennials. According to Statista (2020), half of the global population of Instagram users are age between 18 to 34 years old. Furthermore, 65% of global Instagram audiences are between aged 18-34 years. Therefore, the findings by the study are corroborated by existing literature, suggesting a real preference for Instagram among Brazilian and German millennials compared to other social media platforms.

Figure 26: Social media time spend by Gender

illustration   Own
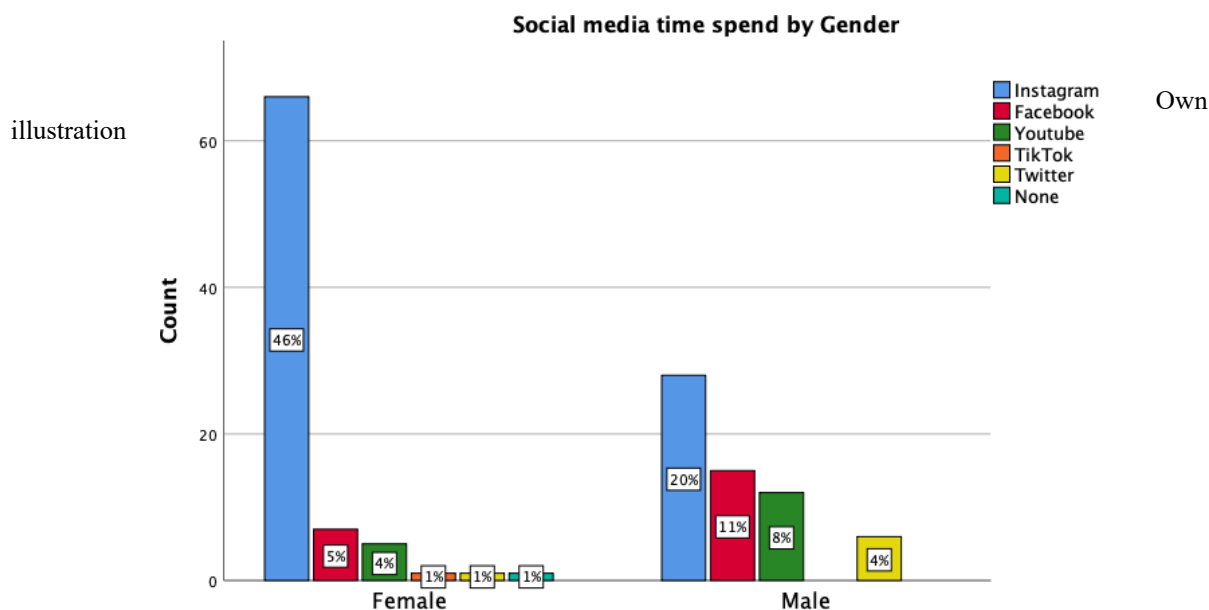
Moreover, the literature review argues that gender influences consumer behavior as the roles and responsibilities vary between men and women. The expectations, characteristics, attitudes, and behaviors of men and women are subject to change over time and within different cultures. Therefore, the author combined Question 1 about gender with Question 7 about social media time spending. While Figure 26 shows a preference for Instagram across genders, females spend more time on Instagram (46%) compared to males (19%). On the other hand, males spend more time on Facebook (11%) and YouTube (8%) com- pared with females. Therefore, it is interesting to note that gender differences in social media usage are consistent with the existing literature on different consumer behavior among men and women. As can be seen, females tend to spend more time on Instagram, while time spent on social media is more evenly distributed among males. According to the literature, males and females are more likely to search for products and services from different social media. In addition, they have different needs and wants for different products or ser- vices as they have different ways of liking and purchasing it.

Findings:

◊   The majority of the participants have social media.

◊   The majority of Brazilian and German millennials prefer and spend more time on Instagram.

◊   The Brazilian millennials spend more time on Facebook and Twitter compared with the Germans.

◊ The German millennials spend more time on YouTube.

Overall, Brazilian and German millennials have social media, and Instagram has been the preferred social media platform among both participant groups. In addition, gender and nationality are a source of variation in social media usage: Women tend to use and spend more time on Instagram, while men tend to use YouTube and TikTok more.

5.2 Where do German and Brazilian millennials look for their travel information?

It is crucial to understand in this section where Brazilian and German millennials look for their travel information. Participants were given nine different options on the online questionnaire to choose, such as advertising brochures, blogs, family and friends recommendations, magazines/newspapers, online agency, social media, television, television/movie series, and travel agency. Participants of the online questionnaire stated their travel information is mainly coming from family and friends' recommendations. Figure 27 shows that 56% of Brazilian millennials and 44% of German millennials use family and friends as sources for travel information.

Figure 27: Family, friends' recommendation by Nationality

Source: Own illustration
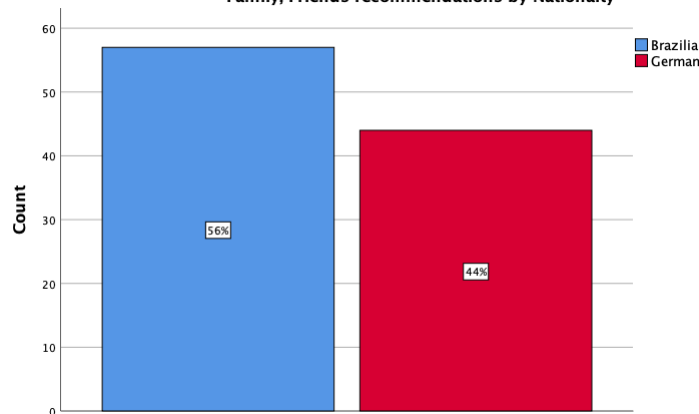
In addition, the second-highest category where German and Brazilian millennials look for travel information was on social media. Figure 29 shows that 59% of Brazilian millennials looked for such information on social media, while only 41% of German millennials also did so.

Figure 28: Social media by Nationality
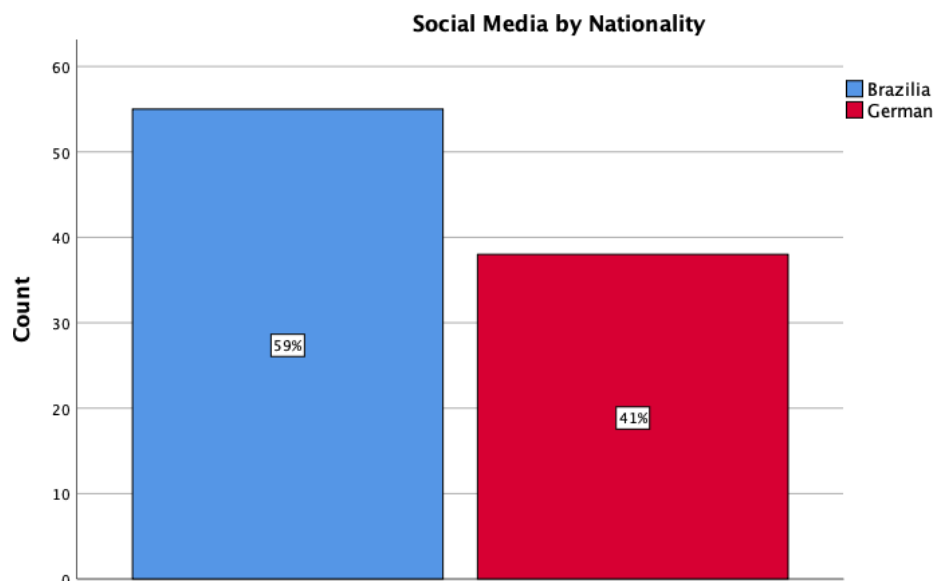
Source: Own illustration

According to Ajzens' (1991) theory of planned behavior, individuals are more likely to behave in a certain way if they believe that said behavior will create a self-image of them to others that will have significant importance (Quintal & Lee, 2010). In this section, the author combined questions about nationality with Question 22 about different information about the potential destination. The author gave nine different platforms to get information on a potential destination. However, to further investigate this dissertation topic, only two types are taken into consideration to analyze the data.

According to different studies, there is an influence of friend/family recommendations on individual destination choice. This is because individuals will make destination choices consistent with subjective norms derived from their perception of the beliefs or judgment of their reference group regarding whether a specific behaviour should/should not be performed. Thus, the findings of this study are again consistent with the existing literature, since both German and Brazilian millennials turn to family and friends in high numbers when looking for travel information. Therefore, the reference group plays a vital role in shaping individual preferences, resulting in a given intention to travel. The individual's surroundings (social networks, family, friends, culture) influence the intention to travel and the resulting behavior as an individual turns to a particular group for their judgment. Many studies have shown how important reference groups have been to influence individual travel behavior.

In addition, Ajzen (1991) also argued that intention is the probability of an individual per- forming a certain behavior. It is the main reflection on the willingness of an individual to

engage in such a behavior. In this this study of choosing a travel destination, the behavioral intention refers to the intention of the German and Brazilian millennials to choose a particular destination and the willingness to travel to this destination. In the case of this study, the main measurement of behavioral intention is coming from friends and family recommendations as well as social media, which acts like a positive e-world of mouth.

However, an interesting finding on Figure 29 shows that Brazilian preferer to consult with travel agencies at a much higher rate (76%) than Germans (24%).

Figure 29: Travel Agency by Nationality
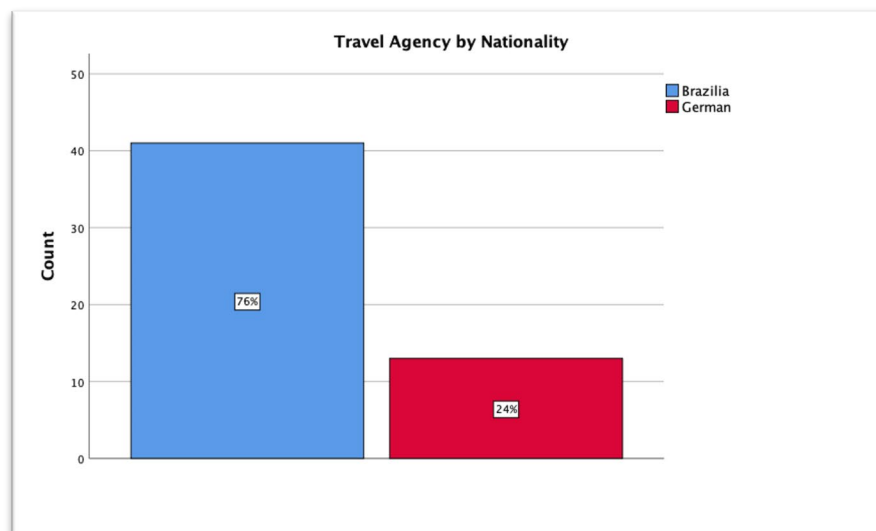
Source:Own illustration

Another finding shown in figure 30 demonstrates that 64% of Brazilian respondents tend to look for travel recommendations on television and telenovelas, while only 36% of German millennials do so. Studies have shown that when Brazilian people watch an on-air telenovela, the number of researches associated with a particular destination portrayed in the telenovela increase. Therefore, Brazilian are influenced by television at higher rates when looking for travel recommendations.

Figure 30: Television/Movies/Series by Nationality
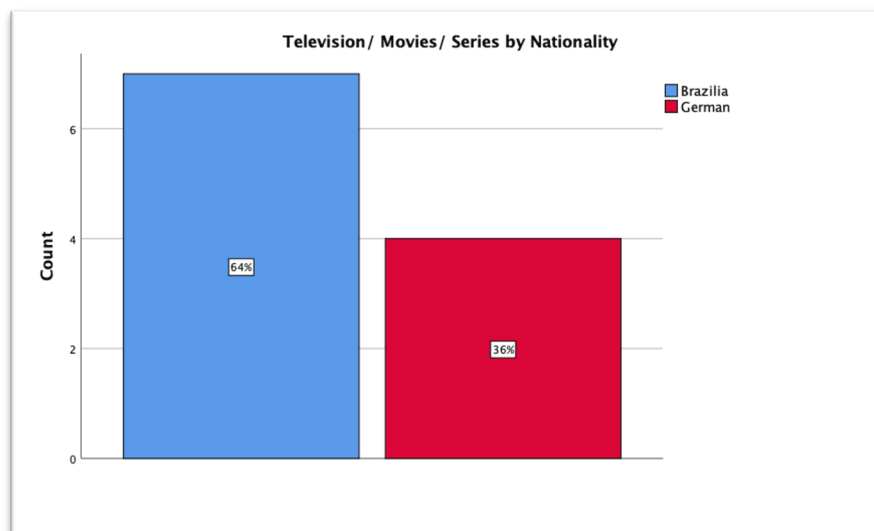
Source: Own illustration

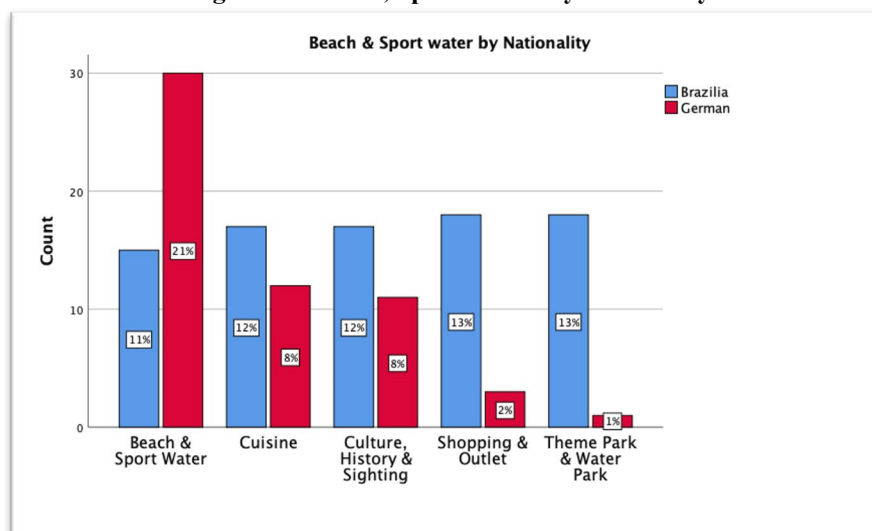Findings:

◊ Family and friends account for the most viewed content on social media.

◊ Family, friends are the preferred source for recommendations on potential destinations.

◊ Social media is the second-highest source for recommendations on potential destinations.

5.3 What are the main motives for German and Brazilian millennials to choose a travel destination?

To assess the main motives of choosing a travel destination, the participants answered about which attractions and qualities make them choose a travel destination. Figure 31 shows that culture, history, and theme parks are the most important attractions for the Brazilian millennials, with each having 13%. For the German millennials beach, sports and water are the most important, with 21%. Cuisine and culture are tied in second place with 8% each for the German millennials.

Figure 31: Beach, Sports water by Nationality

Source: Own illustration

Findings:

◊   The most important attractions among Brazilian and German millennials are beach and culture in general.

◊   Beach & sport water is the most preferred attraction among German millennials.

◊   Shopping and theme park is the most preferred attractions among Brazilian millennials.

Overall, it is essential to gain knowledge and understanding about individual wants and needs regarding their travel choices, as they are the main reasons that explain why individuals want to travel away from their home and avoid their daily routine. Different studies have found that Individuals travel because they are pushed and pulled by forces of motivation. Thus, travel marketers need to apply the push and pull factors effectively. This gives a competitive advantage to marketers who are better at targeting travelers by offering the right destination attraction. When it comes to the preferred attractions by German millennials, it is important to acknowledge that the results observed in the survey are in line with existing literature on preferences among German tourists. The literature suggests that Germans are very fond of a warm climate, with their favorite travel destinations being Spain, Italy, and Asia. In addition, Germans tend to have a preference for destinations involving hiking, beach or bathing, city breaks, cruises, and cycling trips. This is consistent with the findings of this survey, which shows that destinations with beaches and water sport opportunities are preferred among German millennials. The literature suggests that Brazilian tourists are interested in activities such as

beach, his- tory, sighting, gastronomy, shopping, or outlet store (Xavier, 2019). Here, the existing literature is again in line with the results of the survey, since it also found Brazilian millennial destination choices to be influenced by shopping opportunities. It is essential to acknowledge that most import goods such as clothes and electronic products are very expensive in Brazil.

Therefore, the findings of both the literature review and primary data collection prove that Brazilian and German millennials have different preference for attractions when choosing travel destinations. At the same time, it is interesting to note that there appear to parallel trends between general country-specific attraction preferences found in the literature and the attraction preferences espoused specifically by millennials in the context of primary data collection for this thesis.

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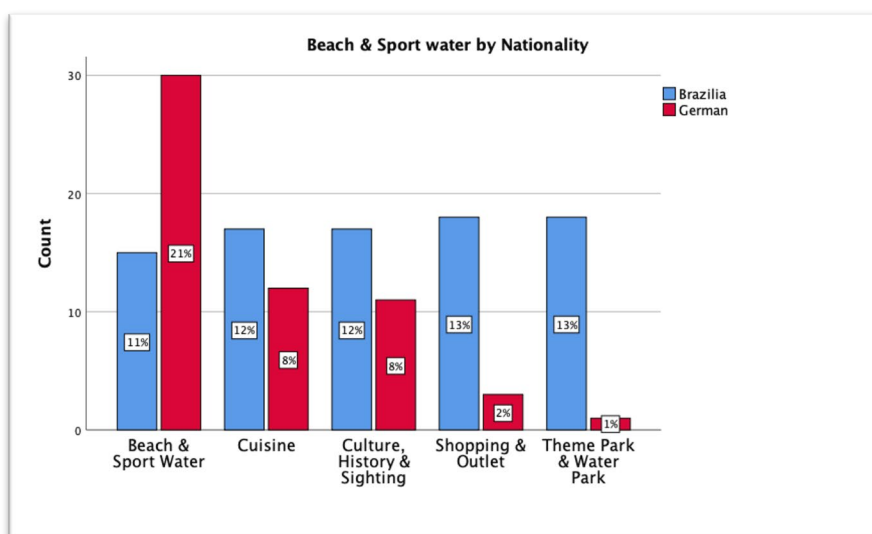

Figure 32: Beach, Sports water by Nationality
Source: Own illustration

Findings:

◊   The most important attractions among Brazilian and German millennials are beach and culture in general.

◊   Beach & sport water is the most preferred attraction among German millennials.

◊   Shopping and theme park is the most preferred attractions among Brazilian millennials.

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5.5 What are the main barriers/factors for German and Brazilian millennials not to choose a destination?

To further optimise the way in which tourism marketers can target German and Brazilian millennials, it is essential to investigate the main barriers or factors that influence millennials from both those countries to discard a destination as a potential travel choice. The author listed seven main factors, such as bad weather, bad/negative reviews, lack of infrastructure, language barrier, price exchange rate, security, and visa requirement as possible barriers for choosing a destination. These factors are listed in Table 7. However, the below figures will only illustrate the most relevant factors with higher percentages.

Table 7: Factors to "Not" choose a destination by Nationality

Factors to "Not" choose a destination						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Bad weather * 2. What is your nationality?	63	44.4%	79	55.6%	142	100.0%
Bad/negative reviews * 2. What is your nationality?	100	70.4%	42	29.6%	142	100.0%
Lack of Infrastructure * 2. What is your nationality?	73	51.4%	69	48.6%	142	100.0%
Language barrier * 2. What is your nationality?	19	13.4%	123	86.6%	142	100.0%
Price / Exchange rate * 2. What is your nationality?	63	44.4%	79	55.6%	142	100.0%
Security * 2. What is your nationality?	89	62.7%	53	37.3%	142	100.0%
Visa requirement * 2. What is your nationality?	28	19.7%	114	80.3%	142	100.0%

Source: Own illustration

Figure 32 shows that 87% of Brazilian millennials responded that price and exchange rate are barriers to choosing a given travel destination.

Figure 33: Price/ Exchange rate by Nationality
Source: Own illustration

Figure 33 shows that 73% of Brazilian millennials responded that lack of infrastructure is a barrier to choosing a given travel destination.
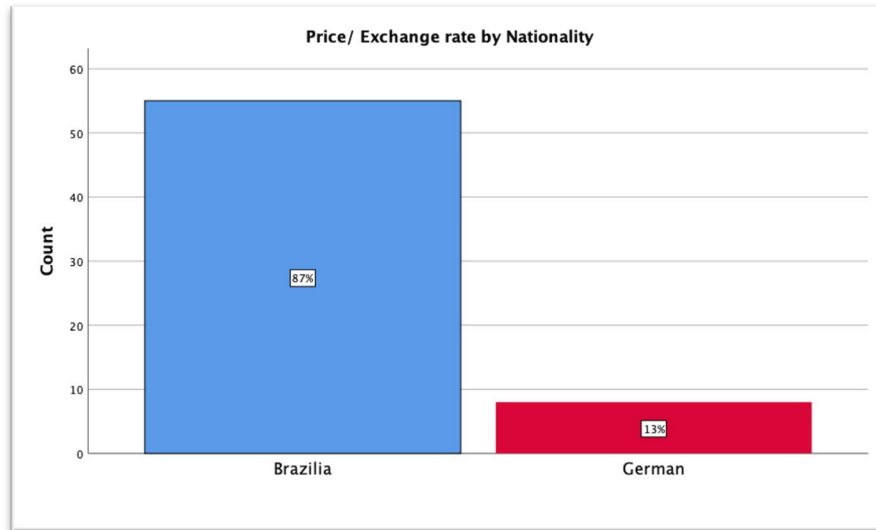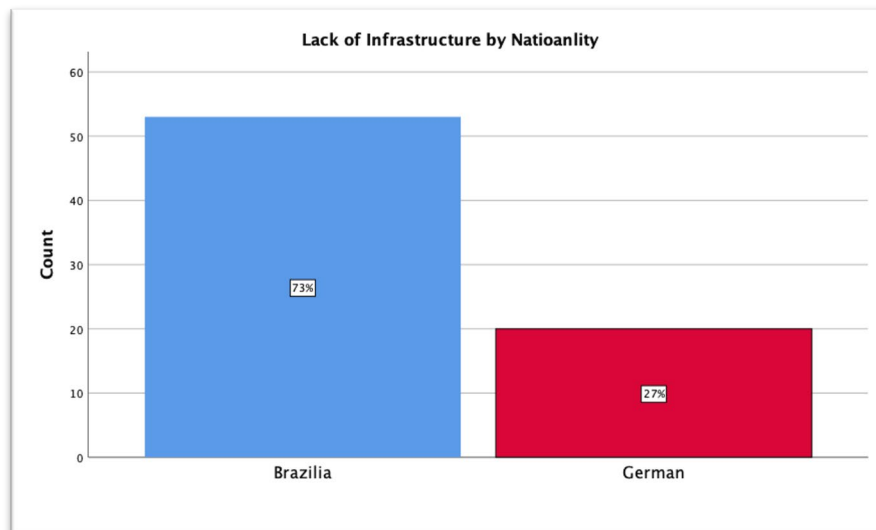

Figure 34: Lack of infrastructure by Nationality
Source: Own illustration

Figure 34 shows that 79% of Brazilian millennials indicated that language barriers are one of the barriers preventing them from choosing a given travel destination.

Figure 35: Language barrier by Nationality
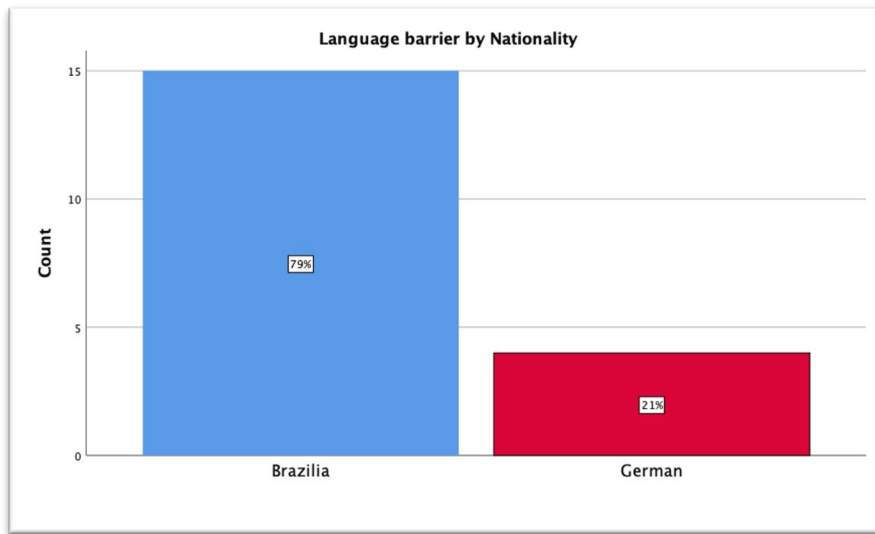
Source: Own illustration

Figure 35 shows that 68% of Brazilian millennials indicated that bad/ negative reviews are one of the barriers that prevent them from choosing a given travel destination.
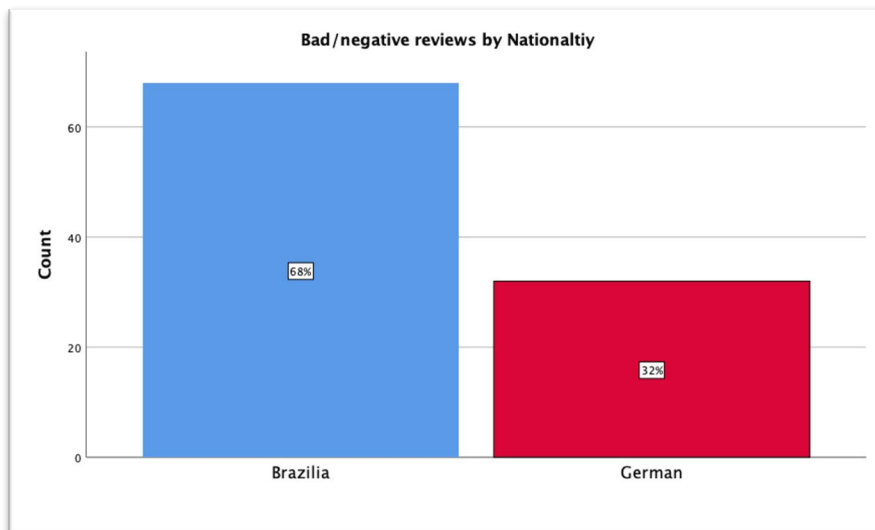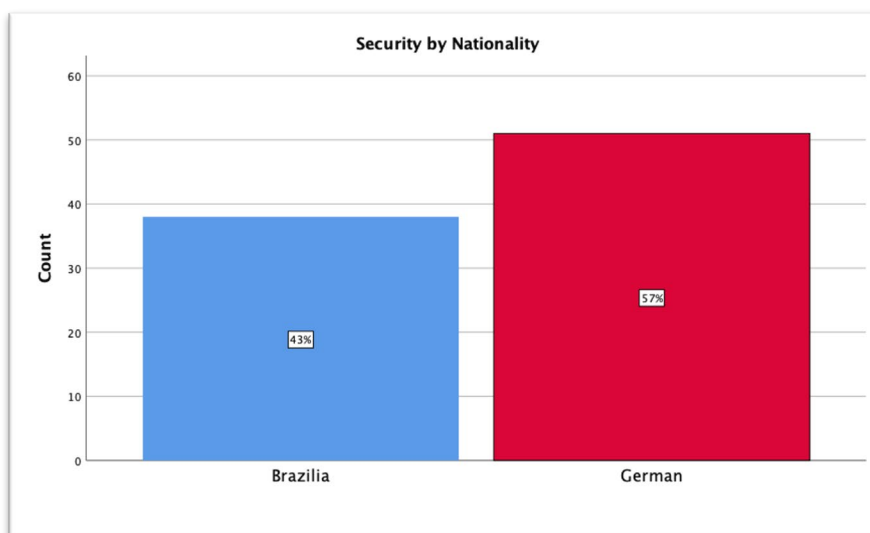

Figure 36: Bad/Negative review by Nationality

Source: Own illustration

Figure 36 shows that 57% of German millennials indicated in their responses that security is a barrier that prevents them from choosing a given travel destination.

Figure 37: Security by Nationality

Source: Own illustration

It is important to acknowledge the barriers of German and Brazilian not choosing a destination can be combined with perceived behavioural control element from the TBP model. According to Ajzen (1991), individuals exercise perceived behavioral control when they are in possession of the tools that allow them to control different aspects of behavior. This control perception depends on different variables in different circumstances (Jordan & Boley, 2018). For example, an individual's perceived behavioral control over purchasing a travel destination will be more likely to involve having the appropriate available financial re- sources, having the time to travel, and choosing between different transportation types that will get the individual to the destination desired. In order for the German and Brazilian millennials to perform a particular behavior (choosing a travel destination in this case) they must be sure to have control over multiple aspects related to the travel decision, such as time, money and available resources.

Moreover, in the context of traveling and choosing a destination, perceived behavioral control is one of the most compelling elements of the TPB approach, as the perceived behavioral control refers to the thinking of how difficult or easy it is to act such a behavior (Ghaderi & Hatamifar, 2018)**.** For the purpose of this Master thesis, the perceived behavioral control is composed of the beliefs of German and Brazilian millennials about the control they have over the main identified barriers to selecting a given travel destination. There are a few barriers that can impact the individual's choice of a travel destination, such as a visa, language, exchange rate, travel distance. For example, the German and Brazilian millennials need to have time and financial conditions to allow them to travel to the destination they want to go or desire to go.

Otherwise, no matter how passionate they are about going to a specific destination and no matter how influential society is in conditioning an individual to travel, if millennials do not have time and the financial resources needed to travel, it will be harder for such travelling behavior to manifest itself. Therefore, in this section the author can identify with the primary data collected from the online survey and the literature review that for both the German and Brazilian millennials behavior on choosing a destination will depend in the different perceived circumstances.

Findings:

◊Bad weather: 51% of German and 49% of Brazilian responders agreed that it would be a factor to not choose a destination.

◊Price/Exchange rate: While 87% of Brazilian millennials identify this as a factor preventing them from choosing a potential travel destination, it only appears to be a concern for 13% of German responders.

◊ Bad/ negative reviews will prevent 68% of Brazilian millennials from choosing a given destination, while only 32% of Germans appear to take such reviews into account.

◊ Security concerns appear to be a more significant impediment to destination choice for Germans, as 57% indicated this would lead them to not choose a destination. By contrast, this is a concern for only 43% of Brazilians.

◊ Visa requirements were equally important for both nationalities: 54% of Brazilians and 46% of Germans indicated that visa requirements could prevent them from choosing a potential destination.

Overall, the factors and barriers to not choose a destination are fundamental for any marketer to be able to apply the pull and push marketing better. In this sense, it is fundamental to acknowledge that Brazilian millennials are more affected by price exchange rates and negative reviews compared to German millennials. Travel for Brazilians is essential, but factors such as the rise in the dollar, exchange rate instability, and political issues affect the travel demand among the Brazilians. This gives travel marketers valuable information to ensure that these two main factors are well established when trying to offer travel destinations to Brazilian millennials. As for German millennials, security and bad weather are fac- tors that would make them avoid choosing a certain destination. Moreover, it can be assumed that Brazilians are more likely to tolerate travel destinations with higher crime rates compared to Germans because Brazil itself is a country with high criminality, meaning that Brazilian people are more "used to" traveling in countries with safety concerns compared to Germans. Therefore, it is essential

to acknowledge the culture difference between countries and a strategy that will be effective for the different nations when choosing a specific travel destination.

However, it is important to take into consideration that these factors are time-variant and potentially volatile. Nowadays natural disasters are occurring constantly. For example, the spread of the Coronavirus pandemic starting in February/March 2020 has majorly affected several industries, including tourism. Due to containment measures put in place by several countries, people from different nations have to deal with travel restrictions to particular destinations. Given the current scenario, Germans are not allowed to travel to certain countries and Brazilians have been banned from entering multiple countries including the European Union, due to Brazil currently being one of the countries with highest contamination risk. Other relatively unpredictable natural disasters include the bushfires in Australia and the floods in Japan, which will affect tourist demand due to high risk in the short and medium term. Therefore, it is important for tourism managers to take security concerns into consideration when marketing certain destinations while also being mindful that fairly un- predictable events such as natural disasters might alter destination preferences suddenly.

5.6 How German and Brazilian millennials interact in their social media on a travel destination?

To assess the interaction of German and Brazilian millennials on their social media, the author combined question two of the online survey with Questions 12 and 13 using the crosstabulation of SPSS. In this section, the author combined the Question 2 about nationality with Question 12 about participant role on social media. Figure 37 illustrates the role of participation in social media by nationality. The main findings suggest that both Brazilians (35%) and Germans (25%) millennials are engaged in social media but rarely post. How- ever, 23% of Brazilians are more active and post regularly compared to only 5% of Ger- mans. German millennials are more likely (9%) to be silent observers as opposed to Brazilians (3%).

Figure 38: Role/Participants on social media by Nationality

Source: Own illustration
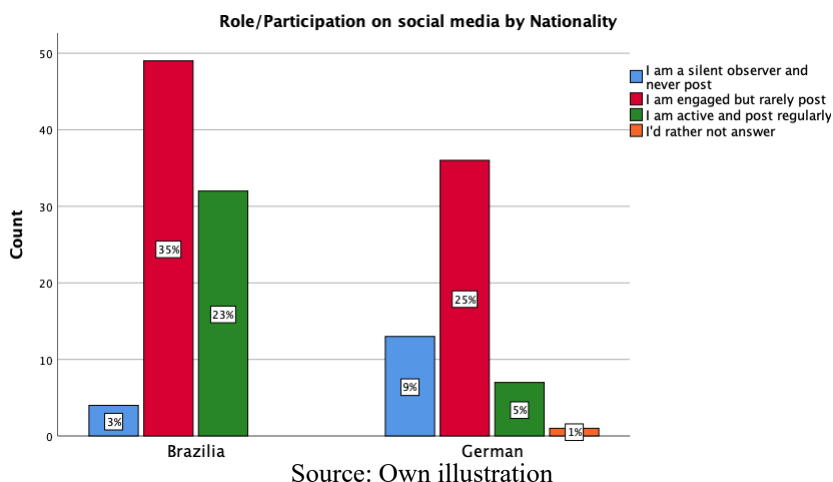
Moreover, it is important to understand how regularly Germans and Brazilians post their travel pictures on social media. Figure 38 shows that most German respondents (37%) and most Brazilian respondents (30%) report "sometimes" posting their travel picture on social media. However, Brazilian millennials are much more likely to always post their pictures on social media (25%) compared to only 8% of German millennials. It is essential to understand that different cultures can have different behaviours towards sharing travel pictures on social media.

Figure 39: Post travel picture on social media by Nationality

Source: Own illustration
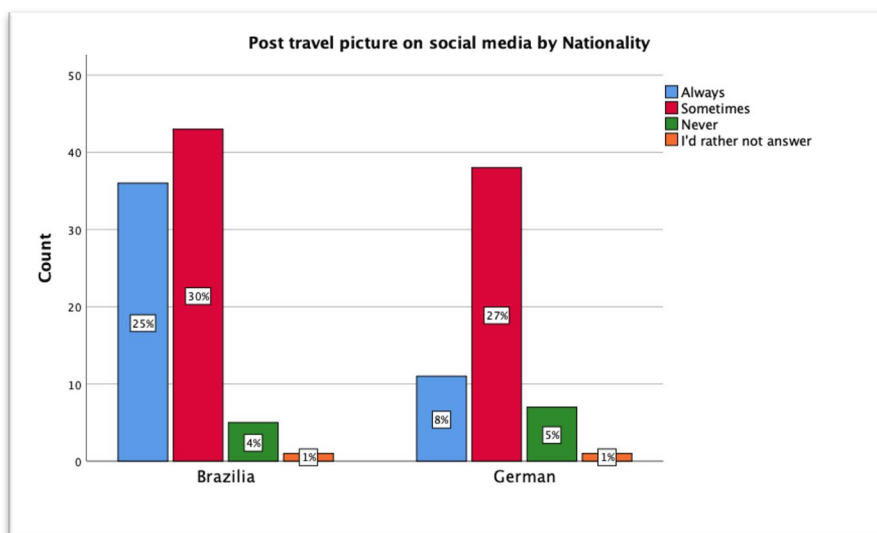
Therefore, the behaviour of posting a travel pictures among the Brazilian and German millennials can be best combined with the literature review on the subjective norm. The

subjective norm relates to the pressure exerted by society onto the individual in relation to engagement in a particular behavior. The individual then adapts in the face of such pressure and develops a certain behavior. The subjective norm can be determined by individuals posting pictures and their evaluation on how other see and perceived them. In addition, cultural differences will affect the "openness" of different nationalities to posting on social media. Culture will also affect the perception of what individuals are "allowed" to post. For the purpose of this study, it can be assumed that Brazilian millennials are more likely to share their travel pictures, than the German millennials.

Furthermore, it was essential to acknowledge how regularly Brazilian and Germany millennials view travel influencers. Figure 39 illustrates that "sometimes" has a higher number of respondents among Brazilian millennials with 38%, and German millennials with 17%, whereas "once a day" and "every day" has a higher response among German's millennials (7%) compared to Brazilian millennials (1%). However, 4% of Brazilians view travel influencers weekly, whereas among German millennials no respondents viewed such influencers every week.
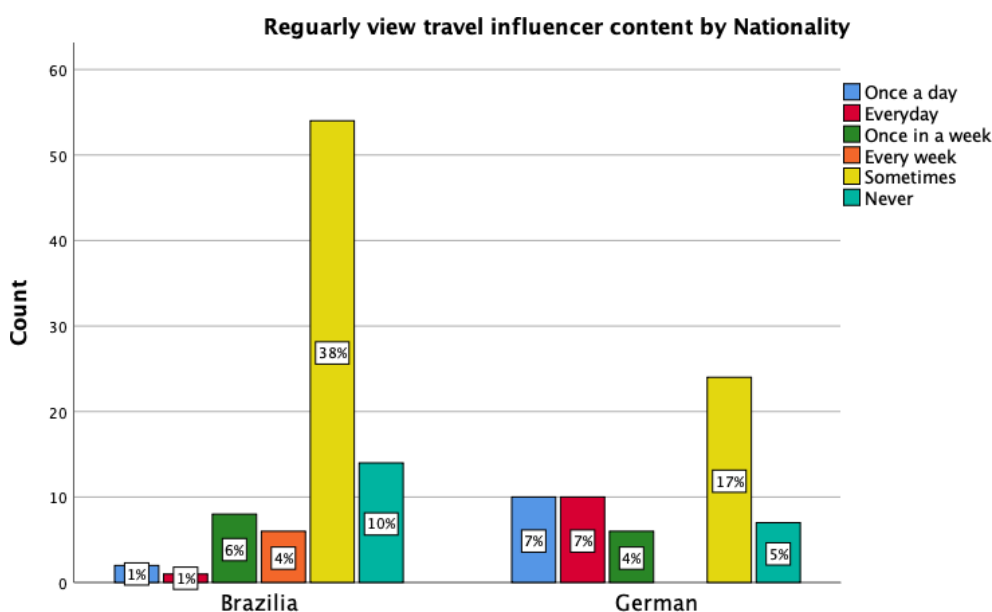

Figure 40: Regular view travel influencer content by Nationality
Source: Own illustration

Findings:

◊ The majority of Brazilian millennials are "engaged but rarely post."

◊ Brazilian millennials are "more active and post regularly" compared to German millennials.

◊ A higher proportion of German millennials classify themselves as "silent observers"

◊ The majority of German and Brazilian millennials view travel influencers "sometimes."

Overall, it can be said that, due to the cultural differences among the Brazilian and German millennials, we can assume that Brazilians are much more interactive on social media and are more likely to share their experiences, whereas Germans are more reserved when it comes to sharing their experience on social media. However, German millennials seem to enjoy viewing travel influencer contents more on their social media compared to Brazilians. Therefore, travel marketers should be aware when creating and targeting content on social media to optimize content to the different preferences of Brazilian and German millennials.

5.7   How trustworthy is Influencer Marketing for German and Brazilian millennials?

To further investigate the impact of influencer marketing among German and Brazilian millennials, the author asked the participants how trustworthy they find influencer marketing. Figure 40 shows that Brazilians are more inclined to find influencer travel recommendations valuable compared to Germans. 13% strongly agree and 39% agree with the statement, while only 4% of Germans strongly agree and 18% agree with the statement. However, both groups had had a relatively high response to "neither agree, nor disagree", even if Germans appear to be more sceptical here as well.

Figure 41: Influencer trustworthy by Nationality
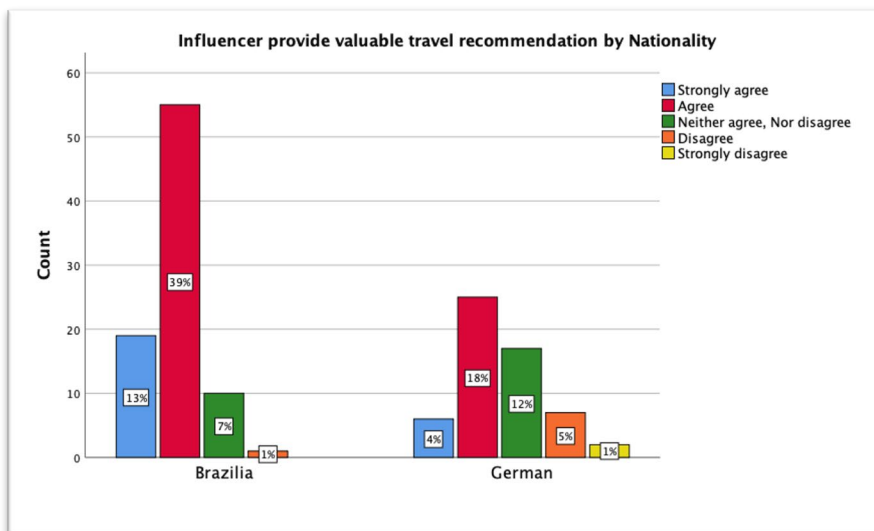
Source: Own illustration

In addition, the author segregated the responses to Question 17 on influencer travel recommendations by nationality. Figure 41 illustrates that Brazilians tend to agree more with the statement that influencers provide valuable travel recommendations compared with German millennials. In addition, Brazilian millennials have a higher number of "strongly agree" with 13% a response compared with a 4% response by German millennials. How- ever, "disagree" with 5% and "strongly disagree" with 16% has a higher number among German millennials.
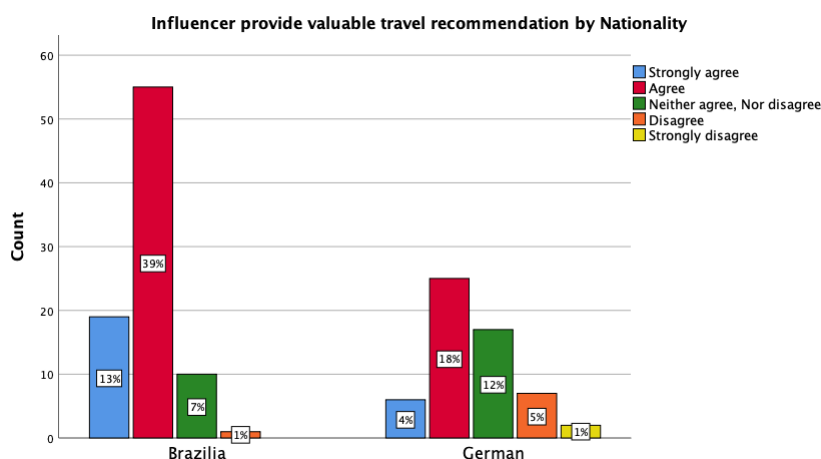

Figure 42: Influencer provide valuable recommendation by Nationality

Source: Own illustration

Findings:

◊ The majority of Germans and Brazilians neither agree nor disagree that the influencer is trustworthy.

◊ Brazilian millennials have a slightly higher number of people in agreement that influencers are trustworthy compared to German millennials.

◊ The majority of Brazilian and German millennials agree that influencers provide valuable travel recommendations.

Overall, it can be assumed that German and Brazilian millennials are particularly uncertain about how trustworthy an influencer is. However, both German and Brazilian millennials agreed that influencers provide valuable travel recommendations. The above findings pro- vide essential information for both the marketer and influencer in terms of the need to develop a strategy that makes influencers more trustworthy. In addition to better influencing and attracting Brazilian and German millennials, trust is important when attempting to create valuable travel recommendations.

5.8 How satisfied have German and Brazilian millennials been with Influencer Marketing recommendations?

To further investigate the impact of influencer marketing on Brazilian and German millennials is essential to understand how satisfied they are with influencer marketing recommendations. The author asked the participants on the online survey to state their opinion on five different statements. This will help the author have a better understanding of how satisfied they are with influencer marketing recommendations.

The first statement is that influencers draw attention to new products/ trends. Figure 42 shows that both German (34%) and Brazilian (54%) millennials "strongly agree and agree". However, 1% of the German millennials "disagree".

Figure 43: Influencer draw attention to new products/trends by Nationality
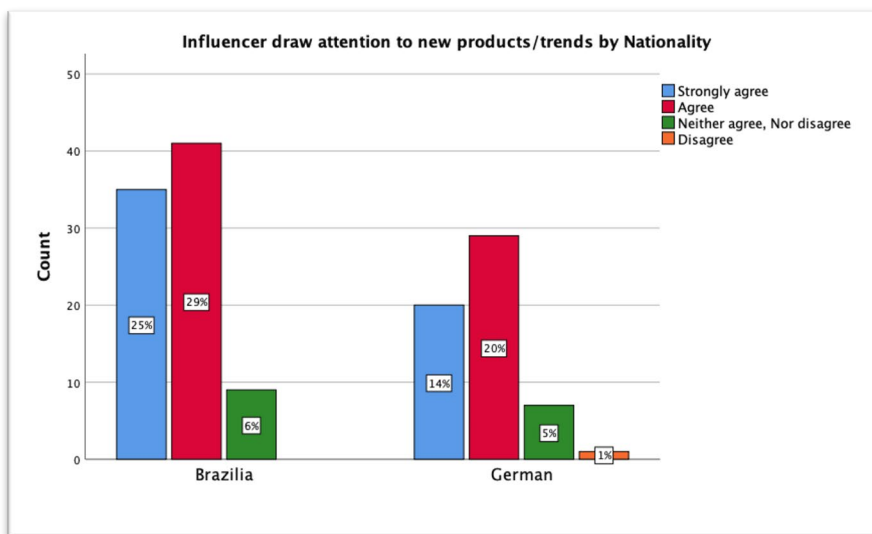
Source: Own illustration

The second statement is about whether influencers help to choose a destination. Table 43 shows that more Brazilian millennials (30%) agree that influencers help choose a destination, while only 15% of Germans do so. In addition, German millennials have higher response in the "strongly disagree" category with 4% against a 0% response rate by Brazilian's millennials.

Figure 44: Influencers help me to choose a destination by Nationality
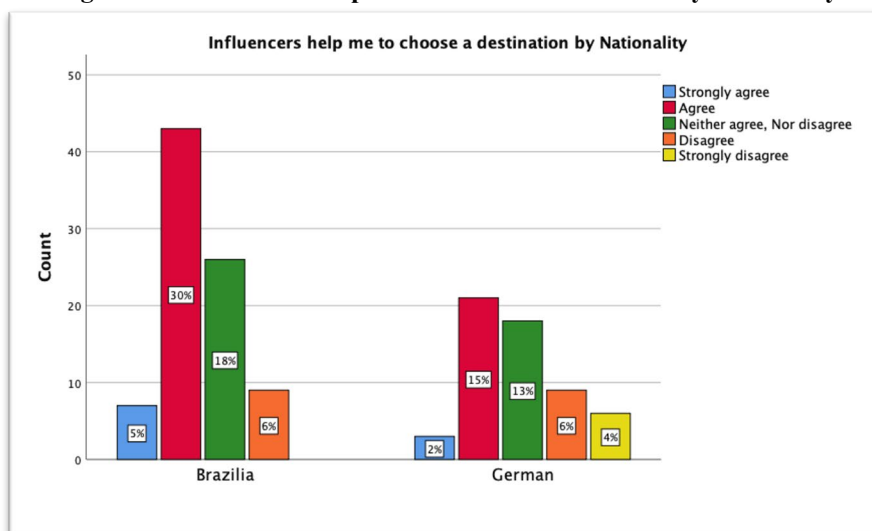
Source: Own illustration

The third statement is about whether travel influencers inspire and make us to want to travel. Figure 44 illustrates that 24% of Germans and 38% of Brazilians agreed that that travel

influencers always inspire and make them want to travel. However, 14% of Brazilians and 12% of Germans "neither agree, nor disagree" with this statement.

Figure 45: Travel influencer inspire me and make me want to travel by Nationality
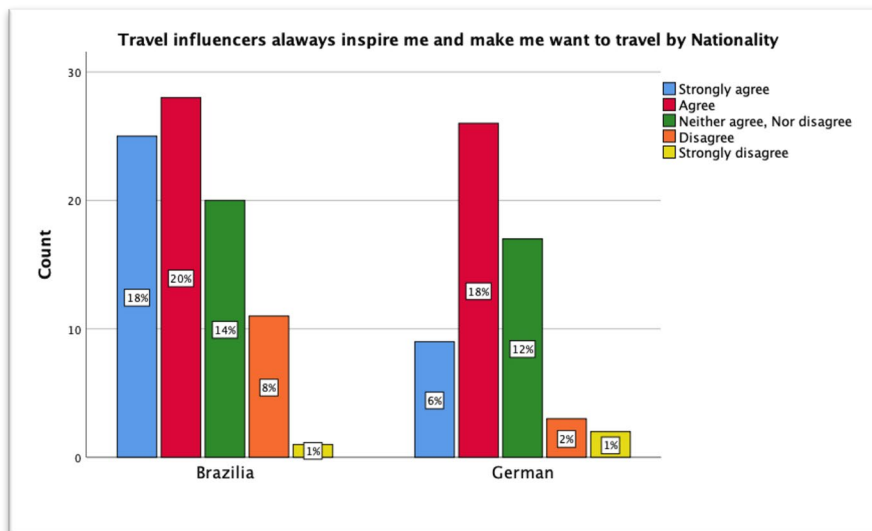
Source: Own illustration

The fourth statement is whether influencers help to choose a destination. Table 45 shows that both Brazilians with 30% and Germans with 15% "agree" that influencers help to choose a destination. However, the 18% of Germans and 13% of Brazilians selected "neither agree, nor disagree".
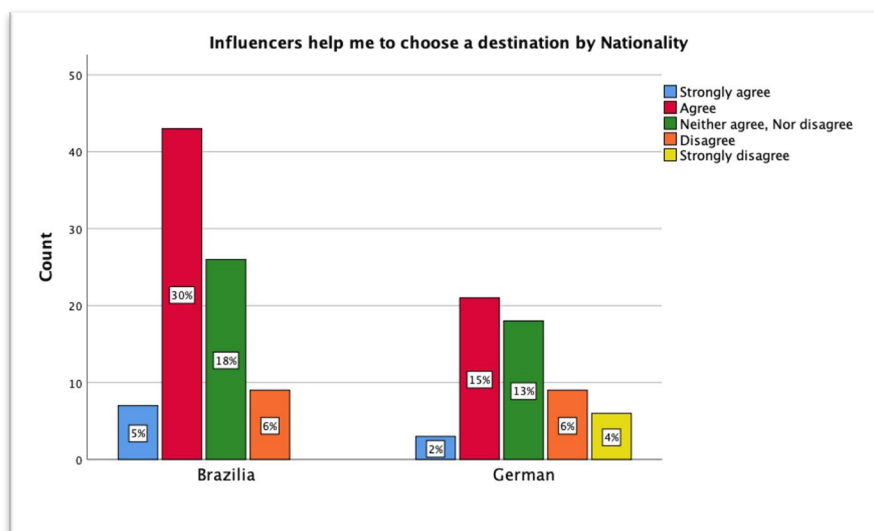
Figure 46: Influencer help me to choose a destination by Nationality
Source: Own illustration

The fifth statement is about whether seeing a destination post on social media makes the Brazilian and German millennials want to visit that place. Figure 46 demonstrates that 25% of Brazilian millennials strongly agree compared to only 7% of Germans. However, both Brazilian (25%) and German (23%) millennials have a similar response to" agree"
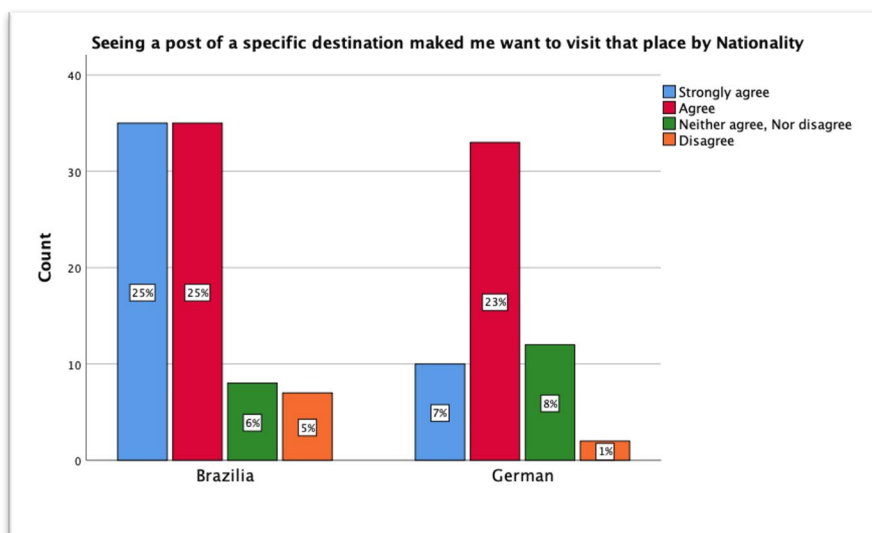
Figure 47: Seeing a post a specific destination made me want to visit that place by Nationality
Source: Own illustration

The sixth statement is about whether seeing a travel influencer's experience on social media can impact Brazilian and German millennials' opinions on the travel destination. Figure 47 shows that 28% of Brazilians and 20% of Germans "agree". However, both 10% of Brazilians and 11% of Germans neither agree nor disagree.

Figure 48: Seeing travel influencer experience by Nationality
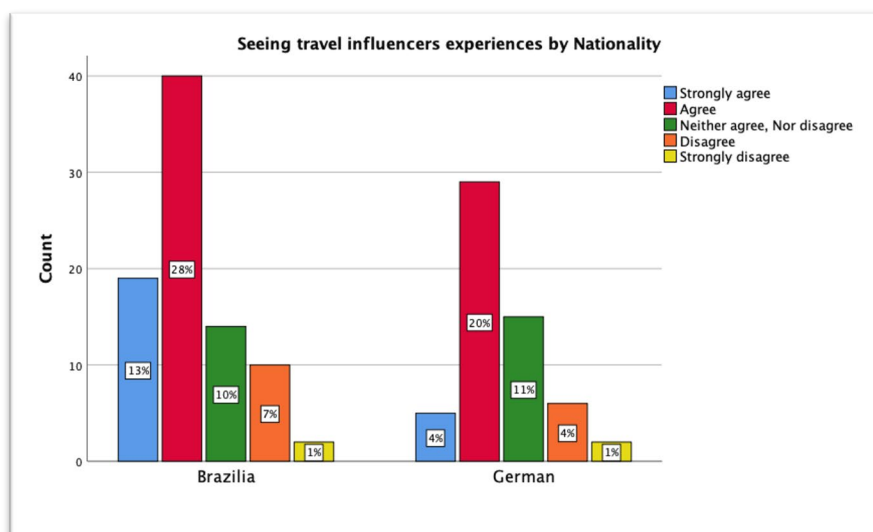
Source: Own illustration

5.9.9. How often have German and Brazilian millennials posted their travel destination on their social media?

Figure 48 shows how often Brazilian and German millennials post their travel pictures on social media. Brazilians "always" post with 25% responses, whereas only 8% of Germans responded with "always". In addition, Brazilians have a higher response rate to "sometimes" (30%) compared to Germans (27%).

Figure 49: Post travel pictures on social media by Nationality
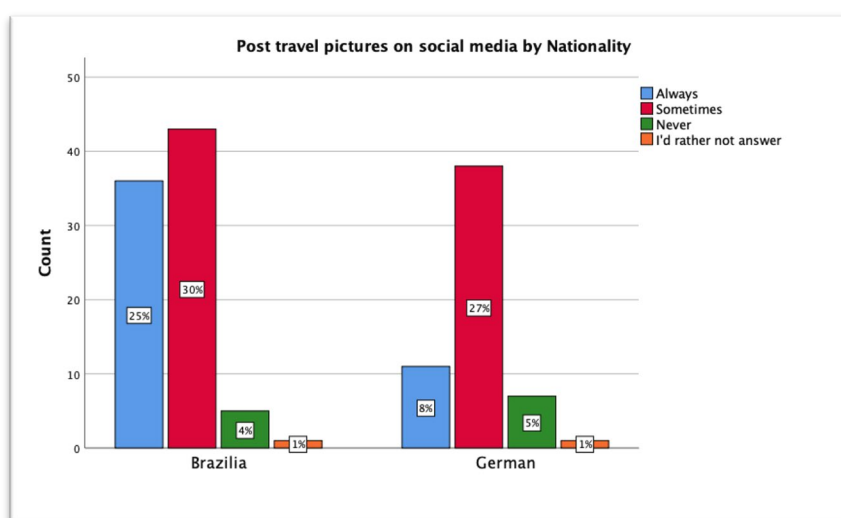
Source: Own illustration

Findings:

◊ The majority of Brazilian and German millennials "sometimes" post their travel pictures on social media.

◊ Brazilians have a higher number of "always" posts compared with the German millennials.

Overall, it is important to acknowledge that both the German and Brazilian millennials post their travel pictures on social media. This shows that both millennial groups interreact on their social media and like sharing and posting pictures. Different studies on social media have argued that social media provides a space for millennials to express their feelings, ideas, thoughts, and attitudes. Studies have revealed that social media platforms develop emotional effects of loyalty, gratification, sharing, bonding, and more interaction in brand product or service content. In addition, the Web 2.0 technology, such as social media, has gained attention
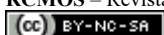
of the travel and tourism industry as an increasing proportion of users is sharing traveling information and experience on social media.

5.9.10. Why German and Brazilian millennials use social media?

In order to gain more knowledge about why German and Brazilian millennials use social media, the author asked the participants on the online survey to rank the following statement from most important (1) to least important (9). Here the author will only discuss two statements.

Table 8 shows that both Brazilian and German millennials tend to use social media the most to stay in touch with friends.

Table 8: To keep in touch with friends

To keep in touch with friends											
Count											
					To keep in touch with friends						
		Most important	2	3	4	5	6	7	8	Least important	Total
2. What is your nationality?	Brazilia	28	21	5	4	8	2	6	6	5	85
	German	29	14	2	2	3	0	0	4	3	57
Total		57	35	7	6	11	2	6	10	8	142

The second statement regards the use of social media to promote products. Table, 8 shows that both Brazilians and Germans millennials have similar ranked choices when it comes to using social media to promote products.

Table 9: To promote products

To promote products											
Count											
					To promote products						
		Most important	2	3	4	5	6	7	8	Least important	Total
2. What is your nationality?	Brazilia	8	3	3	1	8	9	11	12	30	85
	German	2	1	0	0	5	2	3	12	32	57
Total		10	4	3	1	13	11	14	24	62	142

Findings:

◊ The majority of Brazilian and German millennials ranked social media to be the most important " to keep in touch with friends."

◊ The majority of Brazilian and German millennials ranked social media the least important "to promote products."

Overall, we can conclude that for both the German and Brazilian millennials, keeping in touch with friends is a priority on social media. Studies have shown that reference groups,

such as friends and family, influence individual attitudes and behavior (Tyagi, 2018). There-fore, it is essential to acknowledge that friends and family influence Brazil and German millennials.

5.9.11. German and Brazilian millennials trip preference?

To further investigate the master thesis's main topic, the author asked participants about their trip preferences. Figure 49 shows that 21% of Brazilian millennials preferer short trips compared to only 5% of German millennials. However, both groups have a preference for long AND short trips.

Figure 50: Long or short trips by Nationality
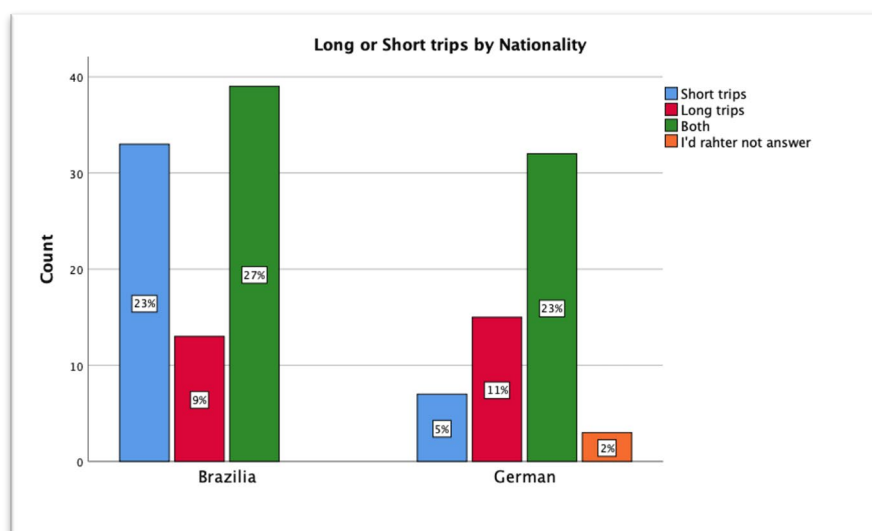
Source: Own illustration

Findings:

◊ The majority of Brazilian and German millennials like both short and long trips.

◊ Brazilian millennials have a stronger preference for shorter trips compared to Germans.

◊ German millennials have a stronger preference for long trips compared to Brazilians.

Overall, in the literature discussion shows that German tourists are well known for their long travel destinations, whereas Brazilian people are more likely to travel domestically as ex-change rate fluctuations can prevent them from planning holidays abroad. Therefore, it is essential for a travel marketer to optimize different travel packages, as Brazilians are more dependent on the current exchange rate and more likely to travel domestically. Brazilians are more likely to be constrained by price considerations compared to German millennials.

Therefore, price-attractiveness is likely to play a more significant role in the destination choice of Brazilians.

5.9.12. Do travel influencer pictures impact German and Brazilian millennial's destination choices?

In this section, the author presented survey respondents with destination pictures by four main travel influencers, two from Germany and two from Brazil. As Pictures have become an essential element of social media platforms like Instagram and Snapchat, many major industries have adapted their marketing strategies to include visuals that gain customer attention. In addition, people are becoming more comfortable with sharing and posting pictures on their social media. Furthermore, the author wanted to investigate further whether the participants would recognize the influencer and if recognizing the influencer would increase their likelihood of choosing a destination because they know the influencer. The author also gave four different pictures from different destinations for participants to agree whether they want to go there after looking at the picture.

The first picture was a picture of a desert with the Dubai city in the background. The author wanted to give the participants the feeling of heat and desert sand. In addition, the picture featured the tallest building in the world, the Burj Kalifa. Dubai has been a very trendy destination among German and international tourists for luxury and shopping. The main purpose of choosing this picture was to contrast modernity with a more traditionally Arab atmosphere. After the participants looked at the picture, they were asked whether they recognize the influencer from social media. Figure 50 shows that 58% of Brazilian millennials said "NO." German millennials had a 31% NO response rate. However, 8% of German millennials responded "YES," which was a higher number than the only 2% Brazilian millenni als who responded "YES."

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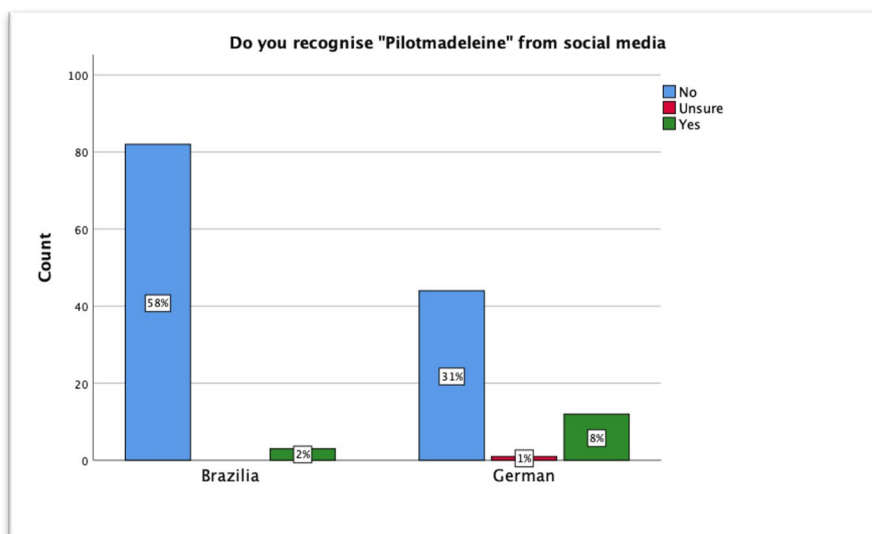
Figure 51: Do you recognize "Pilotmadeline" from social media
Source: Own illustration

The author asked the participants after they looked at the picture if the image inspires them to go to Dubai. Figure 51 shows that the majority of German and Brazilian millennials responded "No", with a higher volume of negative responses coming from Brazilians. However, Brazilians has a higher number of "Yes" with 22% responses compared with the Ger- man millennials with only 10% responses.
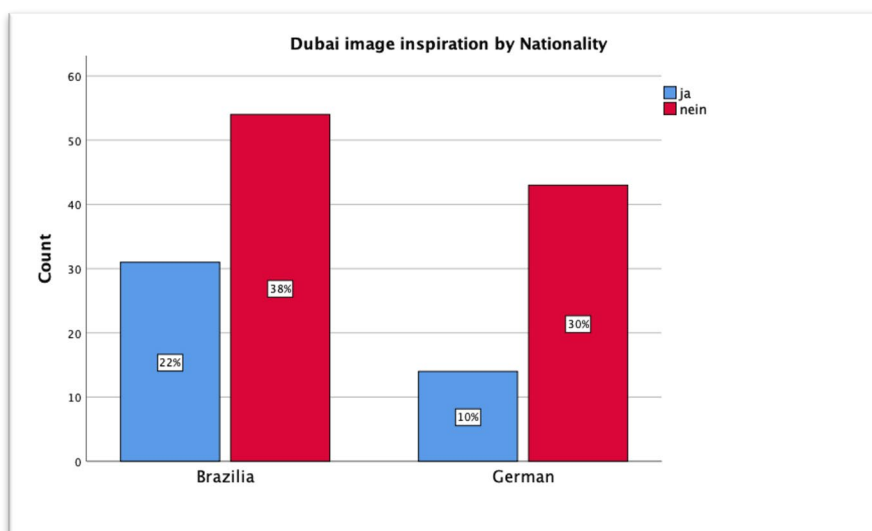
Figure 52: Dubai image inspiration by Nationality
Source: Own illustration

The second picture came from the Instagram profile of a Brazilian travel influencer. The author asked the participants if they recognize "Cesaporai" from social media. Figure 52 shows

that 51% of the Brazilians and 39% of Germans responded "NO," with only 7% of Brazilians and 1% of Germans responding "Yes".

Figure 53: Do you recognize "Cesarporai" from social media
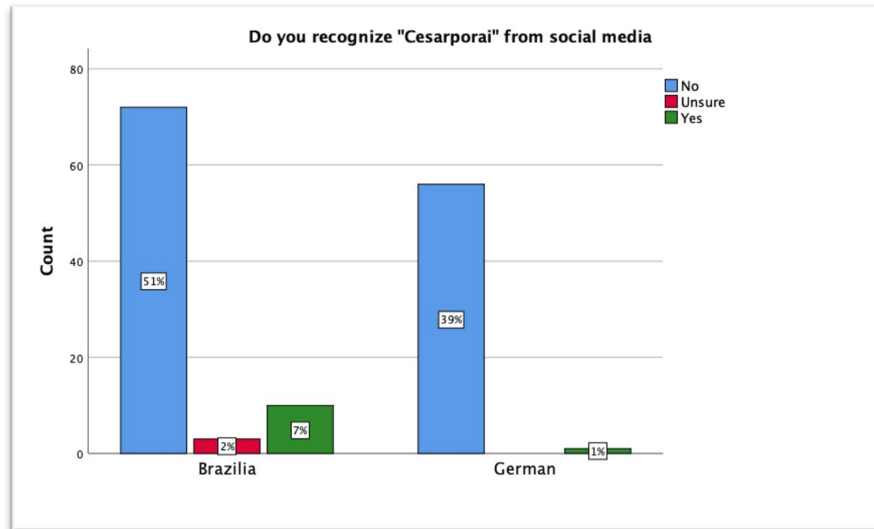
Source: Own illustration

The author wanted to give the participants the feeling of an oriental palace that would give participants the feeling of wanting to get inside and experience its history. Asian countries are currently very trendy among different international tourists, being among the top most-visited tourist destinations. In addition, studies have shown that German travelers' have increased their international traveling to Asian countries.

After showing the Bagan Palace, the participants where asked if the image inspires them to go there. Figure 53 shows that 40% of the Brazilian millennials responded "Yes." In contrast, German millennials were less enthusiastic, with 23% saying "No" and 17% saying "Yes".

Figure 54: Bagan Golden Palace image inspiration by Nationality
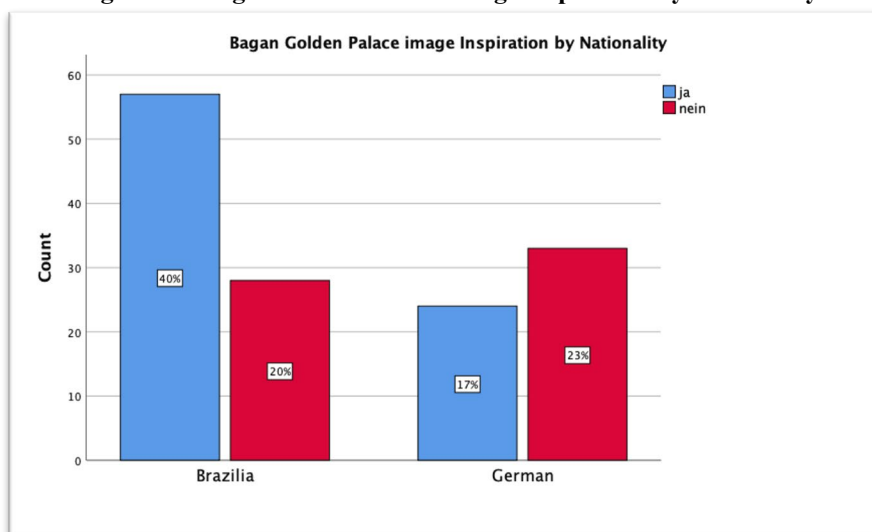
Source: Own illustration

The third picture is taken from a German influencer's social media account. The picture was taken in the Finnish mountains during the wintertime. The author wants to give the participants the feeling of a cozy morning in the winter. This picture was chosen strategically as in Brazil, there is no snow. Therefore, the author wanted to understand if seasonal factors influence Brazilians to choose a destination with snow as it represents a novelty factor of sorts for Brazilians. In addition, German millennials would be expected to show less interest in this image as winter and snow is common in many parts of Germany.

The author asked the participants if they recognize "Yvonnepferrer" from social media. Figure 54 shows that 51% of Brazilian millennials responded "NO", whereas 32% of German millennials responded "NO." However, here the exciting finding is that 8% of Brazilian millennials responded "YES" while 6% of German millennials responded "Yes". Therefore, one does not necessarily have to be of the same nationality to follow an influencer.

Figure 55: Do you recognize "Yvonnnepferrer" from social media

Source: Own illustration

After the author asked the participants if the image inspires them to travel, figure 55 shows that 44% of Brazilian millennials responded "YES", whereas only 18% of German millennials responded "YES." Therefore, here it can be assumed that seasonality can play a key role among both German and Brazilian millennials is choosing a travel destination.

Figure 56: Finland image inspiration by Nationality
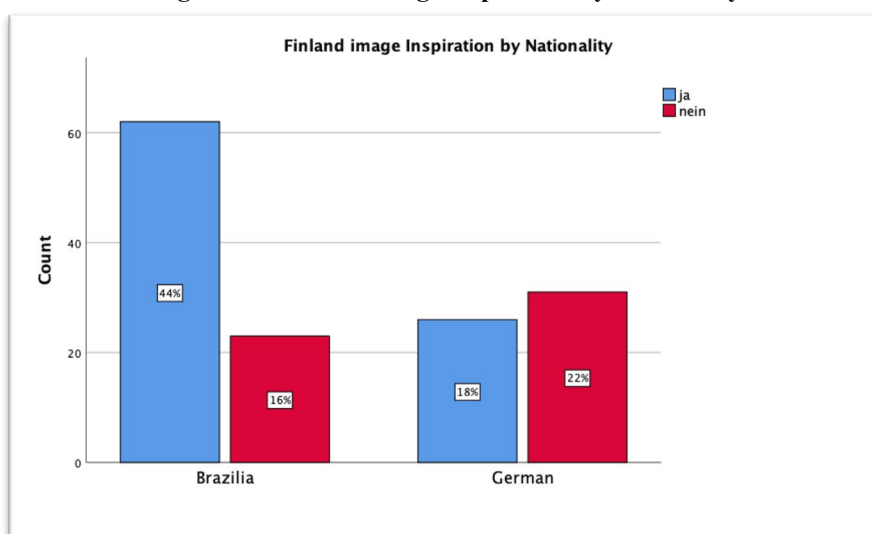
Source: Own illustration

The fourth picture is by a Brazilian influencer. The picture was taken in Nusa Penida, which is very well-known and trendy island in Bali. It is well known for its beautiful beach and

diverse places to go out to eat and drink. Moreover, the author wants to give the participants the feeling of jumping in and smelling the salty sea breeze and listing to the waves breaking. This picture was chosen strategically as in Germany there are not many beach places compared to Brazil, which is well-known for its beautiful beaches. Figure 56 shows that 58% of Brazilian and 31% of German millennials responded "No", they do not recognize Viajando-comgabi. However, 8% of the German millennials responded "Yes".

Figure 57: Do you recognize "Viajandocomgabi" from social media
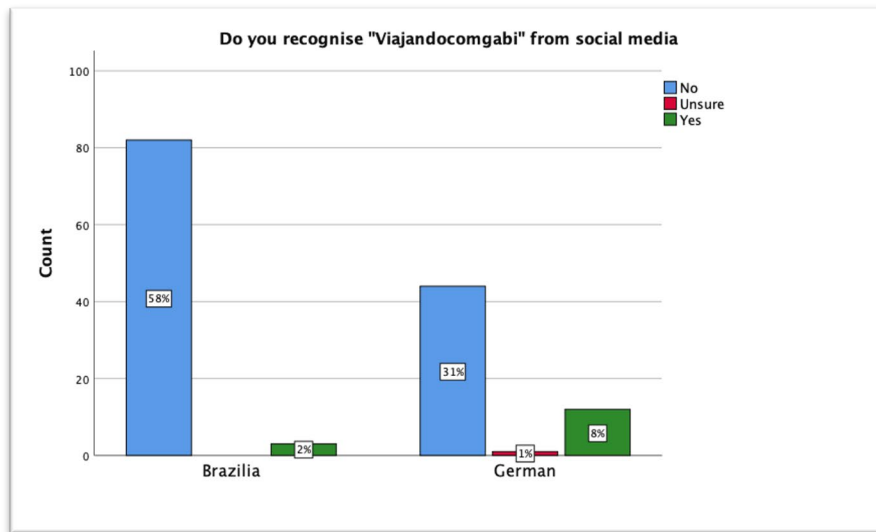
Source: Own illustration

Figure 57 shows that 49% of Brazilians responded "YES" that the image inspired them to go to Nusa Penida. 29% of Germans millennials responded "YES." Both Germany and Brazilian millennials had an equal number of responses, saying "NO" (11%). Therefore, here it can be assumed that both the German and Brazilian millennials are fond of beach locations.
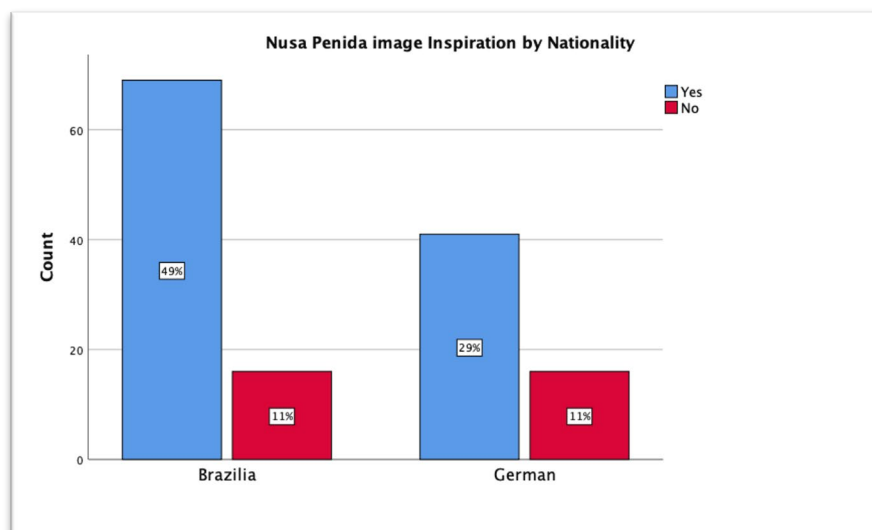
Figure 58: Nusa Penida image inspiration & Nationality
Source: Own illustration

Findings:

◊ The majority of Brazilian and German millennials did not recognize the influencers.

◊ Dubai is more attractive to Brazilian millennials.

◊ The majority of Brazilian millennials would like to go to Bagan Palace.

◊ The majority of Brazilian would go to Finland.

◊ Nusa Penida is the most attractive to German millennials compared with the other destinations.

Overall, in this section it can be inferred that the social media influencer picture posts had a higher impact on Brazilians in terms of convincing them to go to the specific destination compared to the German millennials. Therefore, for the traveller marketer, it is important to optimize the pictures posted of certain destinations to German millennials in order to increase their attention. The highest amount of "Yes" responses among German millennials were on the beach picture in Nusa Penida. It can thus be inferred that German millennials are highly driven by a particular "beach place" feeling. In contrast, Brazilians seem to be attracted to a more varied mix of destination types.

Chapter 6: Conclusion and Recommendations

The main aim of this master thesis was to analyze the impact of influencer marketing on travel destination choices by Brazilian and German millennials, with a particular focus on the effect of influencer marketing and social media interaction on destination choice. The main research question, as well as its sub-questions, were informed by a literature review of the relevant tourism, consumer behavior and social media advertising. Then, primary data was collected through online questionnaires in order to test existing theories. To accomplish the main aims and objectives, the author has defined and analyzed the current state of the literature, conducted primary data collection, and combined the results from secondary data analysis and primary data collection in order to draw inferences related to the research questions pertaining to this thesis.

As tourism is one of the world's more substantial economic drivers that creates employment, regional development, and employment (Guerreiro, 2019) It has contributed to the eco- nomic growth of multiple countries by providing opportunities to many different businesses, such as hotels, transportation and logistics companies, restaurants, shops, artists, artisans performers, etc. In this context, many researchers have been interested in the factors underpinning destination choice, as developing a sophisticated understanding of the destination decision-making process will help marketers and tourism managers to increase tourism to their destinations. (Masiero & Qiu, 2018). Tourism marketers and managers need to pro- mote a positive travel experience to the right tourist, which requires a rich understanding of the destination's attractions and the target consumer's preferences. Moreover, marketers need to ensure that their communication strategies are based on reliable information tourists can count on when visiting the destination. By having a better understanding of the right destination features that will attract tourists to the destination, marketers can ensure a positive experience for the customer. Creating these synergies is important to ensure the long-term development of the tourism industry, maximizing the positive spill-over effects from tourism to the rest of society.

Over the past decade, developments in technology, proliferation of social media and the effects of globalization (reduction of travel cost, less border restrictions and greater availability of tourism options) has changed the way consumers make destination choices. More specifically, social media has provided consumers with a large amount of easily-accessible information related to tourism and influenced the way consumers make travel plans and

destination choices (Jaya & Prianthara, 2018). The fact that social media allows users to interact with each other, with influencers and with a specific brand (Hayes & Carr, 2015) has gained the attention of travel and tourism marketers, who recognize social media's potential as a powerful tool to allow users to directly contribute, collaborate, and interact on travel-related content (Bilgihan & Barreda, 2015).

Therefore, for the purpose of this master thesis, the author began by reviewing key tourism- related literature. It is essential to acknowledge and understand the importance of tourism in Brazil and Germany. Germany is one of the top spenders in foreign travel, generating approximately 65 billion revenue in a year. (Telegraph, 2017). Furthermore, tourism in Brazil is an important sector for the economy, accounting for 3.1% of GDP (OECD, 2020). Over the past years, domestic and international tourism has increased among the Brazilians.

Then, the overall characteristics of German and Brazilian millennials were also addressed, with a focus on how these generational groups vary in their travel decision choice. Millennials are people born between the years of 1980 to 2000 (Young & Hinesly, 2012). Millennials are characterized as being confident, tech-savvy and well-connected. In addition, millennials are becoming a significant growth segment for the international tourism industry (Lončarić & Dlačić, 2019).

Furthermore, the dissertation addresses influencer marketing and how information gathering and evaluation have become an essential part of tourists choosing a destination (Karamehmedović, 2019). Social media has revolutionized many business and marketing strategies by improving customer information access and sharing when compared to traditional marketing techniques (Song, 2016). Studies have shown that providing a more inter- active experience leads to higher customer satisfaction with the service and brand. Social media gives users, particularly millennials, a chance of self-expression.

Moreover, the author engaged with the consumer behavior literature in regards to its application to the tourism context. It is essential for tourism managers and marketers to under-stand the different motivational factors involving travel decisions, the importance of attitudes, and the influence of reference groups on an individual's travel decision-making. The consumer buying process was defined and explained to promote an understanding of the purchase decision-making process. Moreover, the Theory of Planned Behavior (TPB) was applied to the tourism context in order to engage with the many challenges and factors that determine destination choice. Tourists have become one of the main decisive factors for any tourism

industry (Ziadat, 2015). Therefore, it was crucial for the author to gain information about tourist behavior and their expectations and desires when choosing a destination.

The theory of planned behavior (TPB) model was applied to help predict the behavioral intention of destination travel choice throughout attitudes, subject norms, and perceived behavioral control. The TPB model suggests that individuals are more likely to behave in a certain way if they believe that behavior to be conducive to the creation of a self-image and a conclusion by their community/ reference group that is valuable for them as a significant importance (Quintal & Lee, 2010). Within the attitude element, the initial destination evaluation can be crucial in terms of manifesting a potential intention to visit a particular destination. In this sense, the individual's initial attitudes about a certain destination will depend on the significant importance that they assign to going to that destination It is presumed that the attitudes about choosing a destination will depend on the significant importance of a particular destination.

A second and equally important concept of the TPB is the subject norm. The subject norm is the subjective perception of an individual on the cultural references, beliefs or judgments by their reference group they turn to for judgement on whether they should or should not perform a specific behavior. When the individual acts on these perceived judgements by their family, friends, and broader social circle, the intention to travel can materialize.

Social media provides an avenue for users to engage in the sort of "behavioral modulation" encompassed by the subjective norm. When people post on social media, they do so in part to gain attention and acceptance from their social circle. When they post something, they expect to get either a like or comment under their post. This gives the individual an expectation and a "measurable" benchmark of what others think of him or her. While performing certain acts to be accepted within one's social group has been observed in many societies across history, social media has provided individuals with a vehicle to share many more aspects of their lives, including travel experiences. The availability of such a vehicle can also be argued to have increased this need to share and know what others are doing in their lives.

After reviewing the secondary literature, primary data was collected from an online questionnaire. Of the 231 participants who responded to the survey, 196 completed it. However, 35 participants did not finish answering the questionnaire. In total, 85 were Brazilian, 57 were German, and 54 were from other countries.

6.1 Key Findings from the online survey

◊ The majority of participants have social media accounts.

◊ Instagram is the favorite social media app of Brazilian and German millennials prefer and spend more time on.

◊ Family and friends are the preferred source for information on travel destinations, with social media coming in second.

◊ The most important attractions among Brazilian and German millennials are beach and culture in general.

◊ Bad weather acts as the major deterrent to choosing a potential travel destination for both Germans (32 responses) and Brazilians (31 responses).

◊ While a significant portion of Brazilians reported price/exchange rate pressures as being relevant impediments to choosing a given travel destination (55 responses), Germans are not as bothered by these prospects, with only 8 selecting this response.

◊ Security is a more significant factor for Germans not to choose a destination compared to Brazilians. 51 German responders indicated this was an issue compared to 38 Brazilian responders.

◊ Brazilians tend to choose "I am active and post regularly" more frequently com- pared to German millennials.

◊ German millennials score higher in "I am a silent observer and never post."

◊ The majority of German and Brazilian millennials view travel influencers "sometimes."

◊ The majority of Brazilian and German millennials "sometimes" post their travel pictures on social media.

◊ The majority of Brazilian and German millennials like both short and long trips.

◊ The majority of Brazilian and German millennials did not recognize the influencers.

◊ Brazilians are more likely to want to go to Dubai

◊ The majority of the Brazilian millennials would like to go to Bagan Palace.

◊ The majority of Brazilian would go to Finland.

◊ Nusa Penida attracted German millennials the most compared to other destinations.

Before discussing gender differences in social media consumption, it is important to note that the vast majority of survey respondents were female Brazilian millennials. There is a general overrepresentation of women among both nationality groups. Data gathered from the online questionnaire showed that females spend more time on Instagram than males, whereas,

males spend the most time on Facebook and YouTube compared to females. Therefore, males and females are more likely to search for products and services through different social media channels. Considering the existing literature on differences in consumption based on gender, female and male consumers can be said to have different priorities. For the purpose of this study, it can be argued that destination choice will vary de- pending on how the priorities of travelers and the qualities of that particular destination offers. The majority of the Brazilian and German millennials have social media. Instagram is the preferred social media app among participant millennials regardless of gender or nationality.

Friends and family account for the most content viewed on social media by participant millennials. In addition, most millennials tend to turn to friends and family regardless of nationality and gender, with social media search coming in second. However, it is interesting to note that, in comparison with German millennials, Brazilian millennials preferred to consult a travel agency for tourism information at much higher rates. In addition, Brazilian millennials also use television and series as sources for travelling information at higher rates. Therefore, the subjective norm of the TPB model provides most relevant insights here, considering that the theory finds that individuals seek to emulate behaviour they believe to be approved by the reference group. When pieced together, the three findings of the survey demonstrate that interactions with their social circle through social media is important for millennials. The fact that they turn to their reference groups and to social media in order to get travel information corroborates 1) The existence of the approval-seeking mechanism behind millennials' destination choices and intentions to travel and 2) The relevance of social media as a marketing tool for tourism managers to target millennials effectively. These findings can also indicate that millennials think that travel recommendations by friends and family will be safer and lead to less judgements from their social circles.

To assess the main motives for choosing a travel destination, participants were asked about which attractions and qualities motivate them to choose or not choose a given travel destination. The survey findings show that culture, history, and sighting are the most important factors to motivate millennials to make a travel decision, with beach and water sports coming in second. Despite many commonalities, Germans and Brazilians also differ in terms of a few specific interests: German millennials prioritize beach and sport, whereas Brazilian millennials rank theme parks and shopping higher. In addition, for Brazilian millennials, culture and cuisine are the second-highest attractions. Brazilians and Germans also differ in terms of the barriers to travel that they identify as being the most significant. While Brazilians are more affected by

price and currency ex- change rates, German millennials identify security and bad weather as primary impediments. Here, the perceived behavioural control aspect of the TPB model allows us to interpret these findings in a more sophisticated way. Perceived behavioral control is the belief by tourists about the extent to which they have control over the barriers to travel that they have identified as impediments to destination choice. If individuals perceive themselves as having little to no behavioral control about these impeding factors, this will ultimately override individual motivation or societal pressure to travel to a certain destination. If, for instance, millennials do not have the time or the financial resources to travel, it will be harder for such behavior to occur. Thus, marketing managers to be aware of the primary barriers to travel by millennials and need to devise strategies to demonstrate that they have high behavioral control in relation to these barriers.

On the social media habits among millennials, both groups report to be engaged but rarely post. However, Brazilians appear to be more active and post more regularly compared to Germans, who identified themselves as being "silent observers" in higher numbers. The majority of the Brazilian "always" post their travel pictures compared to German millennials who only post "sometimes". It could be argued that Brazilian millennials are more affected by the subjective norm element of the TPB model as they post more about their travel experiences to garner engagement and approval from their social circle. Therefore, more positive feedback on their travel experience can be expected to result in higher intention to travel among Brazilians. The main importance of why Brazilian uses social media is to keep in touch with friends, and the least important is to promote products. Moreover, while the majority of Brazilian and German millennials like both short and long trips, more Brazilians prefer shorter trips over longer trips and more Germans millennials prefer longer trips over short trips.

Germans and Brazilians report some commonalities in how trustworthy they find influencers: While both tend to broadly agree that influencers are trustworthy, make valuable travel recommendations, draw attention to new products, inspire to travel and help viewers to choose a destination, there are also notable differences. Brazilian millennials have a strongly in agree compared with the German millennials. In addition, both agreed that seeing travel influencers experiences on social media impact on their opinion about the travel destination.

For the purpose of this master study, pictures were essential elements to understand the main impact of influencer marketing among Brazilian and German millennials. After showing four different image posts by influencers, Brazilian millennials were found to be more likely than German millennials to want to travel to destinations depicted in the posts. The fact that

Nusa Penida, a beach destination, generated most interest among German millennials corroborates earlier findings about the popularity of beach destinations among Ger- man millennials. In contrast, Brazilians appeared to be attracted to a more mixed set of destination types.

6.2   Recommendations to travel marketers

The online surveys conducted as part of this Master's thesis have proven that Brazilian and German millennials are more influenced by travel recommendations throughout their family and friends, followed by social media. Therefore, marketers have a higher chance to attract their target group to a destination by optimizing the way social media influencers interact with followers. This could be done by encouraging influencers to increase posting volume and encourage followers to repost pictures so that their friends and family can see influencer content. Tourism marketers and influencers should also encourage higher engagement through user-generated content. This can be done by influencers motivating followers to post/ repost their own travel pictures, ask them about their experiences and preferences.

It would be positive in general if influencers, marketers and tourism managers found ways to engage users' friends and family in their influencer marketing strategies (Wiley, 2019). In this sense, it would be positive to get tourists to post more on their social media about their travel experiences generally, as this will increase the probability of engagement and positive feedback by friends and family, motivating them to travel again soon. In addition, a user's travel-related content is also likely to motivate people within his/her social circle to travel as people can be both recipients and "enforcers" of the subjective norm. Apart from the aforementioned reasons, encouraging German and Brazilian millennials to share images, videos, and stories online can also give marketers a better overview of what German and Brazilian millennials are experiencing and want out of their travels.

Germans' millennials are more reserved when sharing their travel experience on social media, travel marketers should find ways to motivate German millennials when choosing a travel destination. Being aware of the barriers Germans and Brazilians perceive as preventing them from choosing a destination is an important part of this process. Brazilian millennials are more affected by the exchange rate and are more price sensitive. Thus, marketers should attract Brazilian millennials at least partly based on the price. On the other hand, German millennials find security to be a main factor that prevents them from choosing a travel destination. Thus, marketers should target safer destinations to German millennials and emphasize the security

aspect in their communications. Considering that visual content tends to generate more engagement on social media, every hotspot location could have a big camera which the traveller could take a photo with next to a landmark/ nice landscape and post it directly to social media. It is essential to consider that Brazilian are more influenced by picture posts than German millennials. In addition, gender difference highlighted in the survey, such as female preferences for Instagram and male preferences for YouTube, should also be taken into consideration by travel marketers. Therefore, marketers have to optimize their targeted tourism communication strategies ac- cording to nationality and gender preferences.

6.3　Contribution to theory

The key results of this master thesis contribute to the subjective norm theoretical framework from the TPB theory by providing insights about how Brazilian and German millennials share and interact on social media. The primary data collection provided evidence on millennials' relationships with social media and the emotional and psychological importance of their social circles when determining travel intention and destination choice. This information can be used when attempting to target millennials more generally and Brazilian and German millennials more specifically. It is thus vital that travel marketers emphasize user-generated content and information sharing through social media in order to harness millennials' trust in social media and their reliance on friends and family for destination choice.

Moreover, this study also adds further evidence to the perceived behavioral control literature. As primary data collection asks millennials about factors that would prevent them from choosing a destination and about the more systemic barriers to travel, this study provides additional insight on which control beliefs are most important to German and Brazilian millennials. For example, Brazilian millennials find that the exchange rate plays a key role for not choosing a travel destination as is "too expensive" for them. Therefore, the extent to which Brazilians believe to have the necessary financial resources to travel acts as a control belief that can prevent travel. A similar phenomenon occurs with Germans when it comes to security. Thus, this study adds information about cross-country variations in perceived behavioral control, allowing marketers to devise more sophisticated marketing strategies for the many segments in the tourism market.

6.4　Limitation

There are some limitations to this master study. Quantitative data from the online survey can be complex and difficult to analyze the more extensive the survey gets. Thus, while adding more questions to the online questionnaire would have provided interesting additional insights, the number and length of questions was already quite long. Considering that a great number of participants did not complete the questionnaire, the trade-offs between information and time need to be considered. Therefore, the number of participants involved in the study can affect data analysis. One of the main limitations is the sample size, with only 142 responses. In addition, the overrepresentation of certain demographics might bias the study in a certain direction. Most participants that finished answering the survey were female, with more Brazilian women completing the survey than German women. If the sample size were larger and the gender and nationality more balanced, there information presented in this study would be more precise and the conclusions drawn more robust.

Furthermore, most of the online questionnaire participants were aged between 25 and 35. It would be more precise to gain an equal number of the other age groups of millennials. In addition, it would be more helpful to get more insight into whether different social media channels are used for different purposes by Brazilian and German millennials. While questions about user preferences and frequency of use were asked, the study would have been enriched had users been able to indicate if they use different social media for different purposes. Moreover, gender may have also played a role in biasing the study, as most participants were female. It can be difficult to specifically analyze whether male millennials would make the same decisions when choosing a destination. The type of social media purpose for different nationalities and genders would be an essential finding to understand the different factors that impact destination choice.

However, overall quality of data collected from the literature review and primary data was very suitable and helpful to conduct this research, provide valuable insights and give appropriate recommendations. The data collected from primary data was very useful and could be combined with the literature review provided. In addition, the primary data helped to give more optimize recommendations for travel marketers and travel influencers.

6.5 Final comments and further research

In conclusion, all the data analyzed, findings and recommendations are fundamental to better access and analyze the impact of influencer marketing among Brazilian and German

millennials' travel destination choices. The research provides evidence that friends, family, and social media have a direct influence and play a decisive role in millennials' travel decision making. Furthermore, there are gendered preferences when it comes to type of social media platform. Moreover, this study topic has the possibility to be further developed by exploring variation in the primary purpose of social media use.

Overall, the recommendations of friends and family and social media have a greatly impact on millennial travel destination choice. Still, further research needs to be done about the complex reason's millennials turn to their social circle and the internet for advice. While influencer marketing has been found to be largely effective on millennials, the reasons why influencers are engaged with and trusted when it comes to destination choice need to be explored further. In addition, further research on which gender looks for what kind of travel information on what kind of social media is needed. In addition, it would be interesting to uncover whether family or friends are more significant predictors of destination choice among Brazilians and Germans and males and females. Lastly, while Brazilians were more influenced by picture posts than Germans, it would be interesting to discover whether such differences also occur when the type of visual media changes.

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Appendix

A.1 Online questionnaire

Influencer Marketing

Bitte wählen Sie eine Sprache aus. / Veuillez s'il vous plaît choisir une langue. / Please choose a language. / Selezionare una lingua. / Lütfen bir dil seçin. / Por favor, seleccione un idioma. / Por favor escolha um idioma. / Kies een taal. / Välj ett språk. / Vennligst velg et språk. / Vælg sprog. / Valitse kieli. / الرجاء اختيار لغتك.

- ✅ English
- ◯ Português

Influencer Marketing

Dear Participant,

As part of my master thesis in a double degree in International Management. I am examining the travel behavior of millennials, including their choices and preferences of certain destinations.

It will take a maximum of 5-10 minutes to complete this survey.
All information will of course be treated anonymously and strictly confidentially and will only be used as part of my master thesis.
A transfer to third parties is excluded.

I appreciate your support and thank you for your participation.

For further information or questions, I am available to you: gleice.seibel.2018@student.ism.de

Personal details

Please specify your gender? *

- ☐ Female
- ☐ Male
- ☐ I'd rather not answer.
- ☐ Other: [   ]

Personal details

What is your nationality? *

- ☐ Brazilian
- ☐ German
- ☐ Other: [   ]

Statutory Declaration

I confirm that this **thesis** (27000 words) is solely my own work and that it has not been previously submitted for assessment as a whole or in part, nor published.

All material which is quoted is accurately indicated as such, and I have acknowledged all sources employed fully and accurately.

Munich 10/08/2020

Place, date　　　　　　　　　　　　　　　　　　　　　　　　　　　　(Signature)

Further Declaration

I agree with a plagiarism check of this thesis and know that the agreement of both experts is necessary for a publication.

Furthermore, I am completely aware that failure to comply with these requirements is a breach of rules and will result in resubmission, loss of marks, failure and/or disciplinary action.

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Place, date　　　　　　　　　　　　　　　　　　　　　　　　　　　　(Signature)