

#MeTourism:

How selfies affect re-visit intention in narcissistic age

Okki Trinanda, Astri Yuza Sari

Fakultas Ekonomi
Universitas Negeri Padang
Padang, Indonesia

okki.trinanda@fe.unp.ac.id, astriyuza@fe.unp.ac.id

Abstract—This study aims to analyze the influence of "Selfie Tourism" towards "Re-Visit Intention" moderated by "Age". This research was motivated by the changes in tourist behavior when they visit a tourist destination, where selfie has become one of the main activities to do. To answer the research questions, the author took a sample of 457 tourists in West Sumatra; Padang City, Bukittinggi City, Batusangkar City, and Payakumbuh City, which is considered to have many tourist destinations that was already shared in social media. The primary data was then processed by using Structural Equation Modeling. The results showed that "Selfie Tourism" had a significant positive effect towards "Re-Visit Intention", but "Age" was not a moderating variable for the correlation.

Keywords—MeTourism; selfie tourism; electronic word of mouth; Re-Visit Intention

I. INTRODUCTION

Does selfie posting behavior and narcissism in the Z Generations relate to tourism re-visit intention? Or is re-visit intention still influenced by the same factors as the previous generation?

The narcissism era is characterized by exhibitionism by the young generation, as a form for the need of superiority and entitlement [1]. To validate the need for their self-image, they need recognition from peers, either in the form of praise or acknowledgment [2]. Social media such as Facebook, Instagram, Twitter are the tools that was used by these narcissists to get the recognition they needed [3]. This phenomenon presents an interesting research topic that has not been widely discussed. Until now, research on selfie behavior that was linked to tourism is still rarely done. The majority of research on selfies has only been linked to human behavior psychology researches, but has not been discussed as one of the factors that must be considered in marketing strategies, especially in tourism.

Technology has changed the way we travel. This change occurs even before the visit itself begins. When planning trips, smartphones and personal computers already have an important role. Since tourism is a service, where the process of consuming is done simultaneously with production, information about destinations is very important [4,5]. There is no "sample" that can be used as a benchmark in making decisions. And if a tourist is not satisfied with their experience, there is no refund policy. Therefore, it is not surprising that

prospective tourists utilize social media content and networks of friends in identifying, evaluating, and choosing tourist attractions [6]. Even when making a decision, social media users - dominated by Z generations - will ask themselves, "Is this a trendy and fashionable place for me to take pictures traveling? Will my photos in this place make me proud when I share them with my online followers?" [3].

These so-called "selfie-gaze" tourists see and experience the destination largely through their cameras and the comments and feedback they receive on their posts [7]. So in making consumption, they not only consider the quality of services, but rather for a more pragmatic reasons, that is to define and express themselves, and to bolster their self-esteem or gain social status [8]. In this sense, their satisfaction does not depend on the quality of the destination and experience, but on how well they manage impressions and attract "likes" and positive comments [9].

The perception that those taking the selfie are being widely viewed has also changed the way people consume places and what they see and how they behave at a destination. This is because online profiles and posts have to be carefully managed by tourists to highlight positive attributes, socially desirous experiences and present a more idealized self [7].

So in studying consumer behavior and marketing communication strategies in the narcissic era, current factors, namely selfie behavior must be one of the considerations. This is because of the shift in the behavior as described above. When a narcissist visits and makes a selfie, and then posts the photos to social media, does the perceived satisfaction will affect the re-visit intention? Surely, a narcissist who gets lots of likes and comments will fulfill his motivation in making a visit. Therefore, it is very interesting to discuss, how selfie tourism will have an impact on its desire to consume again? The variables in this study will be moderated by age, because narcissistic behavior is owned by the younger generation or known as generation Z [9].

II. LITERATURE REVIEW

A. Narcissism Among Generation Z

The narcissists - or in this paper also identified as Generation Z - are people who seek attention and praise. But in achieving this motivation, they must create a superior self-image with interpersonal strategies such as bragging [10],

affiliating himself with high status people [11], and doing self-promotional [12]. So it can be concluded that narcissists attach great importance to self-image among peers, as to be considered the best and an achiever. Self-image becomes an important factor for a narcissist in daily behavior, including when consuming.

Narcissists are addicted to self-esteem, and always strive to achieve self-enhancement [11]. They do exhibitionism, and need validation from others. They are also very status oriented. To maintain the self-image owned, the narcissists carry out various self-branding strategies [12].

With the development of technology, specifically in social media content, narcissists holds a more effective media while maintaining the self-image they create [3]. Therefore, every achievement, event, and various matters related to social status, will be posted immediately for their online followers to see.

Regarding tourism, a satisfaction of a narcissist is not merely based on the experience itself, but also how much likes and comments they get on social media. The more responses obtained, the higher the level of perceived satisfaction [7].

B. Defining Selfie Tourism

Until now there has been no agreement on the notion of selfie tourism among academics. Therefore, in this paper, selfie tourism will be defined as a tourism activity that makes selfie as its main activity. What precisely is a selfie? Senft and Baym [13] explained:

First and foremost, a selfie is a photographic object that initiates the transmission of human feeling in the form of a relationship (between photographer and photographed, between image and filtering software, between viewer and viewed, between individuals circulating images, between users and social software architectures, etc.). A selfie is also a practice—a gesture that can send (and is often intended to send) different messages to different individuals, communities, and audiences. This gesture may be dampened, amplified, or modified by social media censorship, social censure, misreading of the sender’s original intent, or adding additional gestures to the mix, such as likes, comments, and remixes.

A selfie, whatever else it might be, is usually a photograph: a pictorial image produced by a camera. This banal observation informs widespread understandings of the selfie as a cultural category: “A photograph that one has taken of oneself” [14].

It can be concluded that a selfie is an activity of taking photos that are done individually or in groups, with itself as an object. In the context of tourism, selfie is a habit that arises in consequence of technological developments. In the past, when tourists were still relying on celluloid cameras with limited numbers of photos, photos were taken only at certain moments. But with a smartphone and a huge digital memory, taking photos can be done at any time without any consideration. Therefore, current tourism activities have shifted from sight-seeing tourism to selfie tourism.

C. Defining Re-visit Intention

Identifying factors that influence satisfaction is fundamental to keep the consumers [15]. It is done to find out what makes the customer buy again, so that in the long run it is a strategy that must be done. Re-visit is a condition that all tourism managers want, because this means they can create a stable and ever-increasing source of income. The assumption is that the money spent by tourism managers is not merely to reach new visitors, but to retain tourists so they are willing to visit again. In marketing, it is said that reaching new customers costs six times more than retaining old customers, which makes the ability to retain customers a need to reduce marketing funds [16].

Re-visit can be influenced by many things, but the main thing is satisfaction. High satisfaction can encourage positive behavior towards tourist destinations [17]. Therefore, it is very necessary to know what causes visitors’ satisfaction, so managers can construct an effective marketing strategies. Sources of information, characteristics of visitors, image, and attitude are things that must be integrated in creating effective marketing of tourism products [18]. In relation to Generations Z, one of the things that is associated as a cause of satisfaction is Selfie Tourism.

D. Hypothesis

- H₁: Selfie Tourism has a significant effect on Re-Visit Intention
- H₂: The influence of Selfie Tourism on Intention Re-Visit is significantly moderated by Age.

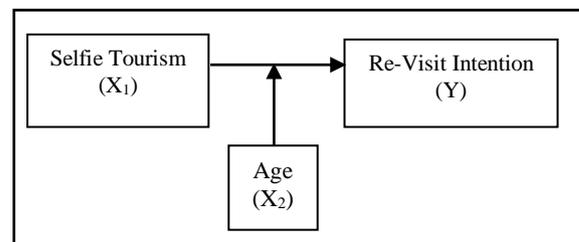


Fig. 1. The influence of selfie tourism towards Re-Visit Intention.

III. RESEARCH METHOD

A. Sampling and Data Collection

This study uses estimates based on the number of parameters obtained by the sample size of 457 respondents, with accidental sampling technique. Respondents who will be involved in this study are foreign tourists and domestic tourists who are the first to visit tourist attractions in West Sumatra. Data collection was carried out by using questionnaires at several tourist attractions in West Sumatra. In this case, Padang City, Bukittinggi City, Batusangkar City, and Payakumbuh City were chosen, which are considered to have many tourist spots shared on social media.

B. Operational Definition

An operational definition is the definition of a variable (expressed in the concept definition), operationally, in practice,

within the scope of the object under study. The variables used in this study are independent variables and dependent variables.

- The independent variable is the variable that affects, which causes changes in the dependent variable. The independent variable used in this study is Selfie Tourism (X_1) and Age (X_2).
- The dependent variable is the variable that is influenced by the independent variable. The dependent variable used in this study is Re-Visit Intention.

The operational definition of this research can be seen in the following table:

TABLE I. INDICATORS

Variable	Indicators	Scale	Source
Selfie Tourism (X_1)	I do selfies at tourist attractions	Likert	[14], [13]
	I did a selfie together with my group		
	A good location for selfies is one of the reasons I choose tourist destination		
	I did a selfie as a sign that I had visited		
	A good selfie gives me satisfaction		
Age	Age is measured by giving a 5-1 scale, where the age under 25 has the highest scale of "5" to the age of over 40 years with the lowest scale of "1"		
Re-Visit Intention	I am interested in visiting this place again in the future	Likert	[18]
	I am interested in recommending this place to others		
	I am interested in finding out more about this destination		

To test the relationship between the independent variables and the dependent variable, we used Simple Linear Regression Analysis. Whereas, to examine the relationship between independent and dependent variables, which between the relationship there are factors that strengthen or weaken (moderating variables) we use the Moderated Regression Analysis (MRA). Data that has been collected was then processed using a statistical data processing application, SPSS version 25.0

MRA is a special application of linear multiple regression, in which the regression equation contains elements of interaction (multiplying two or more independent variables), with the following equation formula:

$$Y = a + b_1x_1 + e \dots \dots \dots (1)$$

$$Y = a + b_1x_1 + b_2x_2 + b_3x_1x_2 + e \dots \dots \dots (2)$$

Where:

- Y = Re-Visit Intention
- x_1 = Selfie Tourism
- x_2 = Age
- a = constant
- b_1 = Regression coefficient for x_1
- b_2 = Regression coefficient for x_2
- b_3 = Regression coefficient for x_1x_2

e = residual

To test the presence of x_2 whether it is true as a moderating variable or not, can be observed by the criteria: if the effect of x_1x_2 on Y is significant or > 0.05 .

IV. EMPIRICAL FINDINGS

Hypothesis testing of this study uses a simple linear regression model, and a moderation test using Moderated Regression Analysis (MRA) or interaction test. To test the hypothesis above, multiple linear regression analysis is needed using SPSS 25.0 for windows. The level of trust used in the calculation of multiple linear correlations is 95% or with a significance level of 0.05 ($\alpha = 0.05$). In summary, the results of linear regression analysis are listed in the following table:

TABLE II. REGRESSION ANALYSIS RESULTS

Variables	Constant	b	t _{count}	Sig	Hypotheses
Selfie tourism	2.573	0.405	11.648	0.000	H ₁ is Accepted
Age	-	0.305	2.819	0.005	-
Selfie Tourism x Age	3.491	0.350	1.617	0.107	H ₂ is rejected

After crunching the data, the results are: determinant coefficient (Adjusted R Square) of 0.255 or 25.5%, it is used to determine what percentage the influence of independent variables Selfie Tourism (X_1) and moderating variable on the dependent variable Re-Visit Intention (Y), and that is 22.5%. While the remaining 77.5% is influenced by other variables outside the model.

Based on the results of data processing, the first regression equation model is obtained as follows:

$$Y = 2.573 + 0.405 x_1 + e$$

Positive constant values indicate the positive influence of independent variables. While the significance value in the first equation is 0.000, which is smaller than 0.05, which means that the independent variable has a significant influence on the dependent variable. In other words, Selfie Tourism has a significant positive effect on Re-Visit Intention. That is, the better Selfie Tourism will increase the Re-Visit Intention. Therefore, it can be concluded that the first hypothesis in this study can be accepted.

While the second equation is obtained as follows:

$$Y = 3.491 + 0.405 x_1 + 0.305 x_2 + 0.350 x_1x_2$$

Positive constant values on the second formula also indicate the positive influence of independent variables. However, the significance value obtained is 0.107 or greater than 0.05. Therefore, variable x_2 is not a moderating variable on the effect of x_1 on Y. In other words, Age is not a variable that strengthens or weakens the influence of Selfie Tourism on Re-Visit Intention. That is, the presence of the Age variable is not a determinant in strengthening the influence of Selfie Tourism. So it can be concluded that the second hypothesis is rejected.

V. RESULTS AND DISCUSSIONS

A. *The Influence of Selfie Tourism towards Re-Visit Intention*

Based on the Regression Analysis, the t value of the relationship between Selfie Tourism and Re-Visit Intention is 11.648 which is greater than 1.96 as the cut off point for $\alpha 0.05$. Hence, we found that Selfie Tourism has a significant impact on Re-Visit Intention. This result is in line with Dinhopl and Gretzel who found that selfie in tourism as a complex phenomenon facilitated by changing technological affordances, social practices and social functions of photography that are all connected to the concept of networked travel [19].

Dinhopl and Gretzel research uses the selfie as a symbol for a changing tourist gaze that previous versions of the tourist gaze were not considering and gives the concept renewed relevance [19]: The focus of the tourist gaze has shifted from extending outward to reflecting back on tourists themselves. In doing so, tourists' relation to their visual recording equipment and social media audience becomes an integral component of the tourist experience. The extraordinary nature of tourist destinations that tourists seek to visually consume and photograph is now in large part provided by tourists themselves.

The tourism attraction today is not only determined by factors that already exist in the destination, but also built by the visitors themselves. They built the attraction unconsciously through various selfies they take when visiting [20]. In this case, the visitors consume, do selfies, and also at the same time promote these tourist destinations to their peers through social media.

Therefore, selfies actually have good benefits not only to narcissists, but also to the tourist destinations themselves. For narcissists, they have the media to express themselves and showcase their various activities on social media to get likes, comments or share, while tourist destinations have the opportunity to be promoted for free.

Therefore, tourism destination managers are advised to build their competitiveness by providing "selfie-friendly" facilities. Tourist areas that have beautiful scenery certainly already have this advantage, but this can be further enhanced by creating a trendy location that is visually pleasing to visitors.

B. *The Influence of Selfie Tourism towards Re-Visit Intention Moderated by Age*

In this study we did not find a significant moderating relationship from "Age" on the relationship between Selfie Tourism and Re-Visit Intention. This means that, all age groups like selfies when they do tourism activities. Selfie behavior, posting to social media to get likes, comments and shares, turned out to be not exclusive to Z generation.

In this case, various studies show that narcissism is not related to age, but with attitude, or more specifically materialism [21]. Narcissists exist in various generations, and they attach more importance to pursuing social status than anything else [2].

The implication of this research is that the managers of tourist destinations can provide selfie facilities that do not have to be specific to the tastes of the younger generation. That is, if

a tourist place has an interesting selfie object, it is enough to attract Re-Visit Intention from all generations.

VI. CONCLUSIONS

In this study we found that Selfie Tourism had a positive effect on Re-Visit Intention. However, also found, Age is not a moderating variable of the relationship. Therefore, it is recommended to the managers of tourist destinations, to create tourist sites that are "selfie friendly", without having to be specifications for the younger generation or generation Z.

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