

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

Loh Ngiik Hoon<sup>1</sup>, Natasha binti Rusdy Wong<sup>2</sup>, Ahmad Azaini Abdul Manaf<sup>3</sup>

<sup>1</sup>Universiti Malaysia Sarawak

<sup>2</sup>Universiti Malaysia Sarawak

<sup>3</sup>Universiti Malaysia Kelantan

---

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

**Keywords:** Visual Content; Social Media; Tourism Product; Youth Tourists; and Purchase Intention.

---

## 1. INTRODUCTION

### 1.1. Social Media Influences Youth Tourist on Purchasing Decision

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