Chapter 97
Trends in Digital Marketing Capable of Attracting Millennials:
Impact of Instagrammers on Consumer Travel Behaviour

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ABSTRACT

Comprehending how the new tourist travels and how they search for information is a crucial step for all brands and marketeers. As a result, the analysis of new trends in tourism due to the use of social media, specifically Instagram and the use of digital influencers in marketing strategies, is the prevalent theme of this chapter since these new advances cannot be ignored if a business/destination aims to keep their competitive advantage. The analysis used was based on Quivy's model, through an online questionnaire. The results then showed a positive impact of Instagram's influencers on consumer travel behaviour, in particular when it comes to brand awareness.

LITERATURE REVIEW

Millennials as Consumers and Travellers

Millennials or Gen-Y are individuals born between 1980 and 2000 as there is no exact birth date defined yet. These individuals are known to differ from the previous generation, baby boomers, in that they have the tendency to increasingly postpone the transition to adulthood. Their priorities have changed and

drifted from family and home ideologies (Chaudhary, 2017; McCormick, 2016; Monaco, 2018). On the other hand, they are the first generation connected by the internet and social media; thus, they are leading technology enthusiasts. More than half of them have created a networking profile, are likely to engage online, and spend less and less time on TV and Radio.

As consumers, they are characterized, amongst other features, by their desire for immediate information and their ability to filter it, no matter how many sources it comes from. More than half of them will research a product before they consider buying it. Their ability to be information savvy makes them no longer easily manipulated by brands as before. Thus, they place more trust in the opinion of those who appear to be similar to them, making them more powerful than any marketing pitch could ever be. Consequently, if they follow influencers on social media, who endorse products, they are more likely to pay attention (McCormick, 2016). In the tourism area, consumer behaviour is very complex and includes different interrelated stages. Being born in the era of Web 2.0, these individuals are not just an important segment for travel but also a source of change, innovation and autonomy. They are seen as natural travellers, taking 4-5 trips a year. This is due to the fact that tourism and leisure time are no longer a residual part of life but are instead highly-valued activities that contribute to the construction of the identity of the individual (Cavagnaro, et., 2018). The main motivational factors for this generation to travel are mostly to live an experience of personal development. However, it is also framed with reference to traveller's peer group, embracing the need to partake in this social trend. They are also known to be more resilient, meaning they visit destinations that are under socio-political or environmental stress, skip on travel and accommodation costs to spend more on destination and finally, spend three times more than an average tourist on a major trip.

Millennials Travel Decision-Making Styles

Their decision-making process in a travel context is also very complex, which arises from the unique context where travel decisions are made (Cohen et al., 2014). Normally, this process is divided into 5 stages, namely, problem recognition, alternative information search, alternative evaluation and selection, selection and purchase and post purchase. However, for tourism and the new generation, a new model was proposed, highlighting that plans are constantly changing as they are actuated, and that people plan more than they actuate and that individuals search for and purchase differently. Therefore, Figure 1 demonstrates the case-based vacation planning model (Juan *et al.,* 2007), which is commonly accepted nowadays. This model denotes planning as remembering and learning and it also reflects the advances nowadays, since it incorporates the web environment, where the internet allowed the process of information search to be more efficient as well as encouraging consumers to purchase travel products before leaving on vacation.

Within the decision-making process, one needs, however, to pay special attention to the **travel information search process**. It is a core element since tourists search for information before they make their final decision of where to travel, where to stay and what to do. Technological innovations in communication and digital media have been a major force contributing to the transformation of traditional categories of information, redefining, therefore, the perception and practical experience of tourism (Monaco, 2018). If before consumers could only count on offline sources, such as offline travel agents, today the internet has allowed users to be completely autonomous. The internet has been a major force in defining the travel planning process as it comprises a huge amount of information users rely heavily on. Millennials are used to interacting daily with new technology and the internet, making them the best

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