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**THE IMPACT OF INSTAGRAM USAGE OF GENERATION Z
TOWARDS TRAVEL DECISION, BEHAVIOR AND MOTIVATION IN
UZBEKISTAN**

Abstract

The tourism sector is an essential part of Uzbekistan's economy. Since technology and digital marketing have been developing, the tourism industry also has come across alterations. As a result, a number of entities integrated social network trends into the tool that attracts Generation Z. Most users of Instagram are aged between 18-25 years old. During the last decade, Instagram has become one of the most popular platforms among social networks. Instagram became the primary platform to share photos and stories about daily life and experiences.

Thus, the purpose of this study is to grasp Instagram's influence on the behaviour, motivation, and decision-making process of Generation Z. The results collected from the research can be helpful in tourism and destination marketing to generate new flows of potential customers. The descriptive research method was used to collect data via the random quantitative method. The research was conducted in the form of an online survey around Uzbekistan. Statistical Package for Social Sciences or SPSS was used to analyze the gathered survey data.

According to the study outcome, respondents' answers were analyzed by the statistical "Mean." Likert scale was used to describe to what extent the respondents agree or disagree with the questionnaire's given statements. Many respondents travel no more than three times a year, but more respondents use Instagram every day to search accounts and write direct messages. And they are more influenced by Friends/Families.

Keywords: Generation Z, Instagram, Tourism, Uzbekistan, Travel decision making

1. Introduction

The tourism industry has been started flourishing since the second half of the last decade (except the pandemic period of Covid-19). The government also supports the tourism sector by contributing privileges and preferences (*THE LEGISLATIVE ACTS IN THE SPHERE OF TOURISM*, n.d.). The authority has created an attractive infrastructure for foreign investors. Also, social media has a significant impact on today's tourism and hospitality industries. Along with global distribution systems, social networks' influence on a decision-making process plays a valuable role in choosing a destination. Nowadays, the famous user-generated content platform Instagram has changed potential tourists'

perception of the touristic destination and was transformed into a marketing tool for tourism. Instagram users comprise 3,5 million overall, which remains almost 35% of Generation Z (*Digital in Uzbekistan: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights*, n.d.; *Instagram Users in Uzbekistan - February 2021 | NapoleonCat*, n.d.). People born after 1995 recognized as Generation Z (*Generation Z: Who They Are, in Their Own Words - The New York Times*, n.d.). The study aimed to analyze the impact of Instagram on the decision-making process of Generation Z.

2. Literature review

2.1 Role of Instagram in digital marketing

Seventy percentages of this social media application's users are between 12 and 24 years old, which proves Instagram is the most used user-generated content app among young generations (Huang & Su, 2018). Each user of Instagram usually spends a half-hour a day, and a purpose of more than 80% of people's usage of Instagram is to research services as well as products. When 50% of users see services and products, they visit the service provider's website to acquire. During the marketing process, taking Instagram popularity among the population can be a great tool. For instance, Instagram users' percentage in Kazakhstan is 72% that is the top country in the case of the highest Instagram reach. A total, 200 million users of this social media see one business profile at the minimum (*44 Instagram Statistics That Matter to Marketers in 2021*, n.d.). Compared with Kazakhstan, Uzbekistan has more than 4,5 million active users in social media networks, and interestingly almost 4 million social media users belong to Instagram. Uzbek male Instagram users are twice active as females (*Digital in Uzbekistan: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights*, n.d.).

According to one survey, nearly 30% of Instagram users are Generation Z, who are between 18-24 ages. As a result, it was founded that men and women use

Instagram closely, 15,3% and 14,5%, respectively (*Instagram: Age and Gender Demographics / Statista, n.d.*). In the case of the United States of America, Generation Z's direct spending is equal to \$143,000 billion (*The Power of Gen Z Influence How the Pivotal Generation Is Affecting Market Spend, 2018*). Generation Z uses social media for communication and entertainment aim, comparing with Millennials and Baby boomers. Members of this group exceed 2,4 billion people worldwide (*Gen Z to Outnumber Millennials Within a Year: Demographic Trends - Bloomberg, n.d.*). Based on Facebook's surveys, Travel was chosen as the number one among top interests on Instagram by collecting 45 per cent result. Other principal interests selected by 21,000 participants are Music, Food and Drink, Fashion, Film and et cetera. When it comes to brands' content, people answered that they seek content that mostly fun, accurate, creative, and informative (*How Brands Can Take Their Instagram Content to the next Level / Facebook IQ / Facebook for Business, n.d.*). Generation Z is unique with its original idea "from me to we" (*A Facebook IQ Report on Gen Z. / Facebook IQ / Facebook for Business, n.d.*). Due to it, most of them recognize their Generation as global citizens of the world (*A Facebook IQ Study on the Customer Journey in Retail / Facebook IQ / Facebook for Business, n.d.*). These global citizens prefer to purchase more sustainable products (*A Facebook IQ Study on Community Marketing Trends and Creativity / Facebook IQ / Facebook for Business, n.d.*). When brands advertise gender equality, it accepts as a positive approach. Besides, the promotions with diversity make them feel represented (*Insights to Go: Search for Insights from Facebook IQ / Facebook IQ / Facebook for Business, n.d.*).

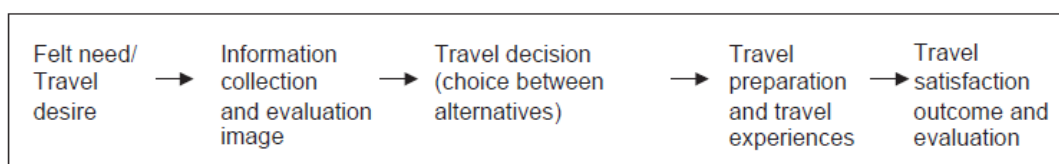
2.2 Impact of Instagram in the travel decision-making process

In individual choice, Instagram is an excellent tool to reach necessary information for consumers, effective marketing tool simultaneously. As above said, Travel is the top interest chosen by 21,000 users. Furthermore, there are

more than 550 million posts with the #travel hashtag on Instagram (*#travel Hashtag on Instagram • Photos and Videos*, n.d.). Nearly 50% of Instagram users observe new touristic destinations based on Instagram (Baker, 2015). Thus, Instagram is an essential platform in the travel decision-making process.

It is crucial to understand consumer behaviour in terms of buying decisions because this affects travelling choices too. Usually, buying decision process is divided into five stages which are also known as the five-stage model. In sequence, the consumer goes through the following stages: I) Problem recognition, II) Information search, III) Evaluation of alternatives, IV) Purchase decision, V) Post-purchase behaviour (Kotler & Keller, 2016). Problem recognition is a vital stage because it creates a need to solve a particular problem caused by internal or external motivation. Due to the problem recognition, consumers start to search for information by using different sources such as surfing on the web, social media networks, word of mouth and et cetera. After seeing some products and services, it comes to evaluating alternatives where the consumers compare alternatives based on their experience, current circumstances, and advice from outside. As a result, a final purchase decision can be made. Then, in the last stage, post-purchase behaviour affects the repeat of the same decision-making process of the previous chosen product or service or searching for another based on the experience after the purchase.

In the Tourism industry, a decision-making process can be different from the marketing sphere. Understandably, tourism-related products have unique characteristics that make typical consumer behaviour not the same as usual. To find a solution to these differences, many scholars developed unique tourism models (Swarbrooke & Horner, 2007). One of them is the linear five-stage model of Mathieson and Wall's travel buying behaviour shown in Figure 1. According to this model, travellers should have a need or desire to travel



somewhere, which will cause searching information on different sources and make a giant image of travel destinations or tourism products and services based on available data, then evaluating this image. After assessing the big picture, they choose between some alternatives. In the next stage, travellers do an extended search for travel preparation, and a journey starts. Finally, the travel journey has been finished, and tourists evaluate their experience with an expected desire. The final stage's outcome affects other journeys.

Figure 1: Travel-buying behaviour (Swarbrooke & Horner, 2007)

2.3 Instagram as a Destination marketing tool

Social network impact on tourism and marketing is increasing every day. The social networks are creating opportunities to share pictures, videos, and other tourism-related experiences. These affect tourist choice to visit a location. Social networks provide travellers with relevant information about food, accommodation, attractions (Granberg, n.d.). Instagram is a great tool for sharing photos and videos. Just in one minute, users post 216,000 new photos on Instagram (*The Psychology Behind Why We Share on Social Media - The Shutterstock Blog*, n.d.). These statistics show why people share their experiences on Instagram. Nowadays, tourists travel worldwide to take pictures and share them on Instagram as soon as possible. There are 550 Million Posts with the #travel hashtag and 145 million posts with the #travelphotography hashtag (*#travel Hashtag on Instagram • Photos and Videos*, n.d.; *#travelphotography Hashtag on Instagram • Photos and Videos*, n.d.). If someone wants to go to one destination, if he or she writes place name with (#) hashtag, it shows all pictures about this destination. Use them correctly, put a hashtag symbol before your product name, and get your posts seen by more people who are likely to be interested in your products or service. The second thing that helps increase the use of Instagram as a Destination marketing tool is the search engine of Instagram. Search engines play an essential role in bringing

together the traveller and the travel supplier. DMOs need to realize how users use Search engines intending to increase visibility through higher search engine Rankings (Lange-Faria & Elliot, 2012). People can use the Instagram search engine to search destination just by writing it on the search engine and then click to «places» tag. It shows all posts uploaded by travellers (Terttunen, 2017). Video posts play a crucial role in destination marketing. Video posts offer unusual methods. Which brands and destinations can communicate and reach users on Instagram. Uploading videos are increasing after the introduction of the Instagram story function. Uploading Videos has gained more popularity among users (Terttunen, 2017). Stories are a quick, easy way to share moments and experiences and photos within 24 hours. You can add text, stickers, music, hashtags, tag location, and GIFs to make your story attractive. With hashtags, videos, photos, stories, the primary purpose is to gain more likes and comments from potential customers and gain popularity (De Veirman et al., 2017). This all above is the right way to promote destinations by the Instagram functions.

2.4 Consumer behaviour in tourism

In the Tourism Industry, a consumer has an apparent behaviour with a correlation starting from the initial step, which is pre-purchase and after the purchase experiences at the pointing the analyses out (*Schiffman & Wisenblit, Consumer Behavior, 11th Edition / Pearson, n.d.*). According to Engel, Blackwell, and Miniard (2001), consumer behaviour restated as "having comprised of decision processes adhering to the actions those are connected with gaining, making consumptions as well as disposing of the services and products as well" (*CfP JGSMS: Consumer Behavior in Hospitality and Tourism – SERVSIG, n.d.*). Nowadays, the Internet has been replacing as very more valued source to reach the desired information about their potential product by the Social Network Users' who take account for friendly convictions left by others on a social network with an eye towards making purchases as hedonistic

goods considered as entertainment, pleasure as well. There are some factors coming to the consumer buying behaviour categorized as a consumer's attitude is composed of a number of that how much extent convenience perceived by themselves, perceived sales options and transfers whilst others quality of web context, availability of information, meeting the customer needs to name but a few (Rondán-Cataluña et al., 2015).

2.5 Consumer Travel Motivation

The usage of Social Media can be taken the essence of itself as several groups based on internet applications set itself business in by not professionals in turn to individuals have a small portion of interest in dealing with these businesses to provide which has complete access to all the layer of the population (Kaplan, 2015). In addition to this, social media has more value with a view to having become credible in comparison with other sources at the same time, which has been presented in travel agencies, tourism organization web sites (Fotis et al., 2012). In the number of literary works, fundamental questions can be derived to make some exposures of what purpose people do travel? On other sectors of tourism industries are also come above the questions across to figure the alternative responses out by putting an effort on psychological background on tourism sphere once people who looked for a possibility to find psychological benefit out within the activities while having been on holiday (Jang et al., 2009). Those are categorized as "pull" as well as "push" motives which have been derived by Dan's (1977,1981), exploring on that mostly have been using in tourism pieces of literature (Jang et al., 2009). Push factors are escorted once people have a predisposition to make a trip whilst pull factors have a cause to be obliged a travel an individual to a particular destination by setting itself business in of push factor on people's consciousness (Jang et al., 2009).

3 Research methodology

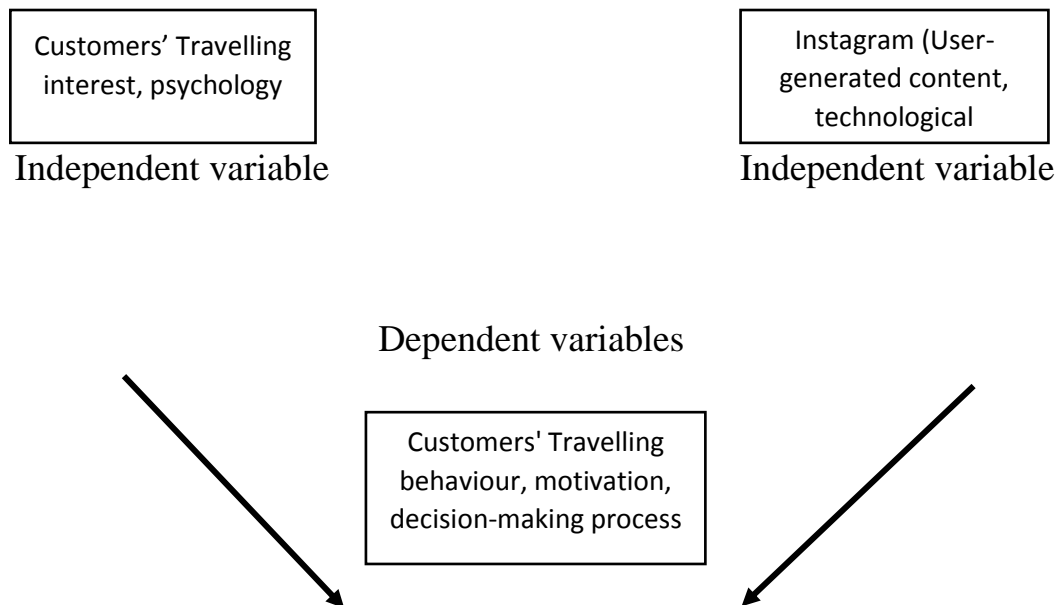
3.1 Research goal

The primary purpose of the study is to analyze Instagram's impact on the travel decision-making process. We adopted the scale by Wanitcharoen (Wanitcharoen, 2018). According to that methodology, we designed a structured online questionnaire via Google Forms. A quantitative research method was conducted to collect information about Instagram usage among Generation Z and their perception, attitude, beliefs, and motivations toward the travel decision-making process throughout Uzbekistan. Quantitative research deals with statistics or numbers that allow researchers to quantify all stuff on the planet. By applying data analysis, quantitative methods will enable us to describe phenomena numerically. Besides, it helps us expose the correlation between more than two variables (Stockemer, 2019). It is easier and faster to conduct a quantitative method if we compare the quantitative approach with the qualitative method. Qualitative research involves a few observations. In contrast, (Wanitcharoen, 2018) quantitative includes hundreds, thousands, and even a hundred thousand observations or analysis (Stockemer, 2019).

3.2 Sample and data collection

A cross-sectional research design was used in the study (*Doing Quantitative Research in Education with SPSS / SAGE Publications Ltd*, n.d.). The Survey consisted of 13 questionnaires, 6 out of 13 were Likert scale questions, and 7 out of 13 were multiple-choice questions. The study focused on the Z generation of Uzbekistan aged between 18 to 25 years old. The aim was to survey with 50 Z generation respondents. The online questionnaire was created to gather primary data from a sample of the population to distinguish similarities and dissimilarities. Survey took three days to collect all data from respondents, from March 2 to March 5. Participants were given five minutes to fill all questionnaires anonymously with the help of a google form. All respondents answered, and results were included in the analysis. The data were analyzed using the statistical software SPSS by IBM company. The Survey has analyzed

the dependence of Instagram in the decision-making process for the Z generation.



3.3 Used method

The descriptive research method (Likert scale and multiple choice survey) has been used in the research to analyze to what extent Z generation agrees or disagrees with statements shown. The main aim of the descriptive analysis was to systematically describe the characteristic of a given population's interest (Wanitcharoen, 2018). The research was implemented using a survey method that is popular in the social sciences. Survey research design is adjustable and can thus appear in several forms and characterized by the collection of the data using standard questionnaire forms carried on the telephone (*Doing Quantitative Research in Education with SPSS | SAGE Publications Ltd*, n.d.). The qualitative research method was not used in the study because it can't help to analyze to what extent Z generation opinions differ from each other in a few days, and It takes more time to conduct it (*Research Design | SAGE Publications Ltd*, n.d.). Since the qualitative method prefers case studies, the quantitative method uses experiments for a research purpose. In theory, the

quantitative approach focuses on relationships among chosen variables and explore them (*Research Design / SAGE Publications Ltd, n.d.*). Google form was used to implement a survey (*Google Forms: Free Online Surveys for Personal Use, n.d.*).

4. Results and discussion

More than 150 applicants carried out an online survey in favour of Google forms. Among all applicants, 50 respondents have completed the Survey. The figure below (table 1) shows the number of respondents by gender.

Table 1.

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|--------|--------|-----------|----------|---------------|--------------------|
| Gender | female | 19 | 38,0 | 38,0 | 38,0 |
| | male | 31 | 62,0 | 62,0 | 100,0 |
| | Total | 50 | 100,0 | 100,0 | |

The majority of respondents were males, and 40 % of respondents were aged between 22-23 years old.

Table 2.

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|-----|-------|-----------|----------|---------------|--------------------|
| Age | 18-19 | 1 | 2,0 | 2,0 | 2,0 |
| | 20-21 | 14 | 28,0 | 28,0 | 30,0 |
| | 22-23 | 20 | 40,0 | 40,0 | 70,0 |
| | 24-25 | 15 | 30,0 | 30,0 | 100,0 |
| | Total | 50 | 100,0 | 100,0 | |

According to the survey result, 80% of respondents travel less than three times a year. In contrast, only 4 % of respondents travel every month of the year. And another 16% travel at least 3 or 8 times a year.

Table 3.

| 3. How frequently do you normally travel through the year? | | | | |
|---|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Less than 3 times a year | 40 | 80,0 | 80,0 | 80,0 |
| 3-5 times a year | 7 | 14,0 | 14,0 | 94,0 |
| 6-8 times a year | 1 | 2,0 | 2,0 | 96,0 |
| More than 11 times a year | 2 | 4,0 | 4,0 | 100,0 |
| Total | 50 | 100,0 | 100,0 | |

More than half of the respondents make a journey no more than two days, while 4 out of 50 respondents take a period of more than a week.

Table 4.

| 4. How long does it take for each trip? | | | | |
|--|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 1-2 days | 26 | 52,0 | 52,0 | 52,0 |
| 3-4 days | 12 | 24,0 | 24,0 | 76,0 |
| 5-6 days | 2 | 4,0 | 4,0 | 80,0 |
| A week | 6 | 12,0 | 12,0 | 92,0 |
| More than a week | 4 | 8,0 | 8,0 | 100,0 |

| | | | | |
|-------|----|-------|-------|--|
| Total | 50 | 100,0 | 100,0 | |
|-------|----|-------|-------|--|

Mostly, people who prefer Travel with their Family/Relatives and Friends, 38% and 36% respectively.

Table 5.

| 5. Who do you normally travel with? | | | | |
|--|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Friends | 18 | 36,0 | 36,0 | 36,0 |
| Group mates | 4 | 8,0 | 8,0 | 44,0 |
| Family and relatives | 19 | 38,0 | 38,0 | 82,0 |
| Couple | 1 | 2,0 | 2,0 | 84,0 |
| Alone | 8 | 16,0 | 16,0 | 100,0 |
| Total | 50 | 100,0 | 100,0 | |

Likert scale questions were carried out to describe respondents' opinion about the statements below (table 6.) A five-point Likert scale was used (Strongly disagree-1, disagree-2, neutral-3, agree-4, Strongly agree-5.) The mean in statistics is very vital to describe data on the Likert scale. From 1 to 1.8 shows a "strongly disagree" answer, from 1.8 to 2.60 represents "disagree answer", from 2.61 to 3.40 indicates "neutral" responds, from 3.41 to 4.20 shows "agree" response, from 4.21 to 5 represents "strongly agree" answer.

Table 6.

| 6. Do you agree or disagree with the statements below? | | | | | |
|---|---------------------|----------------------------|---------------------------|--------------------------|----------------|
| 6.1 | I love convenience. | I give my consideration to | I am constantly concerned | I am concerned about the | I love nature. |

| | | excellent service. | about security. | natural background. | |
|------------------|---------------------|--------------------------------------|---|--|--|
| Mean | 3,50 | 3,50 | 3,40 | 3,22 | 3,44 |
| Std. Dev. | 1,502 | 1,502 | 1,604 | 1,475 | 1,580 |
| 6.2 | I like the art. | I enjoy studying about new cultures. | I consider a high price indicates high quality. | I am ready to spend more on what I want. | I am concerned about my self-image. |
| Mean | 3,10 | 3,28 | 2,72 | 3,10 | 3,22 |
| Std. Dev. | 1,359 | 1,457 | 1,213 | 1,418 | 1,433 |
| 6.3 | I prefer adventure. | I enjoy doing outside activities. | I like to travel. | I consider experiences over things. | I appreciate the local experience of travel. |
| Mean | 3,56 | 3,34 | 3,60 | 3,24 | 3,28 |
| Std. Dev. | 1,541 | 1,394 | 1,525 | 1,546 | 1,415 |

All respondents agreed with the statements mentioned in the 6.1 table except with the statement, "I am concerned about the natural background". This contradicts the statement "I love nature", which is a positive result. In the 6.2 table, five statements repeated mean between 2,60 and 3,40 that displays the general neutral outcome, among them the lowest was "I consider a high price indicates high quality" statement with 2,72 mean, and "I enjoy studying about

new cultures” with 3,28 mean which shows price-sensitivity and more interest to local culture respectively. In the last 6.3 table, the respondents agreed to the statements with "I prefer adventure" and "I like to travel" while the other three indicated neutral.

Table 7.

| 7. How often do you use Instagram? | | | | |
|---|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| a day a week | 15 | 30,0 | 30,0 | 30,0 |
| 2-3 days a week | 3 | 6,0 | 6,0 | 36,0 |
| 3-6 days a week | 2 | 4,0 | 4,0 | 40,0 |
| Everyday | 30 | 60,0 | 60,0 | 100,0 |
| Total | 50 | 100,0 | 100,0 | |

More than half of respondents use Instagram in daily life, 30% use one day a week. Also, the respondents follow the top two accounts on Instagram. These are Friends/Family and Bloggers/Influencers that owned 70%, and left 30% was equally divided by Countries/Destinations, Travel Business, and Other.

Table 8.

| 8. What kind of profiles are you following on Instagram? | | | | |
|---|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Friends/family | 22 | 44,0 | 44,0 | 44,0 |
| Bloggers/influencers | 13 | 26,0 | 26,0 | 70,0 |
| Countries/destinations | 5 | 10,0 | 10,0 | 80,0 |

| | | | | |
|---|----|-------|-------|-------|
| Travel business (hotels, restaurant, airline, etc.) | 5 | 10,0 | 10,0 | 90,0 |
| Other | 5 | 10,0 | 10,0 | 100,0 |
| Total | 50 | 100,0 | 100,0 | |

Table 9.

| 9. How frequently do you use the Instagram features below for travelling? | | | | | |
|--|----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Photo Post | 50 | 1 | 5 | 2,42 | 1,108 |
| Video Post | 50 | 1 | 5 | 2,10 | 1,015 |
| Instagram Story | 50 | 1 | 5 | 2,42 | 1,326 |
| Instagram Direct Message | 50 | 1 | 5 | 2,68 | 1,377 |
| Place Search | 50 | 1 | 5 | 2,46 | 1,265 |
| Hashtag Search | 50 | 1 | 5 | 2,06 | 1,252 |
| Account Search | 50 | 1 | 5 | 2,76 | 1,408 |
| IGTV | 50 | 1 | 5 | 2,38 | 1,292 |
| Instagram Explore | 50 | 1 | 5 | 1,96 | 1,228 |

According to the Table 9, which shows the number of Instagram features, the top six Instagram features for travelling purpose were identified. These are

Account Search (mean=2,76), Instagram Direct Message (mean=2,68), Place search (mean=2,46), Photo post (mean=2,42), Instagram story (mean=2,42), and IGTV (mean=2,38).

Table 10.

| 10. To what extent do you agree or disagree with the statements below correlating to Instagram. | | | | | |
|--|----|---------|---------|------|----------|
| | N | Minimum | Maximum | Mean | Std. Dev |
| Instagram is an excellent source to travel motivation. | 50 | 1 | 5 | 3,30 | 1,199 |
| Instagram is a helpful travel information reference. | 50 | 1 | 5 | 3,26 | 1,103 |
| Instagram helps to select destination options. | 50 | 1 | 5 | 3,30 | 1,147 |
| Instagram is crucial for tour preparation, i.e., what clothes to wear or checking the weather. | 50 | 1 | 5 | 3,18 | 1,063 |
| Instagram is an excellent means to find areas or stuff to do during the trip. | 50 | 1 | 5 | 3,18 | 1,119 |
| Instagram is an excellent way to share my travel encounters throughout the trip. | 50 | 1 | 5 | 3,62 | ,945 |

Based on the responses to the statements in Table 10. Instagram was selected as an excellent user-generated content platform for sharing travel experience (mean=3,62), an excellent source to travel motivation (mean=3,30), helpful for selecting destination options (mean=3,30). The respondents also mentioned that Instagram is a useful travel information source and beneficial for travel preparation.

Table 11.

| | N | Minimum | Maximum | Mean | Std. Dev. |
|---|----|---------|---------|------|-----------|
| 11. After seeing pictures/videos uploaded on Instagram, I determined to travel to that destination. | 50 | 1 | 5 | 3,26 | ,986 |

Table 12.

| | N | Minimum | Maximum | Mean | Std. Dev. |
|--|----|---------|---------|------|-----------|
| 12. After seeing pictures/videos uploaded on Instagram, I am inspired to find more information about the destinations. | 50 | 1 | 5 | 3,26 | 1,046 |

Both Tables 11 and 12 show the same 3,26 mean, which indicates a neutral choice of the respondents. As mentioned in table 9, the picture was the fourth in the top six Instagram features for travelling purposes, and video posts are not one of the top popular features among the respondents.

Table 13.

| 13. To what extent Instagram gives you the travel motive? | | | | | |
|---|----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Instagram makes me want to leave my ordinary environment. | 50 | 1 | 5 | 2,78 | 1,130 |
| Instagram makes me want to study further things. | 50 | 1 | 5 | 3,10 | 1,147 |
| Instagram makes me want to investigate personally. | 50 | 1 | 5 | 2,40 | 1,050 |
| Instagram makes me want to develop myself. | 50 | 1 | 5 | 2,64 | 1,156 |
| Instagram makes me want to discover more unique experiences. | 50 | 1 | 5 | 2,88 | 1,189 |
| Instagram makes me want to come back to the places, which gave me a good feeling in the past. | 50 | 1 | 5 | 2,94 | 1,236 |
| Instagram makes me want to rest. | 50 | 1 | 5 | 2,90 | 1,182 |

About a travel motivation that gives Instagram, the respondents' answers were: Instagram makes me want to study further things (mean=3,10), Instagram makes me want to come back to the places, which gave me a good feeling in the past (mean=2,94), and Instagram makes me want to rest (mean=2,90).

5. Conclusions

The majority of the respondents agreed that they prefer convenience, superior service and safety. These responses give that Generation Z has high expectations from touristic services and destinations. However, they considered a neutral position about the environment even though they like nature. Moreover, this Generation does choose the middle position when it comes to price. It means price matters to Generation Z. The respondents indicated an interest in learning about new local cultures and concern about self-image. Based on the study, most of the respondents make sense of travelling by spending much more time to have an adventure along with outdoor activities.

In general, most of the respondents were everyday Instagram users (60%). The respondents' top two following accounts on Instagram are Friends/Family and Bloggers/Influencers, who owned 70% out of them. The results show that the top six Instagram features towards travelling are Account Search, Instagram Direct Message, Place search, Photo post, Instagram story, and IGTV. Numerous respondents use the account search feature in order to reach accounts that give detailed information about Tourist destinations, products and services. Due to this result, using easy keywords for accounts related to tourism and tourist destinations is one of the essential factors to take into consideration.

Instagram is a good channel to share the post-travel experience. It can be an excellent travel motivation factor for others while they are planning to travel and selecting a destination. It is a good chance for marketers to take these factors into account. It is not sufficient to upload an only photo and video contents to attract Generation Z and motivate them to make a decision to travel. Generation

Z prefers group tour packages since they follow Friends/Family initially. The reason for being neutral about Photo and Video contents to create interest and decision for travelling is to prefer direct two-channel communication. Respondents' opinions about travel motivation were identified that Instagram does not help to explore their identity. It does not change the respondents' daily routine and does not give self-development. It means that there is a low impact on the respondents' self-actualization.

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