

Gender Differences: How Attitude Toward Using Digital Content Marketing Affects Indonesian Travel Behaviour

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ABSTRACT

The tourism industry holds significant global importance, impacting economies and involving multiple sectors. Indonesia, with its vast population and abundant natural beauty, stands as a key player in this sector. As digital technology advances, it reshapes marketing strategies, with digital content marketing (DCM) emerging as a vital tool. This study explores the impact of DCM on consumer behavior within Indonesia's tourism industry, incorporating gender as a moderating factor. The research employs a Partial Least Square (PLS) Structural Equation Modeling approach, supported by SmartPLS 3 software, to assess construct validity, reliability, and hypothesis testing. Findings reveal the critical role of DCM in shaping consumer attitudes and purchase intentions, with notable gender differences.

Keywords: *digital content marketing, digital marketing, tourism, consumer behavior.*

1. INTRODUCTION

The tourism industry is a major global sector, attracting over a billion international visitors annually and involving various other sectors such as government, business, community, and tourists (Izurieta et al. 2021). It significantly impacts the world economy, employing 10% of the global workforce, contributing 10% to the global GDP, and accounting for 7% or \$1.4 trillion of world exports (Zulvianti, Aimon, and Abror 2022). Tourism is particularly vital for the economies of developing countries (Ningsih and Sudono 2016).

Indonesia, with its vast population of over 270 million and status as the world's largest archipelago, has immense tourism potential (Pratomo 2017; Sugiyarto, Blake, and Sinclair 2003). The Indonesian government prioritizes tourism for economic development through the Ministry of Tourism and Creative Economy (Antara and Sumarniasih 2017; Wulandari et al. 2023). This sector plays a crucial role in Indonesia's economy, driven by both foreign and domestic tourists, leveraging the substantial market potential of its large population (Pratomo 2017; Santi, Oktarina, and Kustiari 2014).

The rapid advancement of information technology has significantly transformed business and marketing (Mardhatillah 2020). It has facilitated easier communication, information access, entertainment, social media usage, knowledge acquisition, and business promotion (Rahardja and Anandya 2020). One major shift is the rise of digital marketing, which has replaced traditional marketing and become crucial for business survival in the digital era (Baltes 2015). Digital marketing enables companies to share business-related content, communicate, promote, distribute, and foster long-term consumer engagement and trust (Mathew and Soliman 2021). It encompasses actions and methods using digital technology to create, communicate, and deliver value to customers (Kannan 2017).

A key component of digital marketing is content marketing, which involves creating and distributing relevant content to attract and engage target consumers, aiming to build brand loyalty and long-term relationships rather than just increasing sales (Lou and Xie 2021; Pulizzi 2013). Digital Content Marketing (DCM) is critical for creating consumer relationships and enhancing company performance, focusing on delivering valuable content through digital platforms to build trust and engagement (Jefferson and Tanton 2015; Mathew and Soliman 2021). This highlights the need for further research on DCM's impact on business continuity (Hollebeek and Brodie 2016).

Digital marketing has changed how consumers and companies interact, with consumers increasingly seeking information online to inform their decisions (Järvinen and Taiminen 2016; Mathew and Soliman 2021). Research indicates that online content significantly influences travel decisions and consumer behavior (Constantinides 2004;

McMahan et al. 2009; Vinerean et al. 2013; Ye et al. 2011). Online marketing content on platforms like Instagram, Twitter, and YouTube plays a crucial role in travel-related decisions (Hudson and Thal 2013; Kim and Chae 2018; Leung et al. 2013; Mathew and Soliman 2021; Zhu et al. 2019). Additionally, DCM enhances consumer experience and brand loyalty (Lou and Xie 2021), improves customer satisfaction (Andaç et al. 2016), and acts as a catalyst for e-Word of Mouth (Bu et al. 2021; Bowden and Mirzaei 2021). Consequently, companies in the travel and tourism sector must stay abreast of the latest marketing developments (Prideaux et al. 2018).

It is still very rare for research to examine DCM in the travel and tourism industry. This research aims to test a simple model related to how attitude affects intention and actual behavior on DCM which is added with additional work by considering a gender perspective. Although the role of gender as a moderator of purchase intention or consumer behavior has been discussed from an attitudinal point of view, the moderating role of gender is still unknown when purchasing in the context of the tourism industry. However, consumer purchasing behavior in tourism and non-tourism contexts are two different activities. Despite using a simple model, this study is one of the first to test a model of tourist behavioral intention that includes gender as a moderator. Gender is generally recognized to strongly influence responses to marketing strategies, determining the moderating impact of gender can help tourism industry stakeholders to design different strategies for different consumers.

2. LITERATURE REVIEW

2.1. Digital Content Marketing (DCM) and Tourism

Digital Content Marketing (DCM) involves promoting a product or company through digital media (Mathew and Soliman 2021). It focuses on creating and sharing valuable content to attract, engage, and retain a well-defined target audience, aiming to generate profits and build customer loyalty (Lopes and Casais 2022; Mathew and Soliman 2021). Thus, DCM is crucial for companies. DCM can be used in peer-to-peer applications, allowing users to share travel experiences, information, and reviews on specific platforms (Mathew and Soliman 2021; Schwabe and Prestipino 2005). It can be disseminated through various digital platforms, including company websites, blogs, social media, and mobile apps.

The tourism industry encompasses all entities providing services during vacations, such as hotels, restaurants, tourist attractions, and tour guides (Kaur 2017). Technological advancements and the widespread use of smartphones have transformed tourism marketing, shifting from conventional methods to digital strategies (Kaur 2017; Mathew and Soliman 2021). This shift has revolutionized how destinations are promoted online (Chamboko-Mpotaringa and Tichaawa 2021; Jiménez-Barreto et al. 2020). Research in this field has explored tourism trends, new digital marketing models, and how mobile technology supports consumer access to hotel websites (Saura et al. 2020; Ukpabi and Karjaluoto 2017).

2.1. Hypothesis Development

Understanding attitudes is crucial for predicting consumer intentions and behavior (Mathew and Soliman 2021; Wicaksono and Andajani 2023). The connection between attitude and intention has been studied in tourism using various theories and frameworks (Lin et al. 2020; Mathew and Soliman 2021; Mohamad et al. 2021). Previous research suggests that as consumer attitudes improve, their intention to act also increases (E. Cho and Son 2019; Elkaseh et al. 2016). Based on this, the proposed hypothesis is:

H1: Attitude toward using DCM has a positive effect on the intention to use DCM.

Understanding consumer behavior towards tourism products and services has become a major focus for both practitioners and academics. Prior research indicates that behavioral intentions positively influence the effective use of social platforms (Mathew and Soliman 2021; Ahmad, Bhatti, and Hwang 2020). Based on this, the proposed hypothesis is:

H2: Intention to use DCM has a positive effect on intention of actual usage of DCM.

Male and female behavior diverges due to distinct socialization processes, as supported by gender socialization theory, which posits that female and male undergo different socialization experiences from childhood, shaping their unique social values and expectations (Gundala et al., 2022). Many previous studies have stated that male and female have different influences on a person's intention, attitude, and actual behavior regarding a particular object (Huang & van der Veen, 2019; Kim et al., 2013; Wang et al., 2020; Carballo et al., 2022). Therefore we hypothesize:

H1a: The effect of attitude towards using DCM on intention to use DCM is different between male and female.

H2a: The effect of intention to use DCM on actual usage of DCM is different between male and female.

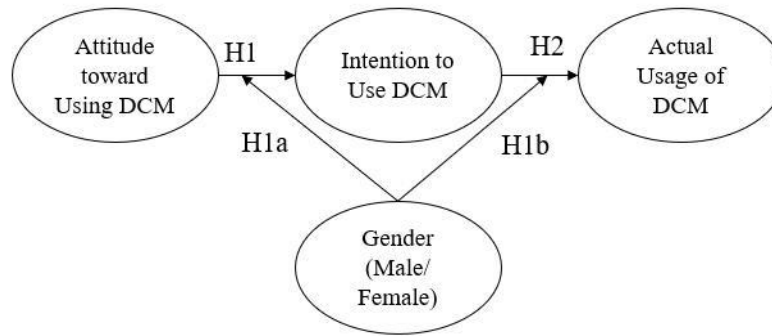


Figure 1 Research Model.

3. METHODS

The sample used in this study consists of individual Indonesian citizens aged 16-25 years who are familiar with DCM and have made transactions for products or services in the tourism sector. The sampling method used was non-probability sampling, which is a technique that provides equal opportunities for each member of the population to be selected as a sample. The selected respondents are expected to have the ability to understand the questionnaire. Sample selection was carried out through non-probability sampling techniques, specifically convenience sampling, where convenience considerations were the main factor. The questionnaire was distributed online through social media. The questionnaire distribution resulted in 275 respondents. Of the total 298 respondents, the majority are female (51%), as students (86%), with a monthly income of IDR 1,000,001 to 5,000,000 (35.2%), and traveled 3-5 times in the past year.

4. RESULTS

4.1. Measurement Model

This study uses the Partial Least Square (PLS) Structural Equation Modeling method, utilizing SmartPLS 3 for processing. The validity of constructs and indicators is evaluated by calculating the standard loading and Average Variance Extracted (AVE) values. Constructs and indicators are deemed valid if their standard loading and AVE values exceed 0.5 (Hair Jr et al., 2021). As shown in Table 1, all constructs and indicators have standard loading and AVE values above 0.5, indicating their validity. For reliability, a construct must have a reliability value of at least 0.70. Table 1 demonstrates that all constructs possess reliability values above 0.7, confirming their reliability in this research. Discriminant validity is assessed as detailed in Table 2, using the Fornell-Larcker criterion (Fornell and Larcker, 1981). Table 3 indicates that the indicator scores for each variable surpass those of other variables. Thus, it can be concluded that the structural model utilized in this study exhibits good discriminant validity.

4.2. Structural Model

Table 3 presents the results of hypothesis testing for the proposed model. From the hypothesis testing results, it is concluded that H1 and H2 are accepted. Supported and significant hypotheses must have a p-value of < 0.05.

4.3. Comparison different groups

Table 4 displays the results of the multigroup analysis (MGA) test for gender. From the test results, it was found that there was a difference in the influence effect of attitude towards using DCM on intention to use DCM. The results of the path analysis test stated that the effect of attitude towards using DCM on intention to use DCM on male (0.827) had a greater influence compared to female (0.737). Likewise, the effect of behavioral intention to use DCM on the actual use of DCM in male (0.786) is also greater than female (0.642).

Table 1. Factor Loading, Cronbach’s Alpha, rho A, CR, and AVE of constructs

Measure	Factor Loading	Cronbach's Alpha	rho_A	CR	AVE
Attitude I believe that utilizing DCM in the context of travel and tourism is a positive concept. DCM has a high significance for me in decision-making related to travel and tourism. Making travel or tourism choices through DCM is a smart move. Overall, I enjoy using DCM for travel and tourism purposes.		0.909	0.912	0.936	0.786
	0.901				
	0.854				
	0.898				
Behavioral Intention I plan to use DCM again to select my travel destination in the future. My intention is to become a DCM user again to determine my travel destination on another occasion. I plan to recommend using DCM to my friends when choosing a travel destination.		0.865	0.868	0.917	0.787
	0.870				
	0.917				
Actual usage of DCM I consistently use DCM in making travel and tourism-related decisions. I allocate a lot of time to use the DCM in making travel and tourism decisions. The DCM is my primary source for making travel and tourism decisions. I regularly utilize the DCM for travel and tourism purposes.		0.944	0.950	0.960	0.856
	0.962				
	0.892				
	0.926				
	0.918				

Table 2. Discriminant Validity

Variable	Actual Usage	Attitude	Intention
Actual Usage	0.925		
Attitude	0.701	0.886	
Intention	0.725	0.789	0.887

Table 3. Hypothesis Testing

H	Hypothesis	Path Coefficient	T Statistics	P Values	Result
H1	Attitude -> Intention	0.789	23.833	0.000	Supported
H2	Intention -> Actual Usage	0.725	17.510	0.000	Supported

Table 4. Comparison of Gender Groups

H	Hypothesis	Path Coefficient		P Values		Results
		Male	Female	Male	Female	
H1a	Attitude -> Intention	0.827	0.737	0.000	0.000	Supported
H2a	Intention -> Actual Usage	0.786	0.642	0.000	0.000	Supported

4. CONCLUSION

This study contributes to understanding the pivotal role of Digital Content Marketing (DCM) in Indonesia's tourism industry. By employing a robust research methodology, the research confirms the validity and reliability of constructs and indicators and elucidates the relationship between DCM, consumer attitudes, and purchase intentions. Notably, the study highlights the moderating effect of gender, indicating variations in consumer responses to DCM based on gender. These findings underscore the importance of tailored marketing strategies in the tourism sector, leveraging DCM to effectively engage diverse consumer groups and drive sustainable growth. Moving forward, further research in this area can deepen our understanding of consumer behavior dynamics and inform strategic marketing approaches in the evolving digital landscape of the tourism industry.

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