

The Impact of Firm-Generated Content on tourist attitudes: study on Instagram account @azhotels

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Abstract:

Online tourism content plays a pivotal role in shaping tourist attitudes, and firm-generated content has become a common tool allowing firms to build, ensure, and enhance their relationship with their target market. This study aims to analyze the influential relationship between firm-generated content dimensions and tourist attitudes dimensions. The study confirms that informative, credible, and entertaining content has a significant positive effect on the emotional component; on the other hand, the study suggests a non-significant impact of firm-generated content with its three measurements on the behavioral component. The results of this study can help academics and marketers better understand how firm-generated content impacts tourist attitudes in the luxury hotel industry.

Keywords: firm-generated content; tourist attitudes; Instagram marketing.

Jel Classification Codes: H32, L83, M31 .

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1. INTRODUCTION

With the immense change in the media landscape in recent years, firms have embraced social media as a tool to interact with their customers Kumar et al (2016). Firm-generated content (FGC) assists businesses in establishing, ensuring, and strengthening their relationships with their target consumers. Within the rise of these social media platforms Instagram and Facebook, are becoming increasingly active as platforms for marketers to share information about their products, al al-saadi et al (2023) . Thus, social media platforms are now essential for providing a positive brand experience. scholars agree that insights into tourists attitudes enables tourism industry marketers to make effective marketing decisions required to create, develop, sell, and promote tourism products.

This concept of tourist attitudes have received significant academic and practical attention in recent years, contributing substantially to the tourism literature and practice Bappy et al (2022)

However, even if empirical research is expanding, there is still a lot to explore about how the brand-generated Instagram content in the tourism industry can impact and shape tourist attitudes .

In this study we analyze the impact of brand-generated content on tourist attitudes in the luxury hotel business, this paper also seeks to answer the following questions:

- How informative firm-generated Instagram content impact tourist attitudes with its three components (cognitive component, emotional component, behavioural component)?
- How entertaining firm-generated Instagram content impact tourist attitudes with its three components (cognitive component, emotional component, behavioural component)?
- How credible firm-generated Instagram impact tourist attitudes with its three components (cognitive component, emotional component, behavioural component)?

To answer the prior questions, the study suggests the following three main hypotheses:

- H1: Informative firm-generated Instagram content positively impact tourist attitudes.

- H2: entertaining firm-generated Instagram content positively impact tourist attitudes.
- H3: credible firm-generated Instagram content positively impact tourist attitudes.

2. Littérature review

Firm generated instagram content and tourist attitudes.

1. Instagram marketing

On October 6, 2010, Kevin Systrom and Mike Krieger launched Instagram. Instagram is a free internet network that was created exclusively for visual content. roza et al (2022) This program uses online multimedia, which includes text, video, and audio communication methods, mainly as a photo-sharing platform (falah & Abdullah, 2020).

Previous research by sania and juwito (2021) have demonstrated that Instagram can be used for sharing purposes, from personal life to business. But nowadays Instagram is often used as a place to do business because of its shape which can be called a product catalog but in electronic form, therefore According to statistics about 80% of users follow business accounts on Instagram (Liu et al,2021).

Instagram social media is very relevant for promoting tourism destinations and that is because of its content which is crucial for travelers to consider when making travel plans and decisions, (ismarizal et al, 2023).

Research results have shown that Instagram posts without direct sales intention have a better marketing effect, Users have a greater sense of trust in information posted by ordinary people and will have a higher purchase intention therefore, Instagram marketing can help develop potential customers (Liu et al, 2021).

3. Features of using instagram as a tourism marketing tool:

- Geo-tagging allows users to simply locate tourism destinations without wasting time enquiring of numerous people.

- Hashtags : The hashtags are highly popular among travelers seeking information on tourism spots (Fatanti & Suyadnya, 2015)
- Instagram's content format, which is similar to an electronic product catalog Liu et al (2021)

4. Brand generated Instagram content

we refer to the statements uploaded by firms in their official social media accounts as Brand Generated Content (BGC) or Firm Generated Content (FGC) and suggest that through the interactive nature of the social media platforms, Firm Generated Content can assist firms build and enhance relationships with their customers kumar et al (2015), Firm generated content (FGC) was defined by Kumar et al as communications that are directly distributed by firms on their official social media pages and platforms. They emphasized FGC capacity to improve customer interactions by utilizing the interactive features that social media provides. Ali-Alsaadi et al (2023). Brand-generated content (BGC) has a favorable impact on customer purchase decision and is a prominent and important method of marketing communication on Instagram. (Djafarova & tamar , 2021) Firm-generated Content was defined as a particular kind of advertising that is fully created and managed by the organization. (FGC) could improve customers learning process through brand communication on social media (FGC) is frequently utilized to influence customers brand perceptions and to encourage customers purchase intention (Irelli & Rendra , 2019).

In light of this, and in order to gain a deeper understanding of (FGC) in the tourism industry, it is imperative to emphasize that destinations are viewed as a set of not only physical resources, but also experiences evoking emotions, such as surprise, excitement or desire, these elements are incorporated into the destination brand image, this is the process by which a tourist's mental image of a place is formed (hernandez-ortega & san martin, 2020)

5. Dimensions of Brand generated content

Informative content:

Numerous studies have determined that the primary reason individuals visit websites is to look for information.(Q, Clifford,

& Wells, 2002) another study by Eun-Kyong et al discovered that informativeness is the most important factor influencing user's attitude toward platforms which includes user satisfaction with the websites Eun-kyong et al (2015).

Entertainment :

The degree to which consumers find utilizing a website to be enjoyable and engaging is known as their level of entertainment pleasure. Eun-kyong et al (2015).

Credibility:

credibility is the extent to which a person thinks that information is credible and is a reliable indicator of the actions that an information consumer will take in the future.

winarko et al (2019).

6. Tourist attitudes:

Prior research in the tourism and hospitality domain has revealed that tourists who have a positive attitude about visiting a tourist destination are more likely to exhibit stronger willingness to visit that location

Bappy et al (2022).

Tourism is a growing sector that makes a substantial contribution to the economy. Technical acronyms are defined upon their first application. The tourists attitudes is an important component influencing the sector's growth. Yudhistira et al (2023).

Tourist Attitude includes three components:

: the cognitive component, which involves tourists perceptions and knowledge; the affective component, which incorporates

their emotions and sentiments while present; and the conative component, which describes the tourist behavior and actions taken based on their evaluations .Yudhistira et al (2023).

7. Dimensions of tourist attitudes

Cognitive component :

It represents the first element of attitudes, and expresses a person's concepts about a topic, this component depends on the way in which the individual perceives a particular stimulus, that is his subjective view and evaluation of this stimulus. It includes

the consumer's beliefs and information about the object of the trend, regardless if it is true or false. (Haichour, 2021)

Emotional component :

Emotional component is the individual's feelings about something in terms of its good or bad characteristics, The emotions and feelings formed by the consumer are nothing but his general evaluation of the brand, These emotions are usually built on the basis of the cognitive component. (Haichour, 2021)

Behavioural component :

Behavioural component is the degree to which an individual is prepared to respond behaviorally to a specific thing . This component cares about the desire that exists within the individual to perform a specific action or proceed in a specific way towards the thing towards which the direction is built. (Haichour, 2021)

4. RESULTS AND DISCUSSION

4.1 characteristics of the respondents:

The research questionnaire was shared to 108 participants age ranging from [18-45] years which are followers of the Instagram page “az hotels”. Most of the respondents (76.4%) have a university degree, and (28%) are students .(19.6%) are unemployed , (47.6%) income is less than 20000 DZD.

Table 1.respondents characteristics .

characteristics	Category	Pourcentage
Gender	Male	48.6 %
	Female	51.4 %
	Total	100%
Age	18- 25 years	36.8 %
	26-35 years	39.6 %
	36-46 years	19.8%
	46 and above	3.8 %

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Educational level	Primary school	3.8%
	High school	19.8%
	University degree	76.4%
	Total	100%
Profession	Student	28%
	Unemployed	19.6%
	Public sector employee	7.5%
	Private sector employee	15%
	Self employed	29.9%
Income	Less than 20000 DZD	47.6%
	20000 da – 35000 DZD	10.5%
	35000da – 50000 DZD	21%
	More than 50000 DZD	21%

Source: developed by the researches using the ibm spss statics26

These respondents' characteristics will be considered in order to acquire more accurate and relevant research results while analyzing the study.

4.2 The tool of research validity and validity

a. tool of the research validity

In order to find out the link between the study variables, the correlation coefficient was calculated between the study variables and their measurement indicators.

The correlation coefficient of the first variable was positive and between (0.630-0.798) . In addition, all the items of this variable were statistically significant at the level of ($\alpha \leq 0.01$).

The table below shows all the variables of this study which were all statistically significant at the level of ($\alpha \leq 0.01$).

Table2 . The Internal Coherence of the Research Variables

Information	Indicator1	Indicator2	Indicator3	Indicator 4
Correlation coefficient	0.798	0.630	0.775	0.725
Entertainment	Indicator1	Indicator2	Indicator3	Indicator

				4
Correlation coefficient	0.470	0.760	0.901	0.898
Credibility	Indicator1	Indicator2	Indicator3	Indicator 4
Correlation coefficient	0.844	0.846		
Cognitive component	Indicator1	Indicator2	Indicator3	Indicator 4
Correlation coefficient	0.810	0.781	0.819	
Emotional component	Indicator1	Indicator2	Indicator3	Indicator 4
Correlation coefficient	0.699	0.797	0.807	0.816
Behavioural component	Indicator1	Indicator2	Indicator3	Indicator 4
Correlation coefficient	0.907	0.865		

Source: developed by the researches using the ibm spss statics26

B. cronbach's alpha test results to measure the stability of the survey:

Table3. Results of the Cronbach's Alpha test indicate the survey's stability

search	Cronbach'alpha coefficient
Allthe dimensions	0.875

Source: developed by the researches using the ibm spss statics26

According to the findings, Cronbach's alpha coefficient is acceptable because it is confined between (0.7-1) therefore the questionnaire is valid to measure what it is intended to measure .

4.3 The Descriptive Statistical Analysis of Independent and Dependent Variables:

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1. Results for the independent variable Informative content :

Weighted averages and standard deviations were estimated for the study sample in order to search for trends.

And the results for the first dimension “informative content” were as follow :

- Agree to the use of Instagram in order to look for information related to tourism and travel.
- Neutral about the managers responding to followers comments on their Instagram page ;
- Agreeing towards using Instagram platform to plan local and international trips and vacations;
- Agreeing towards the clarity of the ads provided by the Instagram page “az hotels “

Table4. results for the independent variable informative content

Status	The Arethmetic mean	Mean deviation	Order	Trend
I use Instagram platform to search and obtain information related to tourism	4.02	0.896	1	Agree
The administrators of the official Instagram page “az Hotels” are interested in responding to followers comments .	3.19	0.918	4	Neutral
I use Ig Platform to plan local and international trips and vacations	3.97	0.858	2	Agree
The ads provided by “az hotels”through the ig plaform are clear enough	3.51	0.873	3	Agree
Total	3.66	0.687		Agree

Source : developed by the researches using the ibm spss statics26 .

Table5. Results for the independent variable entertainment

Status	The Arethmetic mean	Mean deviation	Order	Trend
The organization “az hotels” combines information and entertainment on its Instagram content	3.79	0.672	1	Agree
Theorgasination’s ads through Instagram	3.42	0.955	2	Agree

platform are innovative				
Az hotels usually organize contestss and games	2.46	1.193	4	Disagree
The games and contests organized by “az hotels” on its official page are entertaining	2.46	1.205	3	Strongly disagree
Total	3.033	0.798		Neutral

Source: developed by the researches using the ibm spss statics26

The weighted average, standard deviation, order, and trend of each paragraph in the questionnaire pertaining to the "entertainment" dimension are displayed in the table.

the total results shows neutral trend towards entertainment with an arithmetic average (3.033) and (0.798) for standard deviation .

Table6.Results for the independent variable credibility

Status	The Arethmetic mean	Mean deviation	Order	Trend
The sponsored information available on az hotels Ig page are honest and reliable	3.57	0.862	2	Agree
I trust non sponsored “az hotels” online reviews more than the sponsored ones.	4.14	0.867	1	Agree
Total	3.85	0.7301		Agree

Source: developed by the researches using the ibm spss statics26

The study sample responses were gathered and examined in this area, along with the Instagram page "az hotels" for credibility. The findings were as follows:

Total results shows that the study sample have an agreeble trend towards the credibility of the content with an arithmetic average of (3.85) and 0.798 for standard deviation .

Table7. Results for the dependent variable cognitive component

Status	The Arethmetic mean	Mean deviation	Order	Trend

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I have knowledge of all the hotel's features even before visisting it	3.58	0.849	3	Agree
I have a good impression about the hotel	3.92	0.628	2	Agree
I prefer to purchase services after learning about previous experiences of other costumors	3.97	0.810	1	Agree
Total	3.827	0.614	-	Agree

Source: developed by the researches using the ibm spss statics26

The total results shows that the study sample have an agreeble trend towards the cognitive component whith arithmetic average of 3.827 and 0.614 for standard deviation .

Table 8. Results for the dependent variable emotional component

Status	The Arethmetic mean	Mean deviation	Order	Trend
I feel that the institution is more modern compared to other institutions	3.79	0.700	1	Agree
Being a follower of the instution's official page makes e feel close to them	3.26	1.017	4	Neutral
I trust the institution's quality service	3.77	0.666	2	Agree
I would like to receive emails from the institution about updates on its offers in the future	3.42	1.050	3	Agree
Total	3.561	0.673	-	Agree

Source: developed by the researches using the ibm spss statics26

The total results shows that the study sample have an agreeble trend towards the emotional component with arithmetic average (3.561) and (0.673) for standard deviation .

Table 9. Results for the dependent variable behavioural component

Status	The Arethmetic mean	Mean deviation	Order	Trend
I have decided to visit the hotel	3.46	0.978	2	Agree

I advise my family and friends to visit the hotel	3.73	0.823	1	Agree
Total	3.594	0.799		Agree

Source: developed by the researches using the ibm spss statics26

The total results shows that the study sample have an agreeable trend towards the behavioural component with arithmetic average (3.594) and (0.799) for standard deviation .

4.4 Hypothesis testing

- **The first hypothesis :** Informative firm-generated Instagram content positively impact tourist attitudes.

Table (10). Results of the first hypothesis

	F	P-value	R	R square	Adjusted R square	Standard error of the estimate
	17.236	0.000	0.582	0.339	0.319	0.56737
Constant variable	Standardized coefficient t beta	Standard error	B	T	P-value	Significance level
Information	—	0.382	1.431	3.749	0.382	Non significant
Cognitive component	0.68	0.113	0.076	0.672	0.503	Non Significant
Emotional component	0.550	0.116	0.561	4.834	0.000	Significant
Behavioural component	-0.19	0.084	-0.016	-0.914	0.864	Non significant

Source: developed by the researches using the ibm spss statics26

- R-Square value is (0.399) which means that informative content have an impact of 39.9% on the change that happens in tourist attitudes .
- cognitive and emotional component are significant at the level $0.05 \geq \alpha$,counter to the behavioural component that shows a non significant level with value of (0.846) at the $0.05 \geq \alpha$ level . According to the table's findings, the value of F is (17.236) with a significance level of (0.000), the first hypothesis is accepted ,therefore we confirm that there is a significant impact of informative content on tourist attitudes (cognitive component,emotional component,).

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- **The second hypothesis:** entertaining firm-generated Instagram content positively impact tourist attitudes.

Table 11. Results of the second hypothesis

	F	P-value	R	R square	Adjusted R square	Standard error
	8.428	0.000	0.446	0.199	0.175	0.724
Constant variable	Standardized coefficient beta	Standard error	B	T	P value	Significance level
Entertainment		0.493	0.949	1.966	0.52	Non significant
Cognitive component	0.053	0.144	0.064	0.481	0.632	Non significant
Emotional component	0.354	0.148	0.420	2.831	0.006	Significant
Behavioural component	0.051	0.107	0.091	0.844	0.401	Non significant

Source: developed by the researches using the ibm spss statics26.

- R-Square value is (0.199) which indicates that entertainment explains only 19.9% for the change that happens in tourist attitudes . the same table shows that emotional component is significant at the level $0.05 \geq \alpha$, counter to the cognitive and behavioural component that shows a non significant level at the $0.05 \geq \alpha$.based on the results the value of F is (8.428) with a significance level of (0.000) which confirms the second hypothesis : entertaining firm-generated Instagram content positively impact tourist attitudes .

- **The third hypothesis:** credible firm-generated Instagram content positively impact tourist attitudes..

Table 12.Results of the third hypothesis

	F	P-value	R	R square	Adjusted R square	Standard error
	6.114	0.001	0.390	0.152	0.127	0.682
Constant variable	Standardized coefficient beta	Standard error	B	T	P-value	Significance level
Credibility		0.454	2.047	4.509	0.000	Significant
Cognitive component	0.189	0.135	0.224	1.661	0.100	Non significant
Emotional component	0.251	0.139	0.273	1.955	0.053	Significant
Behavioural component	-0.007	0.101	-0.006	-0.063	0.950	Non significant

Source: developed by the researches using the ibm spss statics26.

- R-Square value is (0.152) which means that credibility have an impact of only 15.2% of the change that happens in tourist attitudes .
- . the same table shows that emotional component is significant at the level $0.05 \geq \alpha$,counter to the cognitive and behavioural component that shows a non significant level at the $0.05 \geq \alpha$.based on the results the value of F is (6.114) with a significance level of (0.000) which confirms the second hypothesis credible firm-generated Instagram content positively impact tourist attitudes

2. EXPERIMENTAL

The data for this study were collected directly from the source by distributing an online questionnaire and to a sample size of 108 respondents. The online distribution of the questionnaire relies on the "google documents" software (Yudhistira et al ,2023). the questionaaire consisted of three part the first one was about personnel charachteristics the second one was about the independent variable and the third one was about dependent variable, then the link to the questionnaire is then circulated via Instagram profiles to respondents who fulfill the sampling criteria set by the author which is the followers of the Instagram page “az hotels”. Respondents' responses to each topic were measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).For this investigation, the data was analyzed using (Yudhistira et al ,2023) IBM SPSS Statistics 26 to examine the relationship between firm-generated content variables and tourist attitudes variables. The analyses included ANOVA, correlations, Cronbach's alpha, and descriptive analysis.

3. CONCLUSIONS AND RECOMMENDATIONS:

This study investigates the impact of firm generated luxury hotel instagram content on tourist attitudes, it proposes three hypothesis for relationship between information, entertainment, credibility of the Instagram content and the tourist attitudes dimensions.

According to the findings, the study sample had an agreeble trend towards the credibility and information provided by the firm on the Instagram platform and a neutral trend towards the “entertainemt”

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with a “strongly disagreement” to the firm organizing games and contests. This suggests that the company should incorporate entertainment into its next content strategy.

Information , Entertainment and credibility have a significant effect on the emotional component, indicating that the firm’s content had a strong positive impact on the followers emotions ,and a non significant effect on the behavioral component and that is due to the respondents characteristics (47.6%) of them had an income of less than 20000 DZD indicating that these are not the targeted audience, The firm should define, reach and focus on the target audience . finally, the authors believe that This research has made contributions to the digital marketing literature and has practical implications for stakeholders practitioners and The results of this study can be used to develop more effective marketing strategies.

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