

The Communication Identity of Travel Influencers on Online Media and Their Intention to Share Video Content That Affects the Travel Decision-Making of Generation Y in Thailand's Tourist Destination Provinces

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Abstract

This study aims to examine the communication identity of influencers in online travel media and the intention to share video content that influences the travel decision-making of Generation Y in Thailand's destination provinces. It is a quantitative research study using questionnaires as a data collection tool with a sample size of 300 participants. The sample group was selected using the convenience sampling method from Thai tourists belonging to Generation Y, residing in Bangkok and its vicinity. The statistics used include frequency, percentage, mean, standard deviation, confirmatory factor analysis, and structural equation modeling with path analysis.

The results of the structural equation model (SEM) testing with empirical data from Thai tourists belonging to Generation Y, residing in Bangkok and its vicinity, indicated a good fit. The statistical values were as follows: Chi-Square = 138.925, df = 64, Chi-Square/df = 2.171, p = 0.000, CFI = 0.972, GFI = 0.938, RMSEA = 0.063, RMR = 0.034. The findings revealed that the communication identity of influencers in online travel media and the intention to share video content had a direct influence on the travel decision-making of Generation Y in Thailand's destination provinces, with standardized coefficients of 0.41 and 0.18, respectively.

Keywords: Communication Identity, Influencers, Intention to Share Video Content, Destination

Introduction

Tourism is one of the key economic sectors of the country. It is an investment that can generate added value both in terms of capital and labor. It plays a significant role in economic development and national progress, contributing substantial revenue to the country. Nowadays, people are increasingly interested in traveling in their own style, both domestically and internationally. In the digital era, travelers' behaviors have changed. Previously, they relied on travel-related businesses for information about tourist destinations. Now, they manage their own travel plans by searching for information on social media

platforms and keeping up with news through social media or social networks. These platforms include Facebook, Line, Twitter, Google+, Instagram, YouTube, and others. This finding aligns with Li (2017), who reported that searching for travel information online makes trip planning easier and more convenient.

Businesses must therefore adapt and find effective ways to reach customers whose behaviors have changed. In addition to shifting communication channels, consumer trust has also evolved. Whereas people used to trust celebrities and actors, today they place greater trust in reviews from individuals they know personally or those they feel they can relate to. Travelers are often influenced by social media, either through stories shared by experienced travelers or by Influencers who document their daily travel experiences on websites and social media. Influencers with followers across various social media platforms can help brands build brand awareness”, target specific audiences, and attract consumers to use their products and services. This is particularly important for new brands that are not yet widely recognized. When consumers cannot physically experience or test a product, social media becomes the primary channel through which brands can reach them. It allows consumers to become aware of and engage with products through content presented in the form of text, images, or videos. This directly impacts consumer decision-making when choosing products or services. (Kunkojorn & Lekcharoen, 2021)

Based on the aforementioned reasons, the researcher is interested in examining the communication identity of travel influencers on online media and their intention to share video content that influences the travel decision-making of Generation Y in Thailand's tourist destination provinces. The purpose of this study is to explore the influence of personal identity in order to enhance the potential of individuals seeking to build their reputation and gain popularity effectively. The findings from this study can be applied as guidelines for producing travel video content on social media and can serve as valuable information for those involved in the tourism industry to support planning and marketing strategy development

Objective

1. To study the communication identity of travel influencers on online media and its impact on the travel decision-making of Generation Y in Thailand's tourist destination provinces.
2. To study the intention to share video content and its impact on the travel decision-making of Generation Y in Thailand's tourist destination provinces.
3. To examine how the communication identity of travel influencers on online media affects the travel decision-making of Generation Y in Thailand's tourist destination provinces through the mediating variable of the intention to share video content.

Research Hypotheses

H1: The identity communication of travel influencers on online media directly affects the travel decision-making of Generation Y in Thailand's destination provinces.

H2: The intention to share video content directly affects the travel decision-making of Generation Y in Thailand's destination provinces.

H3: The identity communication of travel influencers on online media has an indirect effect on the travel decisions of Generation Y in Thailand's destination provinces through the mediating variable of intention to share video content.

Literature Reviews

Concepts Related to the Communication Identity of Online Influencers

Online influencers refer to the use of influential individuals in online media to disseminate information about products and services to a wide audience. This can take various forms, such as utilizing celebrities -individuals with the power to attract, persuade, and influence consumers to imitate their product usage easily. Examples include athletes, actors, singers, and well-known public figures (Shiffman & Kanuk, 2004).

Shimp (2003) stated that a product endorser with expertise relevant to the product serves as a greater motivation for consumers' attitudes and increases their purchase intent toward the brand more than endorsers who lack relevant expertise. The selection of individuals to build a brand for products and services, known as Celebrity Marketing, is not limited to actors but also includes other widely recognized public figures.

Paveena Chinsuporn (2019). found that the information presented by influencers is still an important factor in the decision-making of followers or consumers, which will motivate followers to follow the information from influencers. The researchers found that when considering the weight of the components, the most important components of the communication identity of health influencers were straightforwardness, expertise, clarity, uniqueness, and sincerity, respectively. This aligns with the research by Warisara Anekthananon & Surasit Udomthananuwong (2023), which confirmed that perceived brand value has a positive influence on customer satisfaction, micro-influencers have a positive influence on customer satisfaction, perceived brand value has a positive influence on purchase intention, micro-influencers have a positive influence on purchase intention, and customer satisfaction has a positive influence on purchase intention.

Kullanard Worrarakrittikorn (2021) suggested that virtual influencers should develop characteristics similar to real-world influencers, acting as brand representatives with a persona that embodies the product's identity. Using celebrities for branding should consider five key attributes: 1) Trustworthiness – The credibility and reliability of the individual, which includes trust and the ability to serve as a role model for the target audience. 2) Expertise – The individual's proficiency and specialization in a specific field, which involves knowledge, experience, and skills relevant to advertising or the product. 3) Attractiveness – The appeal and prominence of the endorser, which can be divided into Physical Attractiveness (such as physical appearance) and other attributes like skills, talent, and a strong personality. 4) Respect – This refers to admiration and appreciation from the target audience for the individual's success, leading to their emulation as a role model. 5) Similarity – The resemblance between

the brand's target audience and the product's endorser, in terms of personality, lifestyle, ethnicity, age, and gender.

Based on these concepts, the researcher has identified the essential components of the communication identity of travel influencers in online media, including Attractiveness, Trustworthiness, Knowledge, and Similarity to the target group, as a guideline to find out how the communication identity of online travel influencers will affect the travel decisions of Generation Y in Thailand's tourist destinations.

Concepts Related to the Intention to Share Video Content

This study examines the intention to share video content based on Fishbein & Ajzen (2010), who explained that the intention to share video content reflects an individual's readiness or likelihood to engage in that behavior. Intention serves as a motivational factor influencing behavior and indicates the effort an individual is willing to make. The stronger and more determined the intention, the higher the likelihood that the behavior will occur. Followers express their intent and effort to share information about tourist destinations on social media platforms, forwarding video content to family, friends, or the public after watching online videos. This is done by clicking the share button to narrate a story or provide guidance to others. It was concluded that YouTube users share videos due to the platform's ease of use and positive attitudes toward it. This means that the easier it is to use YouTube and the more favorable their attitude toward the platform, the more likely they are to share videos. However, no direct relationship was found between perceived usefulness and intention to use. One explanation for this phenomenon is that YouTube users primarily share videos for entertainment. Social influence factors, including the perceived use by others, personal norms, and societal norms, significantly impact behavioral intent. This highlights that the surrounding social influence plays a crucial role in motivating users to share videos on YouTube.

The study by Choi & Lee (2019) also found that travel intention is influenced by three factor components: the factor component of attitude toward tourist attractions, the factor component of intention to share video content (Consumer Perception), and the factor component of vlogger attributes (Vlogger's Attributes).

Concepts Related to the Travel Decision-Making Process of Generation Y

This study focuses on Generation Y, born between 1981 and 2000. This generation is considered digital-native since the rapid development of the internet and digital technology occurred during their formative years. The advancement of communication tools and online platforms has made this group one of the largest and most influential demographics, playing a significant role in the economy (Ahn et al., 2019).

Dwityas & Briandana (2017) described the travel decision-making process in three phases: Pre-Trip, During Trip, and Post-Trip. 1) Pre-Trip: Phase This stage involves gathering and researching information before traveling, evaluating options, and making initial considerations. Activities in this phase include booking flights and accommodations, which should be completed before the journey begins. 2) During Trip Phase: While traveling, tourists may share their experiences on social media. This phase also includes purchasing goods and services,

such as transportation, accommodations, food, souvenirs, and clothing. 3) Post-Trip Phase: When tourists return from their trip, it is considered that the trip was as intended. It is a stage of evaluating their experience to see what factors led to satisfaction that will lead to the decision to travel again.

From the literature review, it can be concluded that for this research, the researcher has adopted key components of the identity communication of travel influencers on online media proposed by Kullanard Worrarakrittikorn (2021), the concept of intention to share video content by Fishbein and Ajzen (2010), and the concept of travel decision-making among Generation Y by Dwityas and Briandana (2017) as the research framework. The findings of this research will be beneficial in developing the potential of individuals who aim to build fame and gain popularity effectively. Moreover, the results can serve as guidelines for producing travel video content on social media and provide useful information for those interested in the tourism business to support marketing strategy planning and formulation, as illustrated in Figure 1.

Conceptual Framework

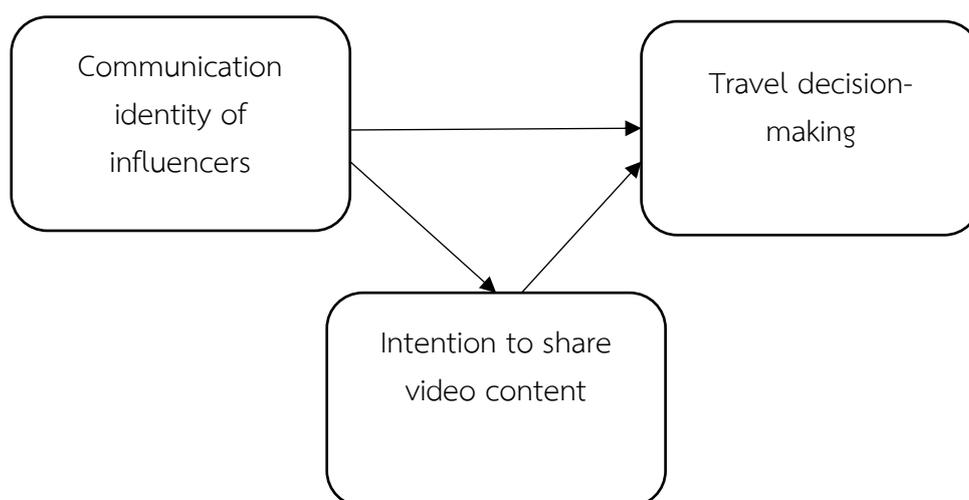


Figure1 Conceptual Framework

Research Methodology

This research employed a quantitative research design, with data collected through the use of questionnaires. The research methodology is described as follows:

Population and Sampling

The target population of this research consists of Thai tourists belonging to Generation Y, as defined by Ahn et al. (2019), who identified Generation Y as individuals born between 1981 and 2000. These participants reside in Bangkok and its vicinity, travel to tourist destination provinces within Thailand, and follow content from online travel influencers. In this structural equation modeling (SEM) study, Kline (2011) suggested that the appropriate sample size should be no less than 20 times the number of observed variables. Considering the parameters

in this research—comprising 14 parameters and 3 constructs—the minimum required sample size is $14 \times 20 = 280$. To ensure adequacy and minimize sampling error, the researcher determined a total sample size of 300 respondents, selected through convenience sampling from Generation Y Thai tourists residing in Bangkok and its vicinity.

Instrumentation

The research instrument was a questionnaire consisting of questions adapted from relevant past research, divided into 5 parts: 1) Screening questions for respondents, asking whether they reside in Bangkok and its vicinity, were born between 1981-2000, and have ever used information from online travel influencers to help make decisions before traveling, totaling 3 questions. 2) The communication identity of online travel influencers, with the questionnaire developed from Lod & Tessa (2020), totaling 6 questions. 3) Intention to share video content, with the questionnaire developed from Choi & Lee (2019)), totaling 4 questions. 4) Decision-making for traveling, with the questionnaire developed from Sutasinee Na Nakhon & Llian Assenov. (2024), totaling 4 questions. Parts 2-4 used a 5-level Likert scale are used to measure each respondent's metric responses, General information of the respondents included gender, education level, average monthly income, occupation, marital status, number of times traveled in one-year, average number of days traveled, form of travel, preferred type of tourist attraction, favorite region for travel, and expenses per trip, using closed-ended questions (Checklist). The researcher submitted the questionnaire to 5 experts for validation of content completeness and relevance using the IOC (Index of Item Objective Congruence). The IOC index results showed values higher than 0.5, indicating that the content validity of the questionnaire was acceptable. Subsequently, the questionnaire was tested on a group similar to the sample group but not part of it, consisting of 30 people, to assess reliability using Cronbach's Alpha Coefficient. The values ranged from 0.859 - 0.905, exceeding 0.70, thus deeming it suitable for data collection (Kline, 2011). Additionally, the KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) value was 0.796 (KMO should be greater than 0.50 to be considered good), indicating that these variables are highly suitable for component analysis (Fornell & Larcker, 1981).

Data Analysis

The statistics used include:

Descriptive statistics, including frequency distribution, percentage, mean, standard deviation, interpretation, and ranking, were employed using calculated interval formulas, where scores between 4.21–5.00 represent the highest level, and scores between 1.00–1.80 represent the lowest level. The multivariate normality of the data was analyzed using multiple regression analysis, the Mahalanobis Distance Test, the Normal Distribution Test, and an examination of linear correlations among variables, followed by structural equation modeling (SEM) with path analysis. (Byrne, 2009; Hair, et al. 2010; Kline, 2011)

Research Results

Analysis of the Questionnaire

The general information of the 300 respondents is summarized as follows: the majorities were female (173 individuals, or 57.7%). Most respondents had an education level below a bachelor's degree (117 individuals, or 39.0%). The majority reported an average monthly income of less than 15,000 baht (123 individuals, or 41.0%), and the predominant occupation was private company employee (125 individuals, or 41.7%). Regarding marital status, most respondents were single (264 individuals, or 88.0%). Over the past year, the majority had traveled within Thailand one to three times (133 individuals, or 44.3%). For each trip, the average duration was three days and two nights (145 individuals, or 48.3%), and most respondents traveled with family (162 individuals, or 54.0%). The most preferred type of tourist attraction was natural sites—such as mountains, forests, waterfalls, and dams—(180 individuals, or 60.0%). The most favored travel region was the North (155 individuals, or 51.7%). For each trip, respondents most frequently reported spending between 3,001 and 5,000 baht per person per trip (109 individuals, or 36.0%). Notably, all respondents indicated that they had used opinions and information from online travel influencers to support their travel decision-making.

Table 1: Shows the results of the opinion analysis.

Variables	Measuring item	Mean	Std. Deviation	The results of the opinion survey
Factor of communication identity of online travel influencers				
<i>Attractiveness aspect</i>				
ATT1	Influencers have attractive, trendy, and modern personalities.	3.53	.962	Agree
ATT2	Influencers have uniqueness and present entertaining content, making viewers feel entertained.	3.42	.927	Agree
<i>Similarity aspect</i>				
SIM1	You easily understand the content presented by the influencer on various topics.	3.48	1.010	Agree
SIM2	You and the influencer have several similarities (e.g., attitudes, lifestyle, interests).	3.34	.973	Undecided
<i>Knowledgeability aspect</i>				
KNO1	Influencers have sufficient knowledge and experience regarding the tourism information of those places.	3.53	1.052	Agree
KNO2	Influencers have skills in presenting content.	3.43	.957	Agree

Factors of intention to share video content				
SVC1	You will recommend others to follow clips and videos of online travel influencers.	3.56	.988	Agree
SVC2	You will share clips and videos of online travel influencers you follow through online media channels.	3.47	.969	Agree
SVC3	You will play clips and videos of online travel influencers you follow for acquaintances to watch via the YouTube application.	3.53	.855	Agree
SVC4	You will tell friends with similar interests about tourist attractions on social media that you follow.	3.65	.978	Agree
Factors of decision-making for choosing travel destinations among Generation Y in Thailand's provincial tourist destinations				
TDM1	You often search for influencer posts to use for planning travel.	3.45	.940	Agree
TDM2	You often feel like visiting those tourist attractions after seeing the influencer's online clips.	3.38	.948	Undecided
TDM3	You feel that influencers inspire you to want to travel.	3.38	.948	Undecided
TDM4	Generally, you are happy and satisfied with the tourist attractions you have visited, which were seen in the influencer's posts.	3.65	1.009	Agree

Checking for multivariate outliers (Multivariate Outlier)

The Mahalanobis distance test indicated a statistically significant p-value ($p < 0.001$). The inspection results revealed no outliers. Additionally, the normality test showed that the skewness (SK) values ranged from 0.025 to 0.290, and the kurtosis (KU) values ranged from -1.036 to -0.168 . These results demonstrate that both skewness and kurtosis values were within the acceptable range of -2 to $+2$, confirming that the observed variables in the model followed a normal distribution of data (George & Mallery, 2010).

Analysis of variable components (Measurement Model)

The researcher examined the components of observed and latent variables before testing the structural model. The researcher set criteria for checking the factor loading (Loading Factor) of standardized variables, which must be 0.50 or higher to be considered

suitable, and if the factor loading is 0.70 or higher, it is considered very good (Hair et al., 2010).

Results of analyzing the variable components of the communication identity of online thought leaders (Influ_Iden) found that the observed variable concerning attractiveness (ATT2) had the highest component weight, followed by knowledgeability (KNO1), knowledgeability (KNO2), similarity with the target group (SIM1), similarity with the target group (SIM2), and attractiveness (ATT1), with factor weights of 0.992, 0.849, 0.731, 0.647, 0.450, and 0.417 respectively, which met the specified criteria. The results of checking the measurement model of the communication identity of online thought leaders had the following statistical values: Chi-Square = 0.132, df = 1, p = 0.717, CFI index = 1.000, GFI = 1.000, AGFI = 0.997, RMSEA = 0.000, RMR = 0.003, and Chi-Square/df = 0.132

Results of analyzing the variable components of the intention to share video content (SVC) found that the observed variable SVC3 had the highest factor weight, followed by SVC1, SVC4, and SVC2, with factor weights of 0.909, 0.859, 0.818, and 0.786 respectively, which met the specified criteria. The results of checking the measurement model of the intention to share video content had the following statistical values: Chi-Square = 0.491, df = 2, p = 0.782, CFI index = 1.000, GFI = 0.999, AGFI = 0.996, RMSEA = 0.000, RMR = 0.004, and Chi-Square/df = 0.245.

Results of analyzing the variable components of the decision-making for choosing travel destinations among Generation Y in Thailand's provincial tourist destinations (TDM) found that the observed variable TDM4 had the highest factor weight, followed by TDM2, TDM1, and TDM3, with factor weights of 0.894, 0.727, 0.623, and 0.561 respectively, which met the specified criteria. The results of checking the measurement model of the decision-making for choosing travel destinations among Generation Y had the following statistical values: Chi-Square = 0.027, df = 1, p = 0.869, CFI index = 1.000, GFI = 1.000, AGFI = 1.000, RMSEA = 0.000, RMR = 0.001, and Chi-Square/df = 0.027.

Presentation of the analysis results on the causal influence of variables affecting travel decision-making among Generation Y in Thai destination provinces, along with hypothesis testing.

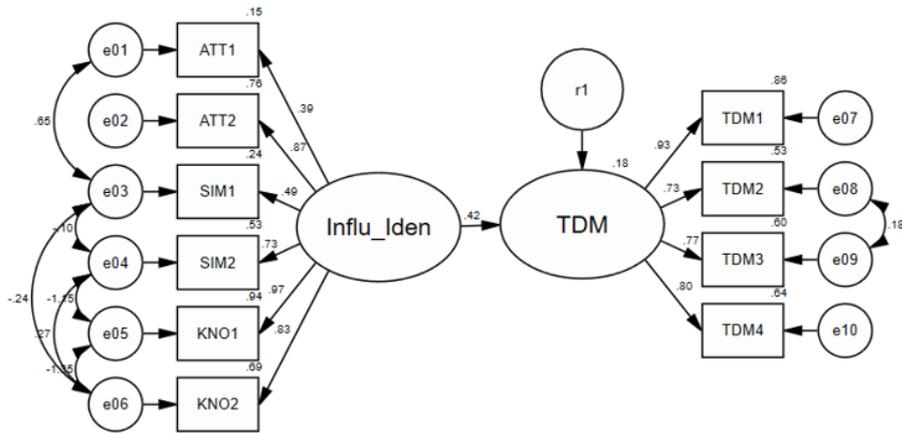


Figure 2 Results of the measurement model for the communication identity of online travel influencers and the travel decision-making of Generation Y in Thai destination provinces (post-model adjustment)

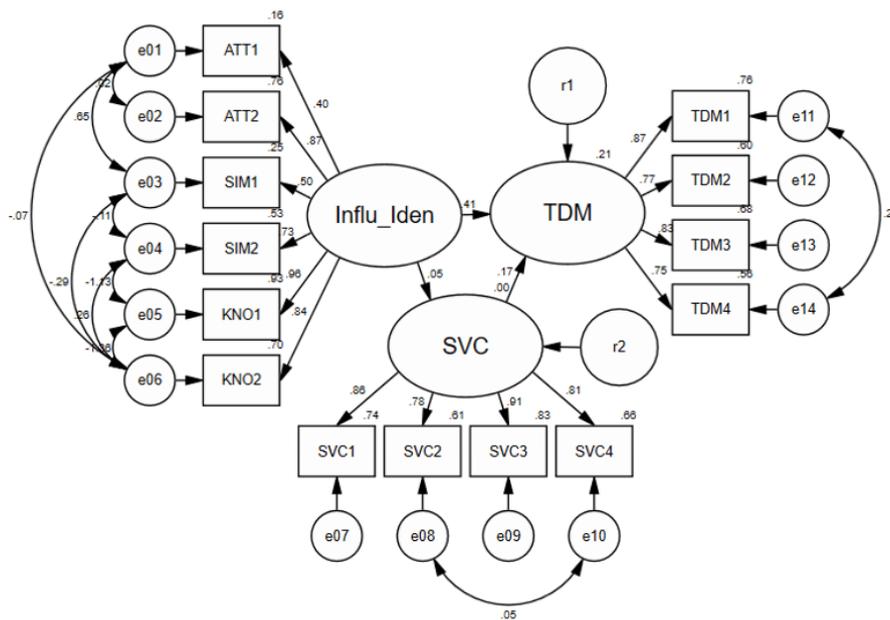


Figure 3 Results of the measurement model for the communication identity of online travel influencers, the intention to share video content, and the travel decision-making of Generation Y in Thai destination provinces (post-model adjustment)

Table 2: Results of the empirical data consistency check for the newly developed models from Figures 2 and 3

Fit Index	Criteria	Statistic	Statistic	Evaluation Result
		Figure 2	Figure 3	
p-value of Chi-square	≥ .05	.004	.000	Failed
CMIN/DF	< 2-3	1.885	2.171	Passed
GFI	≥ .90	.968	.938	Passed



Fit Index	Criteria	Statistic	Statistic	Evaluation Result
		Figure 2	Figure 3	
CFI	≥ 0.9	.987	.972	Passed
RMSEA	≤ 0.08	.054	.063	Passed
RMR	$< .05$.027	.034	Passed

From Table 2, the results of the empirical data consistency check for the model in Figure 2, based on the criteria of Byrne (2009) and Kline (2011), show the following fit indices: chi-square = 50.882, df = 27, chi-square/df = 1.885, P-value = .004, RMSEA = .054, CFI = .987, GFI = .968, AGFI = .935, RMR = .027. It can be concluded that the model has a good level of consistency with the empirical data. The results of the empirical data consistency check for the model in Figure 3, based on the criteria of Byrne (2009) and Kline (2011), show the following fit indices: Chi-Square = 138.925, df = 64 p = .000, CFI = .972, GFI = .938, AGFI = .899, RMSEA = .063, RMR = .034 และค่า Chi-Square/df = 2.171. It can be concluded that the model has a good level of consistency with the empirical data.

Table 3: Results of the variable coefficient analysis

Relationship between variables		DF	IE	TE	S.E.	C.R.	P
SVC	< Influ_Iden	0.05	-	0.05	0.09	0.89	.376
TDM	< SVC	0.18	-	0.18	0.06	2.97	**
TDM	< Influ_Iden	0.41	0.01	0.42	0.11	5.74	**

Note: **Statistically significant at the 0.01 level, DF = Direct Effect, IE = Indirect Effect, TE=Total Effect

From Table 3 and Figure 3, the consistency of the influence of various variables on the factors affecting the travel decision-making of Generation Y in Thai destination provinces can be explained according to the hypotheses as follows:

Hypothesis 1: *The identity communication of travel influencers on online media directly affects the travel decision-making of Generation Y in Thailand's destination provinces.*

The test results show that the Z-statistic or C.R. value is 5.74, and the p-value is **Sig. (2-tailed), which is less than 0.01. The direct influence value is 0.41 at the 0.01 statistical significance level. Therefore, the hypothesis is accepted, and it can be concluded that the communication identity of online travel influencers has a direct effect on the travel decision-making of Generation Y in Thai destination provinces.

Hypothesis 2: *The intention to share video content directly affects the travel decision-making of Generation Y in Thailand's destination provinces.* The test results show that the Z-statistic or C.R. value is 2.97, and the p-value is **Sig. (2-tailed), which is less than 0.01. The direct influence value is 0.18 at the 0.01 statistical significance level. Therefore, the hypothesis

is accepted, and it can be concluded that the intention to share video content has a direct effect on the travel decision-making of Generation Y in Thai destination provinces.

Hypothesis 3: *The identity communication of travel influencers on online media has an indirect effect on the travel decisions of Generation Y in Thailand's destination provinces through the mediating variable of intention to share video content.* The test results showed that the communication identity of online travel influencers did not indirectly influence the decision to travel to the destination provinces of Generation Y in Thailand through the mediator variable of intention to share video content. The test results showed that the Z-statistic value or C.R. value was 0.89, and the p-value was 0.376, which was greater than 0.01. Therefore, it can be concluded that the communication identity of online travel influencers did not indirectly influence the decision to travel to the destination provinces of Generation Y in Thailand through the mediator variable of intention to share video content.

Conclusion and Discussion

The communication identity of online travel influencers has a direct impact on the travel decisions of Generation Y in Thailand's destination provinces. Specifically, the communication identity of influencers—characterized by interest, similarity to the target audience, and knowledge and expertise—plays an important role in persuading online followers to use their recommendations as a basis for travel decisions. Influencers with a large number of followers have an even greater impact in influencing a wider audience, as tourism content is particularly suitable for sharing experiences, especially through reviews. Such content often receives positive responses and stimulates the desire to travel. The format of content must be diverse, including articles, blogs, photos, videos, or online programs, each with a unique story crafted by the influencer. This aligns with the findings of Warisara Anekthananon and Surasit Udomthanawong (2023), who reported that even small influencers can positively affect customer satisfaction. Similarly, Paveena Chinsuporn (2019) found that the information provided by influencers remains a crucial factor in followers' decision-making, motivating them to follow the influencer's guidance. When examining the weight of individual components, the most important aspects of the communication identity of health influencers were straightforwardness, expertise, clarity, uniqueness, and sincerity. In addition, Kullanard Worrarakrittikorn (2021) noted that when using celebrities to build a brand, five key components should be considered: 1) trustworthiness, 2) expertise, 3) attractiveness, 4) respect, and 5) similarity to the target group.

The intention to share video content has a direct impact on the travel decisions of Generation Y in Thailand's destination provinces. Followers of online travel influencers are motivated to share information about various tourist attractions, likely because these influencers possess attractive and trustworthy personalities and demonstrate knowledge and expertise in presenting the destinations they feature. This encourages followers to share videos and make recommendations to friends, relatives, or others voluntarily. These findings are consistent with the research of Choi and Lee (2019), who studied the impact of fashion vlogger

characteristics on audience attitude and content sharing. They found that vlogger characteristics—such as attractiveness, expertise, and credibility—had a significant positive effect on the intention to share content, with expertise having the greatest influence. Similarly, Fishbein and Ajzen (2010) reported that followers of influencers tend to share information about tourist attractions on social media, forwarding video content to family, friends, or the public, using videos as a means to tell stories or guide others.

New Knowledge from Research

The research findings contribute to academic knowledge by explaining the communication identity of thought influencers in the travel sector on online media and their intention to share video content. These factors were found to have a direct influence on the travel decision-making of Generation Y in Thailand's destination provinces. Among the observed variables, expertise had the highest component weight. Therefore, the travel decisions of Generation Y are largely influenced by the knowledge, expertise, and capabilities of influencers, as these factors affect whether consumers choose to follow them. For instance, influencers who possess in-depth knowledge of various tourist attractions and consistently produce content can build recognition among their target audience through frequent exposure. This often leads to an increase in followers and the sharing of video content, reflecting greater social acceptance of the influencer. These findings indicate that audiences generally trust the judgment of thought influencers, enhancing their image as knowledgeable experts in their field. Practically, these insights can guide business owners in selecting influencers to promote products or services effectively. Using influencers can increase sales through heightened brand awareness, as influencers can build brand credibility by creating engaging content and maintaining strong relationships with their followers or target audience.

Recommendations

Recommendations for Practical Application

- Online travel influencers presenting tourist destinations in Thailand should emphasize the three aspects of communication identity: attractiveness, similarity to the target audience, and expertise. This will encourage followers to share video content with friends, relatives, or others.
- Tourism businesses can employ influencer marketing as a strategy on social media to effectively communicate brand messages to consumers.

Recommendations for Future Research

- Sample Groups: This study focused on Generation Y samples living in Bangkok and its vicinity. Different age groups may vary in their travel decision-making for Thai destination provinces. Future research should explore other age groups and regions of Thailand for more in-depth results.
- Variables Studied: Future research should explore additional aspects, such as the duration of video viewing and the frequency of sharing video content for deeper analysis.

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