UNDERSTANDING MOTIVATIONS BEHIND POSTING TRAVEL PHOTOS

by

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(Under the Direction of B. Bynum Boley)

ABSTRACT

Since the start of social media, there has been a rise in the 'technomeritocracy' or the importance of things being posted online for social acceptance. While the online technomeritocracy seemingly drives in-person behavior, there is a need to better understand the divergent motivations behind this form of symbolic consumption and the sacrifices these motivations encourage for social media photos. With these needs in mind, we aimed to develop two scales to measure these influences. The development of the Conspicuous Consumption Posting Scale (CCPS) and the Travel Photo Sacrifice Scale (TPSS) follow the best practices of Churchill and Rossiter including multiple samples used to validate construct and nomological validity of each scale. Both scales can be used by tourism businesses and destinations to further improve their social media marketing strategies by better understanding the motivations of their clientele and ensuring that expectations on price and quality are congruous with visitor expectations.

INDEX WORDS: Conspicuous Consumption; Consumer Behavior; Social Media; Social Return; Scale Development

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UNDERSTANDING THE ROLE OF SOCIAL MEDIA IN TOURIST BEHAVIOR

by

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To Mom, your support made everything possible.

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CHAPTER 1

INTRODUCTION

Purpose of the Study

The use of social media as a form of visual comparison has become increasingly popular (Nesi & Prinstein, 2019; Siegel & Wang, 2018). Considering that social media use has steadily climbed since it's creation, it seems likely that its use as a platform for strategic self-presentation will not be going away soon (Lyu, 2016). Despite in increased importance of online self-presentation in what has been termed the 'technomeritocracy,' where one's value is based on the lives they live on social media (Munar & Jacobsen, 2014), the driving force behing this need for online self-presentation has yet to be determined.

One suggested force behind this online self-presentation that has been suggested is social return, or the postive social feedback one receives from posting online (Boley et al, 2018). While social return has been shown to influence destination choice (Boley et al, 2018, types of lodging properties sought (Boley et al, 2022), and choosing to engage in ecotourism (Beall et al, 2021), social return itself does not explain the recent uptick in posting behavior. It could be that social return is the positive benefit to a mechanism that builds upon more fundamental needs such as one's need to build affiliation and achieve status among their peers. Beall et al (2021) suggests that this mechanism could be conspicuous consumption, or the spending or more resources than something may functionally be worth in an effort to display personality or status. While traditionally

conspicuous consumption has refered to luxury items, over time, it has shifted away from the worth and functionality of physical goods and towards more experiential purchases (Bronner & de Hoog, 2018; Ekinci et al, 2013). Previous literature seems to support the assertation that people are using online travel photos as a way to conspicuously consume a destination in order to manage their self-concept and status (Lo & McKercher, 2015; Lyu, 2016). Despite the mention of using travel photos as a form of conspicuous consumption, there is not a reliable way to consistently measure the effect of conspicuous consumption on social media posting.

While those posting photos on social media are potentially engaging in conspicuous consumption to manage their status, it seems as if seeing other travel photos can cause envy or discrepancies in the viewers self-image, which can motivate them to take trips of their own (Marder, Archer-Brown, Colliander, & Lambert, 2018). These trips that a viewer may take can be referred to as compensatory behavior (Mandel et al, 2017). Compensatory behavior is behavior or purchases that are used to manage one's self-concept, or how they view themselves and want to be viewed by others (Sirgy, 1982). While it is understood that these discrepancies can lead to compensatory behavior (Mandel et al, 2017), it is not currently understood what sacrificial behavior people are willing to make to balance a discrepancy within their self-concept. Considering the increase in selfie-related injuries (Gioia et al, 2010), it is becoming increasingly important to understand the role that social media plays in sacrificial behavior of tourists.

With these two gaps surrounding the role of social media's influence on travel behavior, we set out to develop two scales aimed at measuring conspicuous consumption motives (CCPS) and the various dimensions of sacrifice people are willing to take for

social media photos (TPSS). Each scale was developed using the methods laid out by Churchill (1979) with an extra emphasis on content validity as suggested by Rossiter (2002).

Chapter two contains the development of the Conspicuous Consumption Posting Scale, using four different data collections to create, test and validate items aimed at measuring the bandwagon and snob motivations of conspicuous consumption. After testing scale items for construct reliability, the bandwagon and snob motivations were tested for predictive validity of their influence on perceived social return and intention to travel.

Chapter three focuses on the development of the Travel Photo Sacrifice Scale, using a split-half exploratory/confirmatory factor analysis for item reduction and reliability testing, resulting in four dimensions of sacrifice: spending money, saving money, enduring discomfort and rule breaking. After confirming construct reliability for each of the four constructs, an independent samples t-test of bandwagons and snobs willingness to engage in the dimensions sacrifice for social media photos was tested. With the development of these scales, destination managers will be able to better segment their potential visitors, increasing their ability to market more effectively. An increase in marketing capabilities for managers will allow for higher levels of satisfaction, as well as increasing the return on marketing expenses.

CHAPTER 2

DEVELOPING AND VALIDATING THE CONSPICUOUS CONSUMPTION POSTING SCALE (CCPS)[1]

[1] Russell, Z.A., Boley, B.B., Woosnam, K.M., Campbell, W.K. To be submitted to *Tourism Management*

Abstract

With social media increasing the ability of tourists to both symbolically and conspicuously consume travel experiences to manage their self-concept, there is a need to better understand the divergent motivations behind this form of symbolic consumption (e.g., bandwagon vs. snob motivations). Our development of the Conspicuous Consumption Posting Scale (CCPS) follows the best practices of Churchill and Rossiter and includes four distinct data collections to generate items, purify items, and ultimately to test the construct and predictive validity of the scale. Results demonstrate the construct validity of the scale as well its predictive validity with snob motivations influencing the perceived social return of two travel destinations and the bandwagon motivations for posting pictures influencing one's intent to travel. The CCPS can be used by management organizations to further improve their social media marketing strategies by increasing their understanding of what is attracting their clientele.

1.0 Introduction

Social media plays an increasing role in the lives of most individuals (Clark, Algoe, & Green, 2018; Van Dijck, 2013). It provides a creative outlet by which to keep in contact with distant friends and family and share experiences, big and small (Page, 2013). The sharing of experiences via social media has become a salient aspect of travel experiences over the last decade, as research indicates that roughly 90% of tourists take photos while on vacation and nearly 75% of them are likely to post photos on social media platforms (Carter, 2018; Lo, McKercher, Lo, Cheung, & Law, 2011; Maria-Irina., & Istudor, 2019).

Though taking pictures while traveling is not a new phenomenon, the motivations for taking these pictures, the composition of these pictures and how these pictures are

shared has changed drastically with the advent of social media (Taylor, 2020). Over time, the focus of the photo has shifted from capturing individuals paired with distinct landmarks in the background (signifying documentation and memory preservation) to more narcissistic travel photography where the focus is more fully on the individual (highlighting a 'look at me and the types of places I visit' ethos) (Dinhopl & Gretzel, 2016; Liu & Li, 2020). This shift is likely due to the prevalence of social media and its utilization in impression management—both of which are morphing tourist photography away from a reflection of the destination into an extension of the photographer's self-concept (Taylor, 2020). This shift can in part be potentially explained by the concept of 'social return' or the anticipated positive feedback one expects to receive from social media posts (Boley et al., 2018). As such, travel photos are currently used more often to manicure one's self-image and gain greater social status (de Moura Domingos et al. 2021; Lyu, 2016).

The sharing of travel pictures, to the extent it invokes the self-promoting and self-presentational concerns, is conceptually similar to what is classically known as conspicuous consumption, or using high status products to signal personal status, uniqueness, and success (Munar & Jacobsen, 2014; Taylor & Strutton, 2016). For example, sharing as travel photo from a high-status location like the Maldives and wearing a high-status watch like a Rolex convey similar status signally benefits to the individual. Importantly, if such a theoretical link exists, it would be possible to extend research and theory on conspicuous consumption to better address picture posting behavior. Indeed, this was a primary approach used in this paper, with the goal of validating a conspicuous consumption posting scale.

While the connection between symbolic conspicuous consumption and travel behavior has received increasing attention within the tourism literature (Beall et al., 2020; Boley et al., 2018; Boley & Woosnam, 2020; Bronner & De Hoog, 2018; Ekinci et al., 2013), no identifiable valid measure exists that differentiates between the myriad motivations for conspicuously posting travel photography. This is rather surprising given Leibenstein (1950) historically acknowledges that motivations for conspicuous consumption range from pure conspicuous consumption motivations focused on lavishly displaying wealth to bandwagon motivations driven by the desire to fit in, and snob motivations driven by the desire to stand out. With this gap in mind, the purpose of this paper is to develop the Conspicuous Consumption Posting Scale (CCPS) so future researchers can understand how the conspicuous consumption motivations of using travel photos to fit in (i.e., bandwagon motivations) and using travel photos to stand out (i.e., snob motivations) influence destination choice and social return. Since social media has such a large influence on daily life for many individuals, it is important for destination marketers to understand its role in motivating people to travel and their behaviors within the destination. A deeper understanding of how conspicuous consumption and social media is influencing tourist decision making can help marketers create more effective advertisements that appeal directly to their desires to fit in or stand out depending on whether individuals are more driven by bandwagon motivations or snob motivations. The paper proceeds with a review of the literature pertaining to tourist decision making and conspicuous consumption before presenting the methods used to develop the CCPS. The remainder of the paper focuses on four studies used to develop the scale and test its predictive validity over social return and intent to visit two European countries.

2.0 Literature Review

2.1 Tourist Decision Making

In terms of motives that emanate from the self, there has been a wide range of motives discussed in the psychology literature. Foremost among these is the motive to self-enhance. This can be thought of as increasing the positivity of the self or maintaining the positive view of the self (Sirgy, 1982). Other powerful motives include our belongingness, exploration or effects, competence, and autonomy (Baumeister & Leary, 1995; Heider, 1958).

There are multiple theoretical models that developed to explain the individuals desire to self- enhance. These range from evolutionary models invoking the benefits of social status (Maslow, 1943; Kenrick, Griskevicius, Neuberg, and Schaller, 2010), consistency models that that focus on the alignment of owning and liking that apply to the self (Mandel, Rucker, Levav, & Galinsky, 2017), and personality models that focus on individual differences in status and self-enhancement (Baumeister 1982; Baumeister & Leary, 1995; Hepper, Gramzow & Sedikides, 2010; Sedikides & Strube, 1997).

Tourists' behaviors are no different, being influenced by various motivating factors, including discovering new cultures, relaxation, hedonism, personal fulfillment, and a need for belonging and status (Ryan, 1998). Such motivating factors are often divided in the tourist behavior literature as functional and symbolic attributes (Ekinci, Sirakava-Turk & Preciado, 2013). Functional attributes are focused on things like service quality, price, and cleanliness, while symbolic attributes are tied to the congruity between the self and a brand's personality (Chen et al, 2016). An example of the functional benefits tourists derive from intended behavior can include satisfaction with the service

quality or relaxation, whereas the symbolic benefits tourists derive from travel can include positive experiences that enhance one's self-congruity, and opportunities for social return (Boley et al., 2018; Ekinci et al, 2013).

These functional and symbolic benefits are grounded in the evolutionary psychology literature and the hierarchy of needs that all humans possess, according to Maslow (1943). Maslow's hierarchy of needs contend that once lower order needs such as shelter, food and safety are established, humans seek out social groups in which to belong. Once belonging is established, humans will desire status attainment, which once achieved, will allow for self-actualization. These lower order needs are typically satisfied by the functional benefits while symbolic benefits are centered around the higher-order needs of affiliation, status, and self-actualization.

Kenrick et al. (2010) updated Maslow's (1943) hierarchy of needs to reflect how motives, rather than needs, can be activated at various times when desired (as opposed to the traditional ladder framework). Kenrick et al. (2010) argue that the pyramid of needs are better reflected through seven human motives which influence decision making: 1) evading physical harm, 2) avoiding disease, 3) making friends (affiliation), 4) attaining status, 5) acquiring a mate, 6) keeping a mate, and 7) caring for family (Griskevicius & Kenrick, 2013). While these motives are often framed around how they have helped our ancestors survive, consumer behavior research has demonstrated that they still subconsciously guide consumer decision making (Griskevicius & Kenrick, 2013).

These fundamental needs converge with more immediate needs in travel to create a range of proximate and ultimate motives for participating in any behavior according to the evolutionary psychology literature (Griskevicius & Kenrick, 2013). Proximate

motivations are those motivations for consumer behavior driven by "relatively up-close and immediately present influences…what people are presently feeling or thinking" (Griskevicius & Kenrick, 2013 p. 373). Even though these proximate motives can influence consumer behavior, purchases can also be influenced by ultimate motives. Griskevicius and Kenrick (2013 p. 373) further purport that, "People often have multiple motives for a behavior, even if they are not always aware of the ultimate reasons for their choices" and these ultimate motivations "focus not on the relatively immediate triggers of a behavior but on its evolutionary function." These ultimate and proximate motives work together in human decision making. When asking a tourist why they took a trip, they may answer with proximate motives such as 'wanting to relax or experience new cultures,' while subconsciously the desire to travel partly reflects one's ultimate motives for belonging and status attainment. Historically, the literature has mostly focused on tourist's proximate motivations (or the functional benefits of travel) (Chen et al, 2016), and only recently has begun to consider their ultimate motives (or symbolic benefits) (Boley et al., 2018; Ekinci et al, 2013), leaving a gap in our understanding of what truly drives tourism behavior (Marinao, 2017; Otto & Ritchie, 1996).

This is problematic because research has revealed that the symbolic aspects of tourism increasingly influence travelers' decisions (Boley et al., 2018; Dimanche & Samdahl, 1994; Ekinci et al, 2013). Symbolic aspects of the tourism experience likely have an increasing influence in decisions due to the role symbolic consumption plays in how people convey their self-concept and social status (Belk, 1988; Dimanche & Samdahl, 1994; Ekinci et al., 2013; Phillips & Back, 2011).

One way to understand this increase in the influence of symbolic aspects of travel is through the evolution of prospect theory. Prospect theory shows that people actively seek to avoid risk in efforts to maximize gains and minimize losses (Kahneman & Tversky, 1979). For example, when choosing a place to stay, a tourist is likely to say they desire a place with high quality and consistency (a proximate motive), highlighting the basic need for safety (their ultimate motive). However, as time has progressed, service quality has become more consistent and standardized through the development of franchises (Boley & Woosnam, 2021). This results in what Kahneman & Tversky (1979) coin as the 'isolation effect.' According to Kahneman and Tversky (1979), once one element of a potential purchase is standardized such as service quality, consumers begin to focus on other aspects of a good or service that are different in essence trying to isolate attributes of decisions to limit risk. Since the risk of poor service quality has been minimized through the standardization of service quality and the rise of reviews online, Boley and Woosnam (2021) argue that this isolation effect has caused tourists to shift their risk/reward calculation towards more symbolic factors such as finding a shareable experience boosting their social return and ultimately their social status. In the Fundamental Motives Framework (Kenrick et al., 2010), only one fundamental motive is activated at a time based on internal or external cues a person receives, and then, once that motive is activated, it will guide a person's decisions until a new motive is activated (Griskevicius et al., 2013). In the example above, the active motive in accommodation choice has changed, moving away from the fundamental need of safety towards more ultimate motivations such as belonging and status, which have been increasingly shown to drive desires for experiences (Pine & Gilmore, 1998).

Differences in motivations for belonging or status can be explained by Brewer's (1991) Optimal Distinctiveness Theory. While Kenrick et al. (2010) and Maslow (1943) list the needs for belonging and status separately, optimal distinctiveness theory argues that people constantly seek belonging and status on a continuum, with those having few friends seeking affiliation and those with many friends seeking status within their peer network. This ever-present balance between belonging and uniqueness drives interpersonal interaction where people take action to avoid similarity to others (losing their personal identity) while also seeking to avoid excessive individualization (and becoming isolated from their peers). This likely extends to destination choice as people may choose a destination or tourism experience as a form of symbolic consumption to signal either their similarity with others or their differences.

At the core of this rise in symbolic consumption and image management is the need to balance one's actual social self-congruity with their ideal social self-congruity. Self-congruity is the match between a person's self-concept and the brand image of a product they are considering purchasing (Ekinci et al., 2013; Lo & McKercher, 2015; Sirgy, 1982; So, Wu, Xiong, & King, 2017). The purchasing that is done for balancing self-concept can be used to manage one's belonginess and status within the group as seen through the focus on social self-concept. Even though social media has changed how we go about broadcasting ourselves, it has not changed how we view our self-concept and its influence over consumer behavior (Davis, 2014). Fundamentally, people still view themselves the same, however, they will preemptively participate in things like travel with the intention of documenting their experiences on social media to curate an image of themselves that matches their ideal personal and social self-concept. This documentation

of tourism experiences on social media also provides individuals an opportunity to enhance their status or belonging through conspicuous consumption (Beall et al., 2020; Boley et al., 2018; Griskevicius & Kenrick, 2013).

2.2 Conspicuous Consumption

Conspicuous Consumption was first introduced in 1899 by Thorstein Veblen, although evidence suggests that the concept had been discussed and written about even before that (Leibenstein, 1950). Veblen (1899) describes conspicuous consumption as a phenomenon stemming from peoples' tendency to pay more for goods and services than they are functionally worth to convey social status or gain prestige (Leibenstein, 1950; Phillips & Back, 2011; Trigg, 2001). Conspicuous consumption could be considered an integral aspect of society that is participated in by nearly every individual (Goenka & Thomas, 2019), since it is used as a mechanism for people who are trying to maintain a balance of their human needs for affiliation and status, self-concept, and optimal distinctiveness (Boley et al., 2018; Dimanche & Samdahl, 1994; Ekinci et al., 2013; Su & Reynolds, 2017). While people typically imagine luxury items used for conspicuous consumption, even something mundane like reusable shopping bags, display attributes of our personality and identify us to others who share similar values. Over time, this product representation of self has shifted from the things people own to the things they share online (Belk, 2014). In fact, Ekinci and Riley (2003) suggest that the congruence between the self and experiences/services may be stronger than with inanimate objects due to the more personalized nature of experiences. With the pervasiveness of symbolic consumption, Veblen's original idea of conspicuous consumption can be extended past

the purchasing of luxury goods to experiential purchases such as tourism (Bronner & De Hoog, 2018; Ekinci et al., 2013; Phillips & Back, 2011).

2.3 Bandwagon and Snob Motivations and Optimal Distinctiveness Theory

As conspicuous consumption has evolved from ostentatious displays of wealth to things more subtle in nature, different dimensions and motivations for signaling status through tourism have emerged. Leibenstein (1950) argues that there are three main dimensions of conspicuous consumption: pure conspicuous consumption, the bandwagon effect, and the snob effect. The bandwagon and snob dimensions of conspicuous consumption allow people to effectively build their optimal distinctiveness through purchases that signal an attempt to fit in with their desired social group (bandwagon) while others use purchases to differentiate themselves from those with perceived lower tastes (snob) (Leibenstein, 1950). Pure conspicuous consumption is the flaunting of wealth through the purchasing of lavish luxury goods. This could be people buying nice homes, clothes, and cars to display their wealth or status in society. Within travel, such a pure conspicuous consumption may take the shape of engaging in luxurious vacations, chartering private boats or planes, and staying at upscale resorts. While not entirely divorced from the signaling of status through wealth, the bandwagon effect is more associated with fitting in and 'Keeping up with the Jones' through the purchasing of goods and services that are popular within one's peer group. The bandwagon effect can be seen in the tourism industry with the rapid rise in popularity of tourism destinations such as Arizona's Horseshoe Bend popularized through influencers on social media (Carlton, 2019). These types of destinations are shared via social media and once they reach a level of

popularity, other people who desire to 'fit-in' begin to visit the site based upon both its functional utility as well as symbolic utility (Boley & Woosnam, 2021).

In contrast to the bandwagon effect focused on the conspicuous mimicking of others, Leibenstein (1950) also offers the snob effect as another dimension of conspicuous consumption. The snob effect is the purchasing of goods that signal good taste or a higher level of cultural capital that makes one stand out (Leibenstein, 1950). This cultural capital is "the possession of socially rare and distinctive tastes, skills, knowledge and practices" (Holt, 1998 p.3). Inconspicuous consumption is closely tied to the snob effect in that the symbols are much less obvious to the average person but are easily recognized among the 'in group' targeted with the subtle message (Eckhardt, Belk, & Wilson, 2014). These subtle signals can be used to easily share one's cultural capital and self-concept and have been shown to greatly impact travel decision making (Boley et al., 2018; Liu & Li, 2020; Moran et al. 2018). Eckhardt et al. (2014) argue that the rise of inconspicuous consumption is signaling a move away from pure conspicuous consumption and its lavish displays of wealth towards snob motivations focused on standing out from others. Examples of this in tourism could include visiting places that are generally unknown. Places like Horseshoe Bend before it was famous on social media would be places that these 'snobs' would visit due to their scenic beauty but relative anonymity.

It is worth considering, however, that many destinations will have visitors with both snob and bandwagon motivations and that these motivations are always present and at play according to Brewer's (1991) Optimal Distinctiveness Theory. While the ultimate motive for posting social media photos is centered around signaling either belonging or

distinctiveness to one's peer group, not every destination holds the same value for every social group (Phillips & Back 2011). Because the potential social return of a destination will vary based on the poster's social group, it is important to understand the individual motivations for visiting and posting photos rather than to try to classify different destinations as exclusively bandwagon or snobby. Since we are considering the individual conspicuous consumption motivations rather than the conspicuousness of the destination, optimal distinctiveness theory is a fitting framework to describe the internal struggle a social media poster will face when trying to balance their need to belong with their need to stand out.

2.4 Measuring Conspicuous Consumption

Despite the important role conspicuous consumption plays in purchasing decisions, there is not currently a reliable and valid measure to delineate conspicuous consumption motivations for purchases or for motivations for posting about travel experiences on social media. Some measurement scales exist that are tangentially related to measuring conspicuous consumption motivations; however, all have limitations. For example, both Chen, Yeh and Wang (2008) and Chaudhuri, Mazumdar and Ghoshal (2011) mention that Marcoux et al. (1997) developed one of the first conspicuous consumption measurement tools available. While Marcoux et al. (1997) was one of the first measurement scale for conspicuous consumption, it has its flaws. First, the scale was created to measure Polish attitudes towards foreign goods rather than conspicuous consumption, specifically, and has been applied post hoc to conspicuous consumption research. Second, the scale was not designed or tested using standard scale development methodologies (Chaudhuri et al., 2011). Subsequently, Eastman, Goldsmith and Flynn (1999) developed a status

consumption scale that aimed to measure the extent to which people make purchases for the status conferred by those purchases. Eastman et al. (1999) and Chaudhuri et al. (2011) scales are useful in measuring pure conspicuous consumption including items such as 'I am interested in new products with status' and 'I show to others I am sophisticated'. However, all items are geared towards physical products rather than experiences and neither mentions other dimensions of consumption such as the bandwagon and snob effects. Considering Bronner and De Hoog (2018) and Correia and Kozak (2012) point out that destination choice is more focused on displaying personality rather than wealth, measures of pure conspicuous consumption may be insufficient at explaining the influence of the concept over destination choice. While social media has been shown to influence tourism behavioral intention through the desire to maximize social return (Beall et al., 2020; Boley et al, 2018), the role of conspicuous consumption on social return and decision making is not fully understood within the tourism literature.

Considering the ever growing influence of social media's influence on daily life and its use as a form of conspicuous consumption, surprisingly little research has been conducted on the influence of bandwagon and snob dimensions suggested by Leibenstein (1950). With this in mind, the Conspicuous Consumption Posting Scale (CCPS) will focus exclusively on measuring bandwagon and snob motivations for posting travel photography on social media. Our aim in developing the CCPS is to create a scale that will allow future researchers to measure a broader definition of conspicuous consumption, namely understanding how the bandwagon and snob aspects of conspicuous consumption influence social return which in turn influences destination choice. This is to be accomplished by following best practices in scale development set

forth by Churchill (1979) and Rossiter (2002) including conducting two separate pilot test and running two exploratory factor analyses (EFA) for scale purification, a split half-EFA and confirmatory factor analysis (CFA) for further item purification, and testing the scales nomological validity by comparing the influence of bandwagon and snob motivations over the social return and intent to travel to the two European destinations of France and Slovenia.

3.0 Development of the CCPS

To develop the CCPS, the scale development guidelines proposed by Churchill (1979) and Rossiter (2002) were used. The steps outlined by Churchill (1979) have long been considered acceptable in the marketing and tourism literature due to its strong focus on psychometrics (Boley et al, 2011; Boley et al, 2018; Boley & McGehee, 2014; Kim, Ritchie, & McCormick, 2012; Woosnam & Norman, 2010). While Churchill (1979) is commonly embraced as the leading scale development framework in tourism research (Beall et al. 2021; Boley & McGehee, 2014), the strict adherence to the statistical validity of constructs has led some to critique Churchill's method because it advocates to the (un)necessary addition or deletion of items to maximize reliability and coefficient alpha (Rossiter, 2002). In contrast, Rossiter (2002, 2011) proposes his C-OAR-SE method. C-OAR-SE is an acronym that stands for: Construct definition, Object representation, Attribute classification, Rater-entity identification, Scale selection (item type and answer format) and Enumeration (scoring). Rossiter (2011) argues that by following C-OAR-SE to design a scale, the emphasis on the commitment to achieving content validity will yield a conceptually valid scale without using statistical procedures. Although the C-OAR-SE method can yield acceptable scales, statistical reliability and validity are also

important for confirming construct validity. Considering the benefits of both Rossiter (2011) and Churchill's (1979) methods, a rigorous approach towards item generation and subsequent statistical verification was used to ensure that the items within the CCPS were both construct and statistically valid.

3.1 Steps 1 and 2: specifying the domain and generating items

The first steps laid out by Churchill (1979) are to specify the domain of a construct through a thorough literature review to ultimately generate items representative of the construct's definition. This type of review was done in the previous section to help the researchers to firmly grasp the concepts of bandwagon motivations for conspicuously posting travel pictures on social media and snob motivations for posting travel pictures on social media (Bronner & De Hoog, 2018; Correia & Kozak, 2012; Leibenstein, 1950). As noted by Rossiter (2002) focusing on content validity is immensely important in ensuring scale items are logical and statistically valid.

Following domain specification, items were generated to measure these dimensions of conspicuous posting through a combined use of focus groups and review of the literature. A list of potential scale items was developed from literature pertaining to the bandwagon and snob effects (Bronner & De Hoog, 2018; Leibenstein, 1950; Trigg, 2001). Two focus groups were also conducted to seek outside opinions and further understand individuals' perceptions of their and their friends' motivations for posting travel photos to social media. Each focus group consisted of five students from an introductory tourism course at a large research university. Individuals self-selected to participate in the focus groups. Students from this course were chosen due to their familiarity with basic tourism concepts and likelihood to post about travel on social

media platforms such as Instagram and Facebook. The questions asked during the focus group can be found in appendix A.

After coding the responses, the researchers added items to the list supplied by the focus groups that were not already generated. After completing the list, the research team gathered to go through the items and remove any items deemed repetitive or unnecessary in measuring the two forms of conspicuous consumption. The final list resulted in 24 items across the two initial dimensions, Bandwagon and Snob motivations for posting travel photos online. This list can be found in Table 1.

Table 1: Initial list of items for the Conspicuous Consumption Posting Scale

When you post pictures of your travel experiences on social media, how important are the following motivations?

Bandwagon Motivations
To show I go to popular places
To fit in since others have posted similar pictures
To show I am part of the 'in crowd'
To be trendy
For others to see I have visited the same places as them
Because others have traveled there
Because others are posting similar travel experiences
To be en vouge/in-style
To show I am aware of current travel trends
Snob Motivations
To show 'off the beaten path' places I've found
To surprise people about where I've traveled to
To standout from my peers
To show places that are obscure
To show places most have not heard of before
To show of places not usually seen on social media
To show off cool places I've unearthed
To show hidden gems I've found
To differentiate from my peers
To show off my creativity
To show off my aesthetic taste
To show off my artistic style
To show off my unique style
To show I am sophisticated with my travel planning
To show I take the road less traveled

3.2 Steps 3 and 4: pilot testing and purifying the CCPS

The next step in Churchill's (1979) scale development method was to conduct a pilot test of the generated items which can be used to purify the measures using exploratory factor analysis (EFA) and reliability analysis. Two rounds of pilot testing were done to purify the CCPS.

3.2.1 Initial Pilot Test

A convenience sample of 660 Georgia residents contacted via local Facebook and Reddit groups was utilized for the initial pilot test. All responses provided in less than 188 seconds (half the average time of 376 seconds for all respondents) were removed. Additionally, any users who indicated they did not use social media were also removed from the sample, leaving 338 valid responses. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy exceeded the commonly recommended value of 0.80 to continue with factor analysis for both measured dimensions (Dziuban & Shirkey, 1974). Additionally, Bartlett's test of sphericity was significant, indicating EFA would be appropriate to undertake for the 24 items. Since many items had a satisfactory factor loading greater than 0.70 some items were removed based on the item's face validity and to reduce repetition within scale items and suggested by Rossiter (2011). Additionally, items were removed based on compromised internal consistency. Results from this first pilot study reflect two dimensions of the snob effect when related to social media posting. The two dimensions that emerged are: self-snobs and destination-snobs. The self-snobs dimension was focused around using social media photos to show off personal traits such as creativity and uniqueness while the destination-snobs dimension items were focused around showing unique or interesting destinations that one visited. Due to the unexpected

emergence of two snob subdimensions, the items 'to standout from my peers' and 'to differentiate myself from my peers' were retained for another round of testing despite lower factor loadings. The snob dimension was divided into these two subdimensions in subsequent analyses. Results from the exploratory factor analysis can be found in Table 2.

Table 2: Exploratory Factor Analysis of the Conspicuous Consumption Posting Scale

	Mean	R	Eigen Value	Variance Explained	α
	Pretest across 41 Facebook Groups (n=338)[a]				
Conspicuous Consumption Posting Scale (CCPS) *When you post pictures of your travel experiences on social media, how important are the following motivations?*					
Bandwagon Motivations			6.211	69	.941
*To show I go to popular places**	2.07	.749			
To fit in since others have posted similar pictures	1.97	.831			
To show I am part of the 'in crowd'	1.70	.854			
To be trendy	1.72	.861			
*For others to see I have visited the same places as them**	2.45	.763			
*Because others have traveled there**	2.40	.814			
Because others are posting similar travel experiences	2.40	.833			
*To be en vogue/in style**	1.75	.821			
*To show I am aware of current travel trends**	1.74	.728			
Snob Motivations			8.6(2.2)	58(15)	.947
		Factor 1	***Factor 2***		
*To show 'off the beaten path' places I have found**	3.82	.734			
*To surprise people about where I've traveled**	3.20	.625			
To standout from my peers	2.40		.545		
To show places most have not heard of before	3.55	.879			

[a] KMO Statistic = 0.898; Bartlett's Test of Sphericity = 2752(36) p = 0.000

To show off places that are obscure	3.57	.900	
To show off places I usually do not see on social media	3.59	.799	
To show off cool places I've unearthed	4.08	.767	
To show hidden gems I've found	4.19	.800	
To differentiate myself from my peers	2.44		.624
To show off my creativity	2.80		.815
To show off my aesthetic taste	2.83		.931
*To show off my artistic style**	2.78		.914
To show off my unique style	2.77		.862
*To show I am sophisticated with my travel planning**	2.01		.595
*To show I take the road less traveled**	2.89	.510	

[a] *KMO Statistic = 0.924; Bartlett's Test of Sphericity = 4781(105) p = 0.000*
[b] *Factor loadings in parentheses indicate a second dimension revealed by EFA*
**Removed from future testing*

3.2.2 Second Pilot Test

Data for the second pilot test was collected using a national panel of participants through Amazon Mechanical Turk (MTurk) to test the newly refined scales. MTurk data has been shown to be valid despite some studies questioning the validity of online panel data (Aguinis et al. 2021; Chmielewski & Kucker, 2020). Seven hundred twenty-one paid respondents filled out the survey. To ensure quality responses, speeding and attention checks were used in the survey to easily remove responses that were not given thoughtfully. Additionally, all open-ended questions were checked for data quality. After removing those who did not pass the sample requirements (travel in past two years (*n*=15), did not post travel photos (*n*=65), those who did not pass the attention checks throughout the survey (*n*=29), those who failed data quality checks (*n*=47) and those who finished in under half the mean time (*n*=25) (mean time of 916 seconds, cutoff of 458 seconds)), 541 valid responses remained. A majority of respondents was female (60%),

with an average age of 42 years. Over 62% of the sample held a bachelor's degree or higher. Again, both the KMO and Bartlett's test were adequate to undertake EFA.

Table 3: Second EFA of the Conspicuous Consumption Posting Scale

	Mean	R	Eigen Value	Variance Explained	α
	Pretest through Amazon MTurk (n=541)[a]				
Conspicuous Consumption Posting Scale (CCPS) *When you post pictures of your travel experiences on social media, how important are the following motivations?*					
Bandwagon Motivations			3.98	80%	.935
To fit in since others have posted similar pictures	1.95	.892			
To show I am part of the 'in crowd'	1.76	.901			
To be trendy	1.93	.860			
*Because others have traveled there**	2.11	.818			
Because others are posting similar travel experiences	2.28	.841			
[a] KMO Statistic = 0.869; Bartlett's Test of Sphericity = 2361(10) p = 0.000					
Destination-Snob			3.93	79%	.931
To show places most have not heard of before	2.63	.901			
To show off places that are obscure	2.49	.878			
To show off places I usually do not see on social media	2.59	.899			
To show off cool places I've unearthed	2.90	.830			
*To show hidden gems I've found**	2.98	.758			
[a] KMO Statistic = 0.874; Bartlett's Test of Sphericity = 2260(10) p = 0.000					
Self-Snob			3.77	75%	.918
To standout from my peers	2.02	.765			
To differentiate myself from my peers	2.01	.767			
To show off my creativity	2.48	.866			
To show off my aesthetic taste	2.42	.865			
To show off my unique style	2.40	.880			

[a] KMO Statistic = 0.819; Bartlett's Test of Sphericity = 2213(10) p = 0.000
**Removed from future testing*

Results from the second pilot test validated the two snob subdimensions (i.e., self-snobs and destination-snobs) (Table 3). Also, this round of purification resulted in the

removal of the items 'Because others have traveled there' and 'to show off hidden gems' due to their presence reducing reliability scores.

3.3 Step 5: Primary data collection

Following these two rounds of scale purification, Churchill (1979) recommends gathering a large sample to confirm reliability and validity of constructs. Following this recommendation for primary data collection, the panel survey company Qualtrics was used to develop a final panel of respondents for the scale development process. The respondents were required to be residents of the United States, over the age of 18, social media users, and to have traveled at least once in the last two years. While previous tourism research has used the criteria of travel in the past year (Beall & Boley, 2021; Boley & Woosnam, 2021), respondents were given two years in this survey due to the COVID-19 pandemic's undoubtable influence on travel habits. The household income criterion of $50,000 often used in tourism research (Beall et al., 2021; Boley & Woosnam, 2021) was removed to ensure that younger participants who used social media would be captured in our sample.

Table 4. Final Sample Characteristics

N=504		**n**	***%***
Gender	Male	252	50
	Female	250	49.6
	Non-binary/Other/Prefer not to answer	2	0.4
Ethnicity	African American	39	7.7
	American Indian	4	.8
	Asian	9	1.8
	Caucasian	427	84.7
	Hispanic	18	3.6
	Other	7	1.4
Education	Less than high school	7	1.4
	High school or GED	14	14.7
	Technical/vocational/trade school	29	5.8
	Some college	92	18.3

	2-year degree	57	11.3
	4-year degree	144	28.6
	Master's degree	81	16.1
	Ph.D./Professional degree	20	4.0
Income	< $30,000	93	18.5
	$30,000 - $49,000	101	20
	$50,000 – 69,999	96	19
	$70,000 - $99,999	74	14.7
	$100,000- $149,000	95	18.8
	$150,000 +	45	8.9
Vaccinated	Yes	372	73.8
	Partially (1 shot)	11	2.2
	No	121	24

The sample was a near perfect split between male and female respondents. Roughly 85% of respondents were Caucasian followed by African American (8%), Latino (4%) and Asian (2%). Nearly half (49%) of the sample held a bachelor's degree or higher with another 30% having some level of secondary education. Additionally, respondents were highly likely to be vaccinated with 76% having at least one of their vaccine shots. A full demographic profile can be found in Table 4.

Table 5: Final Split Half Exploratory Factor Analysis of the CCPS

	Mean	R	Eigen Value	Variance Explained	α
Conspicuous Consumption Posting Scale (CCPS) *When you post pictures of your travel experiences on social media, how important are the following motivations?*	*Split Half Sample (n=252)[a]*				
Bandwagon Motivations			3.36	84%	.935
To fit in since others have posted similar pictures	1.76	.877			
To show I am part of the 'in crowd'	1.60	.926			
To be trendy	1.75	.910			
*Because others are posting similar travel experiences**	1.87	.830			
Destination-Snob Sharing			3.25	81%	.923
To show places most have not heard of before	2.61	.884			

[a] KMO Statistic = 0.855; Bartlett's Test of Sphericity = 871(6) p < 0.001

To show off places that are obscure	2.48	.874			
To show off places I usually do not see on social media	2.62	.911			
*To show off cool places I've unearthed**	2.73	.795			
[a] *KMO Statistic = 0.844; Bartlett's Test of Sphericity = 769(6) p < 0.001*					
Self-Snob			3.94	79%	.933
*To standout from my peers**	1.85	.801			
*To differentiate myself from my peers**	1.82	.774			
To show off my creativity	2.29	.878			
To show off my aesthetic taste	2.20	.898			
To show off my unique style	2.33	.922			

[a] *KMO Statistic = 0.867; Bartlett's Test of Sphericity = 1085(6) p < 0.001*
**Removed from future testing*

3.4 Steps 6 and 7: Assessing reliability and validity

For the final round of scale purification, a split half sampling method was used as recommended by Hinkin, Tracey and Enz (1997). One half was used to run a final EFA while the other was used to run a confirmatory factor analysis (CFA) This was done to avoid problems with the data having a common source which could reduce the reliability of the CCPS (Hinkin et al., 1997). The sample was randomly split into two halves of 252 and 251 respectively using SPSS v28. The results of this final analysis can be found in Table 5. Although multiple EFAs provided statistical reliability and validity, previous research has shown that multi-item scales can increase cost and respondent refusal while only providing incremental increases in data received (Bergkvist & Rossiter, 2007; Drolet & Morrison, 2001). Special attention was paid in removing unnecessary items to ensure that the CCPS was as parsimonious as possible without detracting from the CCPS's overall reliability and validity. After reviewing results, items were intentionally removed to reduce the scale to nine items (e.g., 3 per a dimension or subdimension). Items selected for removal were chosen due to lower factor loadings as well as those that did not seem

to have the best content validity. After reduction down to three items, the bandwagon and both snob subdimensions had eigenvalues over 1.0 showing each of the constructs as unidimensional. Each construct explained over 75% of the variance and had a construct reliability over 0.9.

Following the final EFA using one half of the data, the second half of the data was used for the CFA of the final nine scale items. A CFA is important for determining construct validity in scale development (Rossiter, 1979). Construct validity is the ability of a scale to measure a specific variable that it aims to measure (Hair et al., 2010). To ensure construct validity, both convergent, discriminant and nomological validity were assessed. Convergent validity is measured by comparing the amount of shared variance between items within a construct and can be assessed using significant factor loadings over 0.50, AVE of over 50% and reliability coefficients over 0.7 (Hair et al., 2010). The CCPS met these requirements with factor loadings ranging from 0.86 – 0.97, AVE ranging between 82 – 86% and reliability constructs all over .89 (Table 6). Discriminant validity is the distinctiveness between each of the constructs. Discriminant validity is measured by comparing the squared correlations between constructs and the AVE of each construct (Fornell & Larcker, 1981; Hair et al., 2010). When the AVE of a construct is higher than the squared correlation between constructs, the items are considered to have discriminant validity. The bandwagon and both snob subdimensions of the CCPS held a higher AVE than squared correlations (Table 7). Despite being distinct based on the Fornell and Larcker (1981) discriminant validity test, the self- and destination-snob dimensions were combined into one higher-order ‘snob’ dimension. This was done with consideration for the high correlation between the items and the overall literature treating

snob motivations as a single factor. Additionally, creating one snob dimension will allow for a more parsimonious model to directly test the influences of bandwagon and snob motivations.

Table 6: Confirmatory Factor Analysis of CCPS

SCALE AND ITEM DESCRIPTION	MEAN	R	ERROR	AVE	CR
When you post pictures on your travel experiences on social media, how important are the following motivations[1]					
Bandwagon				*82%*	*.91*
To fit in since others have posted similar photos	1.77	.86	.37		
To show I am part of the "in-crowd"	1.63	.92	.17		
To be trendy	1.75	.94	.23		
Snob				*84%*	*.94*
Self-Snob	2.32	.92	.50		
Destination-Snob	2.58	.82	.25		
Self-Snob				*85%*	*.89*
To show off my creativity	2.31	.90	.38		
To show of my aesthetic taste	2.25	.92	.32		
To show of my unique style	2.39	.94	.27		
Destination-Snob				*83%*	*.88*
To show places not usually seen on social media	2.61	.90	.35		
To show off cool places I've unearthed	2.51	.91	.32		
To show off places that are obscure	2.63	.92	.31		

Table 7: Correlations and squared correlations between model constructs

	BW	SSB	DSB	SRF	SRS	FR	SL
Bandwagon (BW)	**82%**	0.467	0.366	0.191	0.169	0.27	0.33
Self-Snob (SSB)	0.683	**85%**	0.490	0.284	0.215	0.19	0.21
Destination Snob (DSB)	0.605	0.700	**83%**	0.151	0.158	0.17	0.18
Social Return France (SRF)	0.437	0.533	0.388	**65%**	-	0.13	-
Social Return Slovenia (SRS)	0.411	0.464	0.398	-	**63%**	-	0.20
France (FR)	0.528	0.440	0.415	0.368	-	-	-
Slovenia (SL)	0.578	0.461	0.425	-	0.448	-	-

Note: All correlations are significant at p<.001
Diagonal line represents average variance explained (AVE) by each construct
Numbers below the diagonal line are correlations and numbers above the line are squared correlations

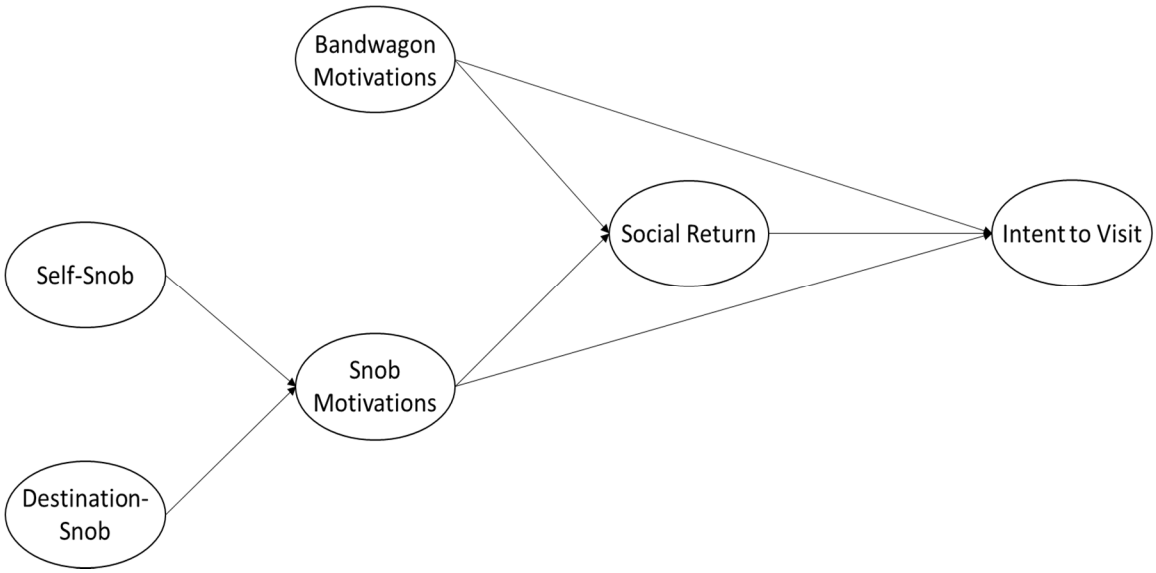
3.5 Step 7: Assessing Nomological Validity

While developing a scale is important for creating consistent measures, it is important to ensure that newly developed scales demonstrate nomological or predictive validity (Kock et al., 2019). To test for nomological validity, a series of structural equation models (SEM) was conducted to understand the influence that the two conspicuous consumption

motivations had on social return. Additionally, a SEM was conducted to understand the role of these conspicuous consumption motivations and social return influenced intention to visit the European countries of France and Slovenia both within the next year as well as within the next three years. These two time horizons were chosen in an attempt to account for the pandemic influence over travel plans (Figure 1). Social return, the positive social feedback from social media posts (Boley et al., 2018), has been shown to drive intention to travel. It has also been suggested that bandwagon and snob motivations of conspicuous consumption influence social return, which in turn, influences intention to travel (Beall et al., 2021; Boley et al., 2018). Considering the suspected role of conspicuous consumption motivations on social return as well as destination choice, testing the relationships between the CCPS, social return, and intent to travel would appear to be an acceptable way of testing the nomological validity of the CCPS.

France and Slovenia were chosen due to the difference in popularity among international visitors to the EU. Pre-pandemic, France was one of the most popular destinations in Europe, bringing in 89.3 million of international visitors (12.6% of international visitors to the EU), while Slovenia was among the least popular, bringing in 4.4 million visitors (0.6% of European visitors) (World Tourism Organization, 2019). Considering the proposed differences between bandwagon and snob motivated travelers, choosing a very popular and comparatively unpopular countries seemed the best opportunity to highlight these differences.

Figure 1 Proposed Model to Test the CCPS



Structural Equation Modeling was used to understand the influence of the CCPS dimensions on the anticipated social return of visiting France and Slovenia and intent to visit France and Slovenia within both the next year and next three years. These time horizons were chosen due to the potential influence of the COVID-19 pandemic on travel. Both year one models had good model fit with CFI scores above of 0.97 and RMSEA scores below 0.07. When examining the influence of the CCPS dimensions on the social return of France (Table 8), only the snob motivation ($\beta = .569$; $p < .001$) was significant while bandwagon ($\beta = .008$; $p = .918$) was not significant, explaining 33% ($R^2 = .331$) of the variance in social return. Similar results held for the influence of the CCPS dimensions on the anticipated social return of travel photos to Slovenia (Table 9), with the snob motivations ($\beta = .487$; $p < .001$) remaining significant while bandwagon

motivations (β = .056; p = .545) were not. The CCPS explained 28% (R^2 =.280) of the social return provided by visiting Slovenia.

Next, the CCPS dimensions and social returns influence on intent to visit France and Slovenia in the next one and three years were measured. Respondents who indicated they intended to visit France or Slovenia within the next twelve months (answered 4 or higher on a 5-point Likert scale) were removed from the analysis of intent to visit during a three-year period for the corresponding destination. This is done to mitigate the potential dependence between time horizons by participants (Jordan et al., 2018). There were 103 participants who indicated they intended to visit France in the next 12 months, leaving 401 respondents to be analyzed in the three-year period. For Slovenia, 68 participants indicated they intended to visit in the next 12 months, leaving 436 respondents to be analyzed in the three-year period. Both year three models had good model fit with CFI scores above of 0.95 and RMSEA scores below 0.07.

Table 8: Structural equation models predicting intention to travel to France

SEM Models	Hypothesized Relationship	R	*p*	Support
Social Return	Bandwagon → Social Return	.008	.918	N
R^2 =.331	Snob → Social Return	.569	.001	Y
12 Months:	Bandwagon → Intention to travel to France within the next 12 months	.432	.001	Y
R^2 =.331	Snob → Intention to travel to France within the next 12 months	.085	.309	N
	Social Return → Intention to travel to France within the next 12 months	.126	.009	Y
3 Years	Bandwagon → Intention to travel to France within the next 3 years	.093	.204	N
R^2 =.071	Snob → Intention to travel to France within the next 3 years	.150	.068	N
	Social Return → Intention to travel to France within the next 3 years	.070	.233	N

12 Months: χ^2(df) = 194.57(83); CFI = .985; RMSEA = .05
3 Years: χ^2(df) = 170.56(83); CFI = .982; RMSEA = .05

For France (Table 9), bandwagon motivations (β = .432; $p < .001$) and social return (β = .126; $p < .05$) were significant predictors of intention to visit within the next twelve months, explaining 31% (R^2 =.331) of the variance in intention to travel to France. In the three-year period, neither bandwagon motivations, snob motivations nor social return were significant predictors of intention to travel to France. When compared to intent to visit Slovenia (Table 9), snob motivations remained an insignificant predictor in both the twelve month and three-year periods while bandwagon motivations (YR1: β = .504; $p < .001$; YR3: β = .292; $p < .001$) with social return (YR1: β = .258; $p < .001$; YR3: β = .182; $p < .001$) were significant in both time periods predicting 46% (R^2 =.462) and 14% (R^2 =.140) respectively.

Table 9: Structural equation models predicting intention to travel to Slovenia

SEM Models	Hypothesized Relationship	R	*p*	Support
Social Return	Bandwagon → Social Return	.056	.545	N
R^2 =.280	Snob → Social Return	.487	.001	Y
12 Months:	Bandwagon → Intention to travel to Slovenia within the next 12 months	.504	.001	Y
R^2 =.419	Snob → Intention to travel to Slovenia within the next 12 months	-.016	.841	N
	Social Return → Intention to travel to Slovenia within the next 12 months	.258	.001	Y
3 Years:	Bandwagon → Intention to travel to Slovenia within the next 3 years	.292	.001	Y
R^2 =.140	Snob → Intention to travel to Slovenia within the next 3 years	-.002	.985	N
	Social Return → Intention to travel to Slovenia within the next 3 years	.182	.001	Y

12 Months: χ^2(df) = 305.71(83); CFI = .970; RMSEA = .07
3 Years: χ^2(df) = 254.24(83); CFI = .967; RMSEA = .07

4.0 Discussion

Conspicuous consumption has long been discussed as a driver of consumer behavior (Leibenstein, 1950; Veblen, 1899). However, until now there has yet to be a scale capable

of distinguishing motivations for the conspicuous posting of travel photos. This is surprising given the rise in social media utilization and the well-documented use of posting travel photos to signal status to peers (Beall et al. 2021; Boley et al., 2018; Lyu, 2016). Leibenstein (1950) unpacks conspicuous consumption into motivations to fit in (bandwagon motivations), and motivations to standout (snob motivations). Using Brewer's Optimal Distinctiveness Theory (1991), these bandwagon and snob motivations can be seen as psychological responses to the fundamental human needs for both belonging and gaining status and suggests that people may fit along a continuum of trying to belong and differentiate themselves from others at the same time. Distinguishing these motivations is important for tourism marketers because what one desires to signal through their travel will have implications for where they travel, how they travel, and what they purchase during travel since travelers are looking for destinations that will provide them with a certain image that will allow them to reach desired status levels (Beall et al. 2021; Boley et al. 2018; Bronner & de Hoog, 2018; Correia & Kozak, 2012; Correia et al., 2016; Moran et al., 2018). Given the lack of a reliable and valid measure to distinguish between these conspicuous consumption motivations, this study sought to develop and test the reliability and validity of the Conspicuous Consumption Posting Scale (CCPS) on three samples using exploratory and confirmatory factor analysis.

The CCPS was developed using the rigorous methods laid out by Churchill (1979) with extra emphasis on content validity as suggested by Rossiter (2001). Twenty-four initial items were generated through focus groups and a thorough literature review with three separate exploratory factor analyses reducing the scale down to a final nine items. The final iteration of the CCPS was then validated through CFA with the bandwagon

dimension and both snob subdimensions (i.e., self-snob and destination-snob) demonstrating content validity, convergent validity, and discriminant validity. While statistical reliability and validity are important when developing scales, predictive validity is also necessary to ensure that scales possess a practical utility (Kock et al., 2019). The CCPS's predictive validity was tested within a model that used the dimensions of the CCPS (snob and bandwagon) to test their influence on social return and intention to travel to two countries in Europe (France and Slovenia). Snob motivations were found to be strong drivers of the anticipated social return of travel photos from France and Slovenia. When modeling the intentions to visit France and Slovenia within the next 12 motivations, bandwagon motivations of conspicuous consumption (i.e., belonging with one's social group), in combination with snob motivations mediated through social return were significant predictors of intention to travel in a 12-month period to both France and Slovenia. These findings provide credence to not only the CCPS construct validity but also its predictive validity and the importance of including it in future models of tourism behavior leading to various theoretical and practical implications.

4.1 Implications

Theoretically, the development of the CCPS helps to further extend the literature surrounding fundamental motives theory, optimal distinctiveness theory and conspicuous consumption (Brewer, 1991; Kenrick et al., 2010). While the rise in use of travel photos on social media has been well documented, the theoretical underpinnings of why travelers are posting pictures to signal status has not been fully fleshed out in the tourism literature. Our paper ties these posting actions back to the fundamental motives of

affiliation and status and distinguishes them from the more proximate functional aspects of the travel experience by categorizing them as being motivated by more "ultimate needs" (Griskevicius & Kenrick, 2013). Our paper also grounds these more ultimate motives of affiliation and status within Brewer's (1991) Optimal Distinctiveness Theory (ODT) which explains human's competing desires to fit in and stand out within their social groups.

Considering the ever-present balance between the motives of fitting in (bandwagon motives) and standing out (snob motives) according to ODT, the CCPS shows that posting of travel photos on social media can be used as a form of maintaining optimal distinctiveness between standing out and fitting in on social media. The CCPS allows future researchers a method for operationalizing these theories and understanding where on the continuum of optimal distinctiveness a tourist may be. While initial results seem to indicate that travel photos on social media are driven by the snob motivation to stand out, future research should work to further confirm this finding.

The development of the CCPS helps to extend the literature surrounding the relationship between social return and consumer behavior. With the meteoric rise in social media usage, social return has been shown to be one of the strongest influences over intent to travel (Beall et al, 2021; Boley et al, 2018; Moran et al, 2018). While there is minimal research on what drives social return, previous research suggested that conspicuous consumption, specifically bandwagon and snob motivations, may strongly influence social return (Beall et al. 2021) Results show that social return is strongly influenced by snob motivations and continues to be a significant factor when measuring a tourist's intent to visit a destination. Interestingly, results support the notion that social

return continues to decrease over time suggesting that the potential social return of different travel experience is ever evolving and is not as enduring as one's overall disposition towards the destination (Boley et al, 2018; Moran et al, 2018).

Although the anticipated social return of a visit to France was higher than Slovenia, the CCPS and social return were better predictors of intention to visit Slovenia than France. This phenomenon could be explained by the high influence of snob motivations on social return and our earlier conversation regarding prospect theory. Tourists who are considering the social return of a trip to France are looking for more snobby, unique opportunities and experiences they have not yet seen in France since it is more popular destination. Comparatively, those who are travelling to the lesser visited Slovenia are more focused on more functional aspects of the trip and are taking a more bandwagon approach to their photos since Slovenia is an already lesser known, snobby destination than France. In essence, the tourist to France must work harder to be a 'snob' in France since France is a more popular destination than Slovenia. On the other hand, the tourist to Slovenia already stands out by just taking the trip since Slovenia is a less common destination. These theoretical implications associated with the CCPS also have many practical implications for those in destination marketing.

4.2 Practical Implications

For destination marketing organizations, the CCPS can be used to differentiate and segment between two different motivations for traveling: bandwagon motivations focused on fitting in with the crowd, and snob motivations that desire to use travel and travel photography to stand out. Using the CCPS to identify who is currently visiting can provide opportunities to refine the marketing strategy to ensure that the most effective

marketing messages are employed depending on the destination and the market segment sought. Future research should be done to confirm the best marketing methods needed to activate each motivation for travel measured by the CCPS.

Additionally, the CCPS can be used to enhance destination marketers understanding of the potential social return it provides visitors. Although snob motives were found to be strong drivers of social return in our sample, bandwagon motives were a stronger predictor of intention to visit both France and Slovenia. A potential explanation for this could be that people are more likely to trust information from their social groups about destinations making their patterns of travel more like their peers than not (Nolan, 1976). Future advertising attempting to activate these bandwagon motivations should appeal to this sense of shared experience and belonging. However, since snob motivations are mediated through social return, advertisers attempting to market snobby aspects of their destination should focus on opportunities their destination provides for social return.

Prior to the COVID-19 pandemic, France had some of the highest number of international tourist arrivals, accounting for 12.6% of European arrivals while Slovenia only had 0.6% (World Tourism Organization, 2019). Despite the visitor number disparity, bandwagon motivations do not influence social return of France among participants in our final sample. The lack of bandwagon influence on social return could potentially be explained by the fact that only one-third of American adults have passports (YouGov, 2021), making all international travel snobbier than domestic travel despite a clear difference in destination popularity. These results would indicate that although a destination is more popular, it may not necessarily be a bandwagon destination. This was

evidenced by our manipulation check asking respondents to rate the popularity of France (mean = 4.27) and Slovenia (2.70) from very unpopular (1) to very popular (5). Future research should consider studies that measure the role of conspicuous consumption motivations on intent to visit domestic destinations.

4.3 Limitations and Future Research

As with all research, the current research has limitations. The first of which is that the CCPS was only tested using a sample of U.S. travelers visiting destinations in one region (Europe). While France and Slovenia are culturally distinct, they are more similar than if compared with another country outside of Europe. Future research should make efforts to examine the conspicuous consumption motivations of different cultures as well as more diverse destinations in order to see if there are differences in intent to visit a destination based on home culture and destination culture.

The current research was undertaken during the midst of the COVID-19 pandemic. While research is being undertaken to understand the of the influence this pandemic has had on the travel and tourism industry, the fact remains that the full effects the pandemic has had on the travel and tourism industry is still not fully understood and constantly evolving (Kuhn et al., 2021; Woosnam et al, 2021). The CCPS should be further tested to understand the how outside influences such as travel restrictions and social pressure due to lockdown may impact tourist's desire to share their travel photos on social media.

When creating the snob portion of the CCPS two distinct dimensions emerged, destination-snob focused on the sharing of interesting destinations and self-snob focused on sharing one's self-image. Considering the literature surrounding conspicuous

consumption has thus far only indicated one factor for snob motivations, future research should further explore the relationship between these two subdimensions in relation to how the rise of social media and more experiential purchasing may be changing the way we conspicuously consume. These changes could be instrumental in understanding potential drivers of social return.

Finally, the CCPS was only applied to intent to visit a country. Both France and Slovenia are incredibly diverse countries and have many attractions that would appeal to bandwagoners trying to replicate iconic photos and more snobbish motives of getting off the beaten path. There are many opportunities to compare the differences between domestic destinations, more localized destinations (i.e., cities or regions within countries), rural destinations and, events (such as major sporting events and festivals) to see if stronger contrasts in the differences between the conspicuous consumption motivations of travelers emerge.

In conclusion, the purpose of this study was two-fold: to develop a statistically valid and reliable scale aimed at measuring the bandwagon and snob dimensions of conspicuous consumption, and to further understand the role that those motivations influence both social return and intention to travel. The scale shows strong statistical validity and reliability through two pilot test and one final data collection. The CCPS is among the first to measure the role of conspicuous consumption motivations, which were considered a driving force behind social return. Dimensions of the scale also show how conspicuous consumption motivations influence intention to travel. It is recommended that more researchers incorporate the CCPS into their data collections to better

understand the role bandwagon and snob motivations have on social return, intent to travel, and other theoretical and practical constructs to consumer behavior.

CHAPTER 3

WHAT WOULD YOU SACRIFICE FOR THE 'GRAM? DEVELOPING AND TESTING THE TRAVEL PHOTO SACRIFICE SCALE (TPSS)[1]

[1] Russell, Z.A. and B.B. Boley. To be submitted to *Tourism Management*

Abstract

As people seek to manicure their online presence in order to gain status within the current 'technomeritocracy,' there is an increasing need to understand what sacrifices people will engage in to take quality photos that gives them this desired image. The Travel Photo Sacrifice Scale (TPSS) seeks to measure these sacrifices. The TPSS' development follows the scale development practices laid out by Churchill and Rossiter using a spilt-half sampling method to purify items and test construct and predictive validity. Results demonstrate the scale's construct validity across each of its four dimensions: spending money, saving money, enduring discomfort and rule breaking. Additionally, the scale shows nomological validity when applied to bandwagon and snob motivated travelers from the Conspicuous Consumption Posting Scale with significant differences found between bandwagon and snob motivated travelers on the dimensions of 'saving money' and 'discomfort.' Destination marketers can use the TPSS to improve their marketing strategies by ensuring that they are attracting people who have their sacrificial expectations set to match their potential destination.

1.0 Introduction

As the popularity of social media continues to rise, there is an increasing desire to ensure that a user's social media feed shows them living their best life (Sedera, Lokuge, Atapattu, & Gretzel, 2017). One example of this is how travel photos are used in an effort to manicure one's self-image and increase social status (de Moura Domingos et al. 2021; Lyu, 2016). Munar and Jacobsen (2014) couch these behaviors as occurring within a new 'technomeritocratic system' where one's value stems from the lives they live on social media. As this 'technomeritocratic system' becomes more entrenched and the

sharing of experiences via social media becomes an increasingly salient aspect of travel experiences, travelers increasingly need to have photographic proof of their visit and this proof needs to feed their self-concept and help them distinguish themselves from their peers. Some of the more ridiculous efforts of people trying to gain social media popularity has led to the creation of Instagram accounts such as "influencersinthewild", "Tourons_of_Yellowstone" and others dedicated to pointing out some of the sillier or riskier things people are willing to do "for the 'gram."

With the explosion in social media popularity, a body of academic research aimed at understanding the role social media plays in travel behavior has followed (Boley et al., 2018; Munar, 2012; Munar & Jacobsen 2014). One recent suggestion of the driving force behind this need for selfies is social return, or the positive social feedback one receives from a post on social media (Boley et al., 2018). The desire for social return from travel has been couched as a means to achieve the fundamental needs of affiliation and status (Boley et al. Under Review) and has been shown to influence many tourist decisions ranging from destination selection, types of lodging properties sought, and the choosing to engage in ecotourism (Beall et al. 2021; Boley et al. 2018). One suggested driver of social return is conspicuous consumption, or the spending of more resources than something may be functionally worth in an effort to display status or personality (Beall et al., 2021). While conspicuous consumption is seen as a driver of social return which in turn drives intention to travel, little is understood about how conspicuous consumption may be influencing other tourist behaviors, such as what sacrifices tourists are willing to take for travel photos to post on social media.

When initially thinking of sacrifice, most people are considering a financial exchange, although this is not always the case in services marketing literature (Cronin et al, 2000; Dodds et al, 1991; Zeithaml, 1988). Sacrifice comes in both monetary and nonmonetary forms including things such as effort and time. In tourism, effort and time sacrifices can involve activities such as taking longer hikes than one is prepared for or going out unprepared and getting lost in parks and requiring a rescue. These unprepared people may not only be sacrificing their effort and time, but also their physical well-being by standing too close to wildlife and cliffs when traveling in an effort to take unique photos for social media. In fact, the chase for interesting experiences and photos has unfortunately led to a rise in selfie-related injuries (Dokur, Petekkaya, & Karadag, 2018; Gioia et al., 2020).

Considering the rise of overtourism to iconic tourism destinations (Gretzel, 2019), the expense of rescuing inexperienced visitors (Ciesa, Grigolato & Cavalli, 2015), and selfie related injuries (Gioia et al. 2020), it is important to understand what types of sacrificial behavior people are willing to engage in to get these travel photos that they believe will help them manage their self-concepts and curate their desired image within this technomeritocricy. Understanding these sacrifices made by incoming tourists will benefit destination managers in two main ways. First, it will help them to prevent risk-related behaviors. By preventing potentially risky behavior, destinations can reduce their search and rescue needs, saving them time, money, and potentially bad publicity. Second, understanding what tourists are willing to sacrifice can aid in marketing efforts to ensure a destination is effectively advertising to potential visitors. For example, marketers can use the TPSS to profile different market segments' sacrificial behavior and steer them

towards the destinations that will have the right travel photos at the right financial and physical cost. By using the TPSS, marketers and managers can ensure they are effectively managing the expectations of their guests with regards to desired level of comfort, price and physical sacrifice required.

With this in mind, the purpose of this paper is to develop and validate the Travel Photo Sacrifice Scale (TPSS), focused on further understanding the various dimensions of sacrifice people are willing to take for social return. We couch this sacrificial behavior within the two theories of self-concept (Ekinci et al., 2013; Sirgy, 1982; Sirgy and Su, 2000) and identity theory (Stryker & Burke, 2000). Essentially, in identity theory, people seek to verify their self-concept through social interactions (Davis, Love & Fares, 2019). This can lead to people engaging in compensatory behaviors such as travel related sacrifices to manage their self-concept when they feel like there is a discrepancy between them and their ideal image (Mandel et al. 2017). The paper continues with a review of the literature surrounding social media, self-concept, identity theory before the development of the TPSS using the best practices of Churchill (1979) and Rossiter (2002; 2011) are presented.

2.0 Literature Review

2.1 Social Media and Tourism

Social media has become a way for users to tell their stories, big and small, through a mix of word and photos (Page, 2013). The sharing of experiences via social media has become a salient aspect of travel experiences over the last decade, as research indicates that roughly 90% of tourists take photos while on vacation and nearly 75% of

them are likely to post photos on social media platforms (Lo, McKercher, Lo, Cheung, & Law, 2011; Maria-Irina., & Istudor, 2019).

Likely due to the influence of social media, there has been a shift in photo content from photos being of popular landmarks to photos where a person is the main focus of the picture with popular landmarks as an afterthought in the background (Dinhopl & Gretzel, 2016). This use of social media as a platform for strategic self-presentation appears to be engrained in the modern travel experience and a part of the new technomeritocracy associated with the 21st Century (Lyu, 2016). The use of social media as a form of visual comparison has become increasingly popular with younger generations where it appears there is a greater attempt to obtain approval via indicators of status on social networking sites (Nesi & Prinstein, 2019; Siegel & Wang, 2018). This visual comparison among one's peers can cause envy of the original poster and create discrepancies in the viewer's self-image, which can motivate them to take trips of their own (Marder, Archer-Brown, Colliander, & Lambert, 2018). When there are these discrepancies, identity theory suggest that individuals will engage in compensatory behavior to overcome them (Mandel et al. 2017). One form of overcoming these discrepancies is to choose travel experiences with a high potential for social return. Social return is the anticipated positive social feedback from posting travel experiences (Boley et al, 2018). Social return can then validate a person's self-concept, reducing the initial need for compensatory behavior. While previous studies have shown us, that people are driven to travel by social return and an internal discrepancy from social media (Beall, et al., 2021; Marder et al., 2018; Taylor, 2017, 2020), there is little literature showing how much they would consider sacrificing in order to balance that internal discrepancy.

2.2 Self-Concept

One suggestion that explains this this rise in symbolic consumption and image management is the need to manage one's self-congruity, the match between a person's self-concept and the brand image of a product. (Ekinci et al., 2013; Lo & McKercher, 2015; Sirgy, 1982; So, Wu, Xiong, & King, 2017). Typically, self-concept is divided into four parts: the way a consumer views themselves (i.e., actual self-concept), how they think others are actually viewing them (i.e., social self-concept), how they want to view themselves (i.e., ideal self-concept), and how they want others to view them (i.e., ideal social self-concept) (Sirgy & Su, 2000). Research has shown that people are more willing to make a purchase if the congruity of their self-concept with the item is high (Boley, Russell & Woosnam, 2022; Sirgy, 1982; Sirgy & Su, 2000).

A high self-congruity with a purchase is not limited to the brand personality of physical goods and is actually believed to be stronger for services or experiences such as travel (Aaker, 1997; Beerli, Meneses, & Gil, 2007; Ekinci & Hosany, 2006; Ekinci & Riley, 2003). Since there has been a standardization of high-quality good and services within the tourism industry over the last 50 years, it is no longer enough to differentiate between goods and services by quality alone. There now needs to be a certain level of uniqueness to the experience that not only provides quality service and meets travelers basic needs but helps consumers compensate for any discrepancies in their self-concepts (Boley & Woosnam, 2021; Oh et al., 2007; Pine & Gilmore, 1998). This need to overcome deficiencies in one's self-concept through posting travel photos that help build one's desired identity can best be explained by identity theory.

2.3 Identity Theory

People seeking to verify their self-concept through social interactions has been explained by identity theory (Davis, Love & Fares, 2019). This verification of self-concept typically takes place in four parts: an identity standard, perceptual inputs, a comparator, and a behavioral output (Davis et al. 2019). The identity standard is like actual self-concept. People then take outside perceptions from others (ideal social self-concept) and compare it to their actual or ideal self-concept. If there is a discrepancy, they will act to bring the ideal, actual, and social self-concepts as close together as they can. An example of this can be found in the model proposed by Mandel et al. (2017), where they describe the process of experiencing a self-discrepancy followed by the adverse consequences and ensuing compensatory action. (Figure 2). These actions that a person uses to balance their self-concept is sometimes referred to as compensatory behavior (or consumption) (Mandel et al. 2017).

Compensatory consumption involves making a purchase that is meant to overcome or compensate for a perceived deficiency in self-concept. This has been supported in tourism research where social media posts of travel induce envy which influences the envious viewer of the post to consider visiting the same or similar destinations as those who are provoked the envy (Liu, Wu & Li, 2019). It is important to recognize that people often have multiple identities that depend on which group they happen to be interacting with (Stryker & Burke, 2000). These multiple identities that vary by group may influence how people react to a discrepancy with their ideal social self-concept for that particular social group. However, on social media, the differences

between the ‘front’ and ‘back’ stage of one’s social life are becoming increasingly blurred since it is harder to curate multiple self-images (Fiers, 2020).

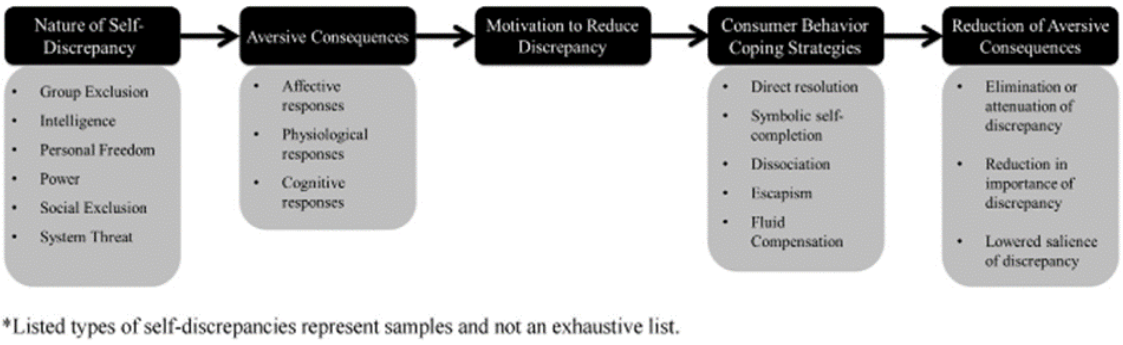


Figure 2. Model of compensatory consumer behavior (Mandel et al. 2017)

This blurring of private and social life caused by increased social media usage has been shown to have negative effects on the self-esteem of both adolescents and adults (Cingel, Carter & Krause, 2022; Jan, Soomro & Ahmad, 2017). Research conducted before social media use became ubiquitous suggested that lowered self-esteem can typically lead to taking less risky behaviors, in an effort to avoid feelings of shame and further lowering of self-esteem. (Fessler, 2001; Joinson, 2004). However, more recent research has suggested that those with lower self-esteem are more likely to post inappropriate or risky content as they seek attention from their peers (Nesi & Prinstein, 2015). Further research also suggests that self-esteem is affected by the tone of feedback on their social media pages (Valkenburg et al, 2006). This indicates that positive feedback results in an increase in self-esteem, while negative feedback decreases self-esteem. Considering the importance of social media in modern image formation, it seems as if the technomeritocracy could be incentivizing risky and sacrificial behaviors to help a person receive positive social return to help manage their self-concept and boost their self-esteem.

While people use social media posts to manage this balance of their self-concept, just posting high quality photos is not enough on its own. In fact, the photo also needs to come off as authentic to those who are viewing to provide the maximum benefit to one's status (Fiers 2020). The posting of these photos to manage the consistency of one's self-concept and their purchases could be considered a form of conspicuous consumption. While it is generally understood that people will make compensatory purchases to balance their self-concept, little is currently understood about the sacrifices one will make to manage their self-image.

2.4 Sacrificial behavior

In service marketing, a customer's sacrifice is considered the thing that a customer gives up in order to purchase a good or service. Initially, sacrifice was considered unidimensional, focused solely on the monetary exchange a customer made (Zeithaml, 1988). However, over time research has begun to understand that sacrifice is not only tied to monetary sacrifices but also to non-monetary sacrifices such as effort and time (Cronin et al, 2000; Wang et al, 2004). All of these sacrifices play a role in customer satisfaction when compared with service quality.

Understanding sacrifice is important considering the role it plays in customer satisfaction which in turn drives purchase intention (Slater, 1997; Wang et al, 2004; Woodruff, 1997). Customer satisfaction typically includes a cost to benefit ratio of benefits from things such as service quality compared to losses such as things sacrificed. Interestingly, as service quality has become more standardized, customers have become more focused on other symbolic aspects of their purchase (Boley & Woosnam, 2001) such as the brand self-congruity and potential social return received from the sacrifice.

This shift towards other factors beyond service quality becoming more important in a purchase decision is explained by prospect theory's isolation effect (Kahneman & Tversky, 1979).

While prospect theory typically argues that people actively try to minimize their risk while simultaneously attempting to maximize their gains (Kahneman & Tversky, 1979), as time has progressed and service quality in tourism experiences, particularly accommodations, has become more consistent there is a rather low risk of a tourists basic needs not being met (Boley & Woosnam, 2021). This triggers what Kahneman and Tversky refer to as the 'isolation effect,' where when service quality becomes increasingly consistent, other qualities of a purchase such as the overall experience or the social return, in our case, have a higher influence on decision making since service quality is more or less the same across offerings (Boley & Woosnam, 2021; Kahneman & Tversky, 1979). Since the risk of poor service quality is minimized, this isolation effect has caused tourists to shift their risk/reward calculation towards other factors. Boley & Woosnam (2021) have shown a shift towards more symbolic factors such as finding a shareable experience driving purchase intention for hotels, but other examples include the brand self-congruity influencing hotel choice (Boley et al, 2022). This logic can be extended to sacrificial behavior and how tourists may gravitate to riskier travel behaviors to gain social return when the standardization of service within the tourism industry is fairly predictable and does not help to distinguish one from their peers.

When discussing sacrifice, it is important to mention the differences between sacrifice and risk. Sacrifice implies the exchange or loss of something to gain another (Zeithaml, 1988) while risk does not always carry the implication of loss, just the

potential for loss (Hossain et al., 2015; Wolff, Larsen, & Øgaard, 2019). While research on risk in tourism has been a major focus over the years (Cui et al, 2016; Fuchs & Reichel, 2006; Lepp & Gibson, 2008), sacrifice receives significantly less attention (Beldona & Kher, 2015). Measures aimed at understanding how respondents perceive risk have been created, although there is currently no assessment of the influence that social media plays into this perception.

With recent studies showing that social return from social media is a significant predictor of travel behavior, it stands to reason that social media is influencing sacrificial behavior not only during a trip but also before and after travel (Beall et al., 2021; Boley et al., 2018; Moran et al., 2018). Nesi and Prinstein (2019) argue that teens are taking risks in an effort to achieve digital status, however their study was confined only to the physical health of participants and was not a multifaceted understanding of psychological and financial risks and sacrifices. Additionally, Vannucci, Simpson, Gagnon, McCauley, and Ohannessian (2020) ran a meta-analysis of 27 various studies on adolescents showing that social media use has a positive correlation to engagement in various types of risky behaviors. Since there appears to be evidence of social media influencing decision making, there is a need to understand the role social media plays in encouraging sacrificial or risky behavior when traveling. More specifically, to understand what tourists are willing to sacrifice in the way of money, time, discomfort, and rule breaking to capture travel photos for social media.

While sacrifice and risk are distinct, they do maintain some similarities. Considering the potential loss in a risk assessment can very easily become a sacrifice, it stands to reason that there are similar factors between the two. With that in mind, the

more robust risk literature provides clues on potential dimensions of sacrifice. One of the most commonly used ways to measure risk perception has been using the domain-specific risk-taking scale (DOSPERT) (Farnham et al., 2018; Leder et al, 2020). The DOSPERT is divided into five domains covering financial decisions, health/safety, recreational, ethical, and social decisions (Blais & Weber, 2006; Weber, Blais, & Betz, 2002). When considering the DOSPERT in the context of travel sacrifices for travel photography, a modified version of DOSPERT may be beneficial. One logical modification would be splitting financial decisions into spending and saving money, expanding the health and safety dimension to physical discomfort, and move from ethical and social decisions to a willingness to break rules dimension.

Despite the robust literature surrounding risk, sacrifice has not been a major focus of research within the tourism field (Beldona & Kher, 2015; Hossain, Quaddus, & Shanka, 2015). With this gap in mind, the Travel Photo Sacrifice Scale (TPSS) will focus on measuring what sacrificial behavior people would be willing to endure for travel photos to post on social media. The development of the TPSS will be accomplished by following the established best practices laid out by Churchill (1979) and Rossiter (2002; 2011) which include a split half EFA/CFA for scale item purification and construct validity testing. After statistical validity has been confirmed, a test of predictive validity will be run by assessing the differences in sacrificial behavior between two types of travelers diverging on their motivations for posting travel photos (e.g., bangwagoners and snobs). It is important that newly developed scales have nomological validity to ensure their contribution to the existing literature is more than mere existence but that these

newly developed scales are actually beneficial for explaining tourism phenomena of interest to academics and practitioners alike (Kock et al. 2019)

3.0 Development of the TPSS

To develop the TPSS, both Churchill (1979) and Rossiter's (2002) scale development guidelines were used. Churchill's (1979) scale development procedure, with a strong focus on psychometrics methods, has long been considered the gold standard for scale development in the marketing and tourism literature (Boley et al, 2011; Boley et al, 2018; Boley & McGehee, 2014; Kim, Ritchie, & McCormick, 2012; Woosnam & Norman, 2010). While Churchill (1979) is commonly embraced as the leading scale development framework in the tourism literature, there is some critique of Churchill's method due to its overemphasis on the addition or deletion of items to maximize reliability and coefficient alpha (Rossiter, 2002; 2011). Rossiter's (2011) argument emphasizes that a sole focus on achieving statistical validity may create scales that lack content and face validity, yielding a scale that is not a conceptually valid scale. Considering the benefits of face validity (Rossiter, 2011) and statistical validity (Churchill, 1979) the TPSS was developed using both methods with a rigorous approach towards item generation and subsequent statistical verification used to ensure that the items within the TPSS were both construct and statistically valid.

3.1 Steps 1 and 2: specifying the domain and generating items

The first steps laid out by both Rossiter (2011) and Churchill (1979) are to clearly specify the construct at which you aim to measure. Literature from service marketing (Cronin et al. 2000; Wang et al, 2004), customer satisfaction (Slater, 1997; Woodruff, 1997), and risk (Blais & Weber, 2006) have shown that there are multiple different

factors that can be sacrificed when a customer is making a purchase, including monetary, effort and ethical sacrifices. As noted by Rossiter (2002), focusing on content validity is immensely important in ensuring scale items are logical and statistically valid. In this instance, the 'purchase' is attempting to take photos for social media. The research team has chosen to create items for four of these dimensions: spending money, saving money, enduring discomfort, and rule breaking. These dimensions were loosely based on the DOSPERT which covers the five domains of risk associated with financial, health/safety, recreational, ethical, and social decisions (Blais & Weber, 2006; Weber, Blais, & Betz, 2002). The dimension of spending money includes items like 'pay more for the chance to get the right picture' and 'pay more for locally guided photo tours'. The dimension of saving money contains items that refer to the saving of money before an experience takes place with items including 'live frugally at home to help pay for travel to photogenic places' and 'save money so I can afford to travel'. Discomfort refers to physical discomfort in the process of taking or traveling to take photos with items including 'forgo sleep to get the perfect picture' and 'travel long distances for cool pictures'. Finally rule breaking items are centered around breaking either posted or unwritten rules in order to take photos with items including 'disregard signs in order to get a picture' and 'do something I know is wrong to get the shot I am looking for'. The final list of 23 items from the item generation phases across the four dimensions can be found in Table 10.

Table 10: Initial list of items for the Travel Photo Sacrifice Scale

How likely are you to do the following for pictures to post on social media?
Spending Money
Spend extra money to stay at places that will provide cool pictures
Spend money I do not have to get the right picture
Pay more for the chance to get the right picture
Pay more for locally guided photo tours

Spend more on travel experiences that will be 'social media worthy'

Saving Money

Save money so I can afford to travel
Live frugally at home to help pay for travel to photogenic places
Change my daily habits so I can save money for
Forgo events with friends to save money for future

Discomfort

Forgo sleep to get the perfect picture*
Visit during inconvenient times to get the best picture
Travel long distances for cool pictures
Travel further than I would normally to get the shot I
Go out in unfavorable weather to get the shot I am
Forgo quality accommodations to get the shot I am
Push myself physically to get the shot I am looking
Wait in long lines to get the shot I am looking for*

Rule Breaking

Get close to wildlife to get the shot I am looking for*
Get close to the edge of a cliff in order to get the shot
Break a rule to get the shot I am looking for
Disregard signs in order to get a picture
Risk legal consequences in order to get a picture
Do something I know is wrong to get the shot I am

3.2 Steps 3 and 4: pilot testing and purifying the TPSS

The next step in Churchill's (1979) scale development method was to conduct a test of the generated items which can be used to purify the measures using exploratory factor (EFA) and reliability analysis. Data for the TPSS was collected via the panel survey company Qualtrics. The respondents were required to be residents of the United States, over the age of 18, social media users, and to have traveled at least once in the last two years. While previous tourism research has used the criteria of travel in the past year (Beall & Boley, 2021; Boley & Woosnam, 2021), respondents were given two years in this survey due to the COVID-19 pandemic's undoubtable influence on travel habits. The household income of $50,000 typically used in tourism research (Boley & Woosnam,

2021) was removed to ensure that younger participants who used social media would be captured in our sample.

The sample was a near perfect split between male and female respondents. Roughly 85% of respondents were Caucasian followed by African American (8%), Latino (4%) and Asian (2%). Respondent ages ranged from 18 to 90 years old with an average age of 53. Nearly half (49%) of the sample held a bachelor's degree or higher with another 30% having some level of secondary education. Additionally, respondents were highly likely to be vaccinated with 76% having at least one of their vaccine shots. A full demographic profile can be found in Table 11.

Table 11. Sample Characteristics

N=504		**n**	***%***
Gender	Male	252	50
	Female	250	49.6
	Non-binary/Other/Prefer not to answer	2	.4
Ethnicity	African American	39	7.7
	American Indian	4	.8
	Asian	9	1.8
	Caucasian	427	84.7
	Hispanic	18	3.6
	Other	7	1.4
Education	Less than high school	7	1.4
	High school or GED	14	14.7
	Technical/vocational/trade school	29	5.8
	Some college	92	18.3
	2-year degree	57	11.3
	4-year degree	144	28.6
	Master's degree	81	16.1
	Ph.D./Professional degree	20	4.0
Income	< $30,000	93	18.5
	$30,000 - $49,000	101	20
	$50,000 – 69,999	96	19
	$70,000 - $99,999	74	14.7
	$100,000- $149,000	95	18.8
	$150,000 +	45	8.9

Following the recommendation of Hinkin, Tracey and Enz (1997), a split half sampling method was used for scale purification. The first half was used to run a EFA with varimax rotation to remove any items that had low factor loadings or internal consistency while the other half was used to run a confirmatory factor analysis (CFA) to ensure scale validity. This was done to avoid problems with the data having a common source which could reduce the reliability of the TPSS (Hinkin et al., 1997). The sample was randomly split into two halves of 252 and 251 respectively using SPSS v28. Both Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were acceptable, indicating it would be appropriate to run EFA for item reduction.

Table 12: Split-Half Exploratory Factor Analysis of the Travel Photo Sacrifice Scale

	Mean	R	Eigen Value	Variance Explained	CR
Risk Scale *How likely are you to do the following for pictures to post on social media?*					
Spend			3.35	67%	.892
Spend extra money to stay at places that will provide cool pictures	2.60	.724			
Spend money I do not have to get the right picture	1.99	.752			
Pay more for the chance to get the right picture	2.41	.892			
*Pay more for locally guided photo tours**	2.77	.663			
Spend more on travel experiences that will be 'social media worthy'	2.29	.800			
[a] *KMO Statistic = 0.848; Bartlett's Test of Sphericity = 633(10) p < .000*					
Save			2.73	68%	.821
Save money so I can afford to travel	4.05	.686			
Live frugally at home to help pay for travel to photogenic places	2.79	.605			

Change my daily habits so I can save money for travel	3.27	.975			
Forgo events with friends to save money for future travel	2.97	.765			
[a] *KMO Statistic = 0.746; Bartlett's Test of Sphericity = 462(6) p < 0.001*					
Discomfort			5.73	72%	.945
*Forgo sleep to get the perfect picture**	2.27	.813			
Visit during inconvenient times to get the best picture	2.53	.833			
Travel long distances for cool pictures	2.73	.861			
Travel further than I would normally to get the shot I am looking for	2.69	.877			
Go out in unfavorable weather to get the shot I am looking for	2.57	.789			
Forgo quality accommodations to get the shot I am looking for	2.40	.818			
Push myself physically to get the shot I am looking for	2.58	.815			
*Wait in long lines to get the shot I am looking for**	2.39	.762			
KMO Statistic = 0.918; Bartlett's Test of Sphericity =1697(28) p < .000					
Rule Breaking			4.22	70%	.913
*Get close to wildlife to get the shot I am looking for**	2.91	.492			
Get close to the edge of a cliff in order to get the shot I am looking for	2.31	.640			
Break a rule to get the shot I am looking for	2.07	.885			
Disregard signs in order to get a picture	1.93	.909			
Risk legal consequences in order to get a picture	1.68	.902			
Do something I know is wrong to get the shot I am looking for	1.74	.903			

[a] *KMO Statistic = 0.842; Bartlett's Test of Sphericity = 1281(15) p < 0.001*
**Removed from future testing*

Results from the exploratory factor analysis validated the four dimensions of the TPSS (i.e., saving and spending money, discomfort, and rule breaking) (Table 12). Additionally, the EFA resulted in the removal of five items due to low factor loadings or reliability coefficients.

3.4 Steps 6 and 7: Assessing reliability and validity

Following the EFA using one half of the sample, the second half of the sample was used to conduct CFA on the final eighteen scale items within the TPSS. Confirmatory Factor Analysis is used when determining construct validity. Construct validity is the ability of the scale to consistently measure the desired dimension (Hair et al., 2010; Churchill, 1979). To ensure construct validity, both convergent, discriminant and nomological validity were assessed. Convergent validity is measured by comparing the amount of shared variance between items within a construct and can be assessed using significant factor loadings over 0.50, AVE of over 50% and reliability coefficients over 0.7 (Hair et al., 2010). The TPSS met these requirements with factor loadings ranging from 0.64 – 0.93, AVE ranging between 61 – 76% and reliability constructs all over .72 (Table 13).

Table 13: Split Half Confirmatory Factor Analysis of Sacrifice Scale

SCALE AND ITEM DESCRIPTION	MEAN	R	ERROR	AVE	CR
How likely are you to do the following for pictures to post on social media?					
Spend				***65%***	***.80***
Spend extra money to stay at places that will provide cool pictures	2.58	.84	.60		
Spend money I do not have to get the right picture	1.96	.74	.69		
Pay money for locally guided tours	2.76	.72	.96		
Spend more on travel experiences that will be 'social media worthy'	2.36	.90	.38		
Save				***61%***	***.72***
Live frugally at home to help pay for travel to photogenic places	2.76	.64	1.00		
Change my daily habits so I can save money to travel	3.25	.85	.53		
Forgo events with friends to save money for future travel	2.92	.83	.54		
Discomfort				***70%***	***.88***
Forgo sleep to get the perfect picture	2.29	.73	.87		
Travel long distances for cool pictures	2.75	.88	.49		
Travel further than I would normally to get the shot I am looking for	2.69	.92	.33		
Go out in unfavorable weather to get the shot I am looking for	2.58	.80	.70		

Forgo quality accommodations to get the shot I am looking for	2.40	.85	.52		
Push myself physically to get the shot I want	2.60	.83	.63		
Rule Breaking				***76%***	***.89***
Get close to the edge of a cliff in order to get the shot I am looking for	2.39	.68	1.18		
Break a rule to get the shot I am looking for	2.14	.90	.36		
Disregard signs in order to get a picture	1.96	.93	.23		
Risk legal consequence in order to get a picture	1.69	.91	.23		
Do something I know is wrong to get the shot I am looking for	1.75	.90	.27		

[1]Scale: 1=extremely unlikely – 5=extremely likely;
$\chi^2(df) = 446(129)$; CFI = .92; RMSEA = .10

After completing the CFA, it is recommended to measure discriminant validity, or the difference between each construct. (Hair et al., 2010) Discriminant validity can be measured by comparing the squared correlations between constructs and the AVE of each construct (Fornell & Larcker, 1981; Hair et al., 2010). When the squared correlation between two constructs is higher than the AVE explained by a construct, the items are considered not to have discriminant validity because they share more variance than they individually explain. All four dimensions of the TPSS held a higher AVE than squared correlations, indicating that each of the four constructs are different (Table 14). The CFA model also demonstrated acceptable incremental model fit with a Comparative Fit Index of 0.92. Absolute fit could be slightly improved based on the RMSEA score of 0.10.

Table 14: Correlations and squared correlations between model constructs

	SP	SA	DS	RB
Spending (SP)	**65%**	0.351	0.530	0.389
Saving (SA)	0.596	**61%**	0.271	0.128
Discomfort (DS)	0.728	0.521	**70%**	0.423
Rule Breaking (RB)	0.624	0.358	0.650	**76%**

Note: All correlations are significant at p<.01
Diagonal line represents average variance explained (AVE) by each construct; Numbers below the diagonal line are correlations and numbers above the line are squared correlations

3.5 Step 7: Assessing Nomological Validity

While developing a scale is important for creating consistent measures, it is important to ensure that a newly developed scale demonstrates nomological or predictive validity (Kock et al., 2019). To test for nomological validity, an independent samples t-test was used to measure the different types of sacrifices that bandwagon and snob travelers may consider taking for social media photos. Bandwagon and snob travelers refer to different motivation for conspicuous consumption proposed by Leibenstein (1950). The bandwagon effect is when conspicuous purchases are centered around fitting in with others. Traditionally, the snob effect has been closely related to inconspicuous consumption, where purchases are more subtle ways of communicating a certain level of sophistication or cultural capital made in an effort to stand out.

Bandwagon and snob travelers have been found by multiple studies to have different approaches to the destinations they choose visit (Correia et al. 2014), the activities they participate in (Bronner & de Hoog, 2018), and the amount of social return they receive at a destination. Considering that these two groups are related but have different ways of viewing the tourist decision-making process, further testing to compare the difference in their views towards sacrificial behavior appears necessary. To differentiate between bandwagon and snob travelers, the Conspicuous Consumption Posting Scale (CCPS) was used to segment the sample. The CCPS was chosen due to its statistical reliability and relevance to the two conspicuous consumption dimensions in a social media context. A full list of items within the CCPS can be found in table 15.

Table 15: List of CCPS Items

SCALE AND ITEM DESCRIPTION
When you post pictures on your travel experiences on social media, how important are the following motivations[1]
Bandwagon
To fit in since others have posted similar photos
To show I am part of the "in-crowd"
To be trendy
Snob
Self-Snob
Destination-Snob
Self-Snob
To show off my creativity
To show of my aesthetic taste
To show of my unique style
Destination-Snob
To show places not usually seen on social media
To show off cool places I've unearthed
To show off places that are obscure

[1]Scale: 1=strongly disagree – 5=strongly agree

Segmentation typically comes in two forms: data driven and a priori (Dolnicar, 2004). Data driven, as the name implies, is when data is used to inform the segmentation process, using methods such as cluster analysis. In contrast, a priori segmentation is where the researcher determines the relevant criteria to segment differing groups (Boley & Nickerson, 2013; Dolnicar, 2002). The researcher can segment based on variables of their choice including variables such as education levels, income brackets, or how they answered a series of questions (Boley & Nickerson, 2013). While both segmentation techniques have been used in the tourism literature, the use of factor analysis to create the bandwagon and snob construct precludes this study from using cluster analysis. Dolnicar (2002, p.8) calls this is a "statistically unsupported practice" since the factor analysis used to previously group the items has already reduce the variance between constructs. With this in mind, we have decided to use an a priori segmentation of the CCPS to measure bandwagon and snob travelers.

Since this test was aiming to measure differences between bandwagons and snobs, the sample was divided in a manner to distinguish snobs from bandwagoners. Before performing the apriori segmentation, average snob scores and average bandwagon scores were calculated for each participant. The average snob score was calculated as the combined average of both destination and self-snobs using the CCPS. Once these averages were calculated, the mean snob score for each respondent (M = 2.35) was subtracted from mean bandwagon score (M = 1.71) resulting in positive scores that were associated with bandwagoners, and negative scores associated with snobs. The sample broken down into approximately a third of the sample being bandwagoners ($M > 0.00$) and 2/3 thirds of the sample showing signs of being snobs ($M < 0.00$). In order to provide a more direct comparison of bandwagoners to snobs, the middle third of the sample was removed ($M = -0.83\text{-}0.00$) resulting in the bandwagon cutoff point being anything 0.00 with everything above zero being a bandwagon while the snob cutoff was anything below -0.83. These cutoff points were chosen based on where a bandwagon, snob, and slightly snob group started to naturally emerge from the data. This left the final sample to be compared with those who scored high on bandwagon motives (n = 154) and snob motives (n = 175).

The results from the independent samples t-test suggest that snobs (M = 3.27, SD = 1.03) are more likely than bandwagoners (M = 2.94, SD = 1.23) to save money to travel for photos; $t(327) = 2.64$, $p < .004$. Also, snobs (M = 2.72, SD = 1.17) are more willing to suffer discomfort in order to take travel photos than bandwagoners (M = 2.44, SD = 1.30); $t(327) = 2.11$, $p < .018$. There was no significant difference between bandwagoners

and snobs to spend money or break rules for travel photos, although low mean score indicate that people are unlikely to break rules for photos. (Table 16).

Table 16: Independent Samples T-test of TPSS and CPSS dimensions

		Mean	SD	t	df	p
Spend Money				-.445	327	.328
	Bandwagon	2.54	1.25			
	Snob	2.48	1.05			
Save Money				2.64	327	.004
	Bandwagon	2.94	1.24			
	Snob	3.27	1.02			
Discomfort				2.11	327	.018
	Bandwagon	2.44	1.30			
	Snob	2.73	1.17			
Rule-Breaking				-.848	327	.196
	Bandwagon	2.04	1.31			
	Snob	1.93	1.08			

***The snob dimension is an average of two snob dimensions presented by the CCPS, self- and destination-snob**

4.0 Discussion

As the technomeritocracy associated with the rising influence of social media becomes more entrenched (Munar & Jacobsen, 2014), tourism researchers need to better understand how these influences drive travel behavior. One gap that has been left untouched is the role that social media plays in driving sacrificial behavior for photos that can be posted online to maintain a person's self-concept. While social media and the desire for social return has been shown to influence destination choice and is a strong antecedent to engaging in ecotourism (Beall & Boley, 2021; Boley et al., 2018), little is understood about how it influences sacrificial behavior. With this in mind, this paper sought to create the Travel Photo Sacrifice Scale (TPSS), aimed at measuring sacrificial behavior that someone may partake in to take photos for social media. This sacrificial behavior was grounded in the theories of identity theory and self-concept theory where people manage how they view themselves and how others view them through their social

interactions. As social media usage has increased, these social interactions now increasingly take place online, with self-concept being managed more and more through social media posts rather than traditional face-to-face encounters. These social media photos of compensatory purchases and the ensuing social return, or positive social feedback from their posts, can be used to balance self-concept and compensate for any discrepancies. The relationship between sacrificial behavior and self-concept is not unheard of (Lichner, Petrikova & Ziakova, 2021), although the extent that sacrificial travel behavior is undertaken for social return to manage self-concept was not previously understood.

The TPSS was developed using the rigorous methods laid out by Churchill (1979) with extra emphasis on content validity as suggested by Rossiter (2001). Twenty-three initial items were generated through a thorough literature review with a split half exploratory factor analysis reducing the scale down to a final eighteen items across four dimensions (i.e., spending money, saving money, discomfort, and rule breaking). The final iteration of the TPSS was then validated through CFA with all four dimensions demonstrating content validity, convergent validity, and discriminant validity. While statistical reliability and validity are important when developing scales, nomological validity is also necessary to ensure that scales possess a practical utility (Kock et al., 2019). The TPSS's nomological validity was tested with an independent samples t-test model that compared the different types of sacrifice measured by the TPSS across two different travel segments (bandwagoners and snobs) measured by the Conspicuous Consumption Posting Scale. These findings provide evidence to both the construct and

nomological validity of the TPSS. Thus, a reliable and valid TPSS has various theoretical and practical implications when considering models of tourist behavior.

4.1 Theoretical Implications

Theoretically, the development of the TPSS helps to extend the literature surrounding the influence social media has over tourism behavior (Boley et al., 2018; Lyu, 2016; Munar & Jacobsen; 2014). While the services marketing literature has long considered sacrificial behaviors by consumers (Cronin et al, 2000; Dodds et al, 1991; Wang et al, 2004; Zeithaml, 1988), tourism research has not yet dug into the impacts that sacrificial behavior to gain social return from travel photography can have on tourist decision making (Hossain et al 2015). The TPSS is among the first to consider the role of sacrifice in both a tourism and social media context. With the statistical validity of the TPSS documented and demonstrated within our sample, future researchers can confidently employ the TPSS to consider the role sacrifice plays in tourist decisions and the potential implications for customer satisfaction and sustainability when used in conjunction with service quality and social return.

While the influence of social media over travel is clearly evident from traveling and seeing everyone taking selfies and uploading them via smart phones, there has been limited theoretical backing to explain why social media has such an influence over travel behavior. This paper and the development of the TPSS help ground these sacrificial behaviors used to gain social return using the literature surrounding identity theory and self-concept. People are using social media as a way to display their travel experiences in an effort to gain social return (Boley et al., 2018). These attempts at gathering social return could be starting a vicious cycle where those posting the photos feel a need to

constantly be putting out high quality content in order to maintain their self-concept. This constant maintenance of one's social self-concept could lead to compensatory travel behaviors (Mandel et al, 2017; Schmalz et al, 2015). However, this compensatory travel behavior is not without risks. As tourists are making sacrifices to promote their image, they need to weigh factors of cost, comfort, and any potential rules they may break in order to get these pictures. Based on the isolation effect from prospect theory, people are now weighing options of personal sacrifice and the potential rewards from social return generating phots in addition to and perhaps more heavily than traditional measures in tourism such as service quality when making decisions on where to visit (Boley & Woosnam, 2021). Once one chooses a destination, the process repeats itself with photos from the trip posted on social media for the purpose of garnering social return and displaying oneself to their peers. Over time the destination selection process could escalate to places that are more expensive or dangerous, all in the name of managing one's social self-concept.

In addition to the theoretical backing that the paper brings into to explain these behaviors associated with social media and tourism, the TPSS has many applications to those who study tourism. The independent samples t-test comparing sacrificial behaviors of bandwagon and snobs demonstrates just one application of the scale. The TPSS could also be used to understand the varying levels of sacrifice among different travel segments, as well as the role sacrifice plays in satisfaction with the social return of a trip. These theoretical implications associated with the TPSS also have many practical implications for those in destination marketing.

4.2 Practical Implications

For destination marketers, they can use the TPSS to improve their marketing strategies by ensuring that they are attracting people who have their sacrificial expectations set to match their potential destination This type of information could provide marketers with a new type of information associated with what their markets are willing to sacrifice within the destination and back at home to get the right photos from their trips. The TPSS helps destination marketers understand the financial, physical, and legal sacrifices that tourists are willing to undertake to have travel experiences that provide them with the potential to garner the most social return. A great example of this comes from a National Geographic Traveler article where an inn keeper in the Copper Canyons of Mexico lives by the philosophy of "Less is More" (Tourtellot, 1999). The inn keeper can change more and have more satisfied guests by not having electricity and lighting the rustic chic inn through kerosene lamps. Essentially, the sacrifice of the amenity of electricity provides greater authenticity to the experience guest are seeking. It is these types of sacrifices that TPSS covers to help marketers understand what tourists are willing to do in order to afford travel and get the travel photos that will help them compete within the rising technomeritocracy. Destination marketers and business owners like this can use the TPSS to help market and design tourism experiences that are at the right level of difficulty and discomfort to meet tourists' expectations while generating the expected level of social return. Essentially, the TPSS can be used within Oliver's (1980) expectancy disconfirmation mindset to provide the right recipe of comfort and discomfort so that guest can afford the trip and get the travel experience and photographs sought.

Relatedly, the TPSS also has clear implications for ecotourism practitioners. While previous research has shown ecotourists are driven by both eco-centric values and a desire for social return (Beall et al, 2021), it is unclear if they are willing to sacrifice a level of comfort or pay a higher price tag for their values or social return. Considering the strong role social return plays a tourist deciding to visit ecotourism destinations, the TPSS should help destination managers further understand the role that sacrifice plays in the decision-making process. Understanding the role sacrifice plays in their decision making can help destination managers focus on products that meet the right comfort to price level. Since some tourists are willing to sacrifice things like daily fresh towels (Dolnicar et al., 2019), some other tourists may be willing to give up certain comforts for a lower price point or a high likelihood of social return.

Additionally, the TPSS will allow practitioners to understand which segments of their visitors are most likely to engage in rule-breaking behavior. An understanding of which groups are more likely to engage in unwanted behavior will provide opportunities for practitioners to change how their rules are posted and their marketing messages in an effort to reduce negative behaviors. Considering the high cost of replacing historic, cultural, and natural resources as well as the cost in wilderness rescue, it seems beneficial to find ways, like the TPSS, to reduce these unwanted behaviors.

Finally, the application of the TPSS has further validated the CCPS, indicating that bandwagon and snob motivated travelers are two distinct segments of travelers. This gives destination managers confidence in the CCPS when using it to segment bandwagon and snob travelers in future marketing efforts. By combining both the TPSS and CCPS in

future segmentation efforts, destination managers have a tool to help navigate the increasingly complex motivations governing the travel decision making process.

4.3 Limitations and Future Research

As with all research, the current research has limitations. Data collection for this study was undertaken during the midst of the COVID-19 pandemic. While ongoing research is being done to understand the constantly evolving influence this pandemic has had (and continues to have) on the travel and tourism industry, the fact remains that the full effects of COVID-19 and its variants has had on the travel and tourism industry are not fully understood (Kuhn et al., 2021; Woosnam et al, 2021). The TPSS should be further tested to confirm that the results were not influenced but outside influences on tourists such as travel restrictions and social pressure not to travel.

Previous research has suggested that monetary sacrifice is strongly influenced by the financial comfort of the consumer (Agarwal & Teas, 2001; 2004; Campo & Yagüe, 2009). The TPSS did not consider the role that income may have played when comparing bandwagoners and snobs. Future research should seek to understand the role that household income plays in determining willingness to sacrifice. Furthermore, sacrifice is a tricky and awkward thing to measure. Care was taken to adopt items from other sacrifice and risk scales such as the DOSPERT (Agarwal & Teas, 2001; 2004; Blais & Weber, 2006) to ensure that appropriate dimensions were covered. However, due to the complexity in measuring sacrifice, future research should seek to further validate these dimensions of sacrifice and potentially discover others that may strongly influence tourist decision making. Finally, the TPSS was only tested using a split half sample of U.S. travelers. While split half samples have been shown to be acceptable for developing

scales within in the tourism literature (Beall & Boley, 2021; Hinkin, 1995; Shuo, Ryan, & Liu, 2009) future research should involve both multiple samples and travelers from other countries to show cross-culturally validity.

In addition to further studies aimed at reducing limitations of this study, there are a few other opportunities for future research. When considering the relationship between sacrifice and customer satisfaction, future research should include the TPSS with measures surrounding perceived service quality and potentially social return when measuring satisfaction. This may provide insights on what types of sacrifice more strongly influence satisfaction, allowing DMOs to reduce the needs for this sacrificial behavior and potentially increasing the satisfaction of their guests. Additionally, the TPSS should be compared with self-esteem measures. With low self-esteem associated with higher levels of social media usage (Cingel, Carter & Krause, 2022), it may be that users are exhibiting more sacrificial behaviors to increase their feelings of belongingness and in turn, their self-esteem. Understanding the relationship between self-esteem and sacrificial behaviors may provide an opportunity to increase self-esteem while simultaneously reducing the sacrifices taken. Finally, the TPSS should be used to understand the differences between different segments of tourists. A better understanding of further tourist segments can increase advertising effectiveness. Suggested potential groups include sustainable tourists, ecotourists, geotravelers, and agritourist.

In conclusion, the purpose of this study was two-fold: to develop a statistically valid and reliable scale aimed at measuring the sacrificial behavior tourists may participate in for travel photos and to understand if there is a difference between bandwagon and snob travelers when enduring these sacrifices. The scale shows strong

statistical validity and reliability through a split half EFA and CFA. The TPSS is the first to measure the influence of sacrificial behavior for travel photos. It is recommended that more researchers incorporate the TPSS into their data collections to better understand the role sacrificial behavior may have on customer satisfaction (in conjunction with social return and service quality), and other theoretical and practical constructs to consumer behavior.

CHAPTER 4

CONCLUSIONS

Social media has had a tremendous impact on how people display their self-concept. The increased importance of the technomeritocracy on self-presentation has an influence on how people manage their self-concept. Social identity theory argues that self-concept is influenced by social interactions which now occur increasingly online. While people still maintain an actual and ideal self-concept (Davis, 2014), social media has provided the ability to display more easily their ideal while hiding their actual self-concept. This online maintenance of self-concept could speak to more evolutionary fundamental motives of belonging and status (Griskevicius & Kenrick, 2013). Optimal distinctiveness theory suggests that belonging and status are a continuum where one attempts to find an internal balance of their need for belonging and status among their peers (Brewer, 1991). These motives subconsciously influence decision making such as destination choice. While these evolutionary motives have long influenced decision making, some questions have emerged around how a desire for social return, the positive social feedback from social media posts, has influenced the decision-making process. This research has added to the foundation for understanding how social return from social media posting of travel photos influences travel decision making.

The Conspicuous Consumption Posting Scale is one of the first steps towards understanding what drives social return and can be used to further understand the role social return plays in travel behavior. While bandwagon motives were significant in

predicting intention to travel, they had a negligible impact on social return. Conversely, snob motives were strongly tied to social return, but did not have a direct relationship with intention to travel. The bandwagon and snob dimensions of conspicuous consumption could be a mechanism that can be used to maintain one's optimal distinctiveness between their fundamental needs of belonging and standing out within their peer group. Understanding the role that these motives play in destination choice can help marketers refine their marketing segmentation and strategies to ensure they are promoting a destination image that is congruous with the image that potential visitors are trying to display to their peers.

The Travel Photo Sacrifice Scale grounds the sacrificial behaviors people engage in to gather social return into the literature surrounding identity theory. Social media has become a place for people to easily display their desired personality. While it is easier to display one's ideal social self-concept, it also requires more frequent maintenance than an offline image. This frequent maintenance can lead to a discrepancy between a person's actual and ideal self-concept, leading to compensatory behavior. As people engage in compensatory behavior to manage their self-concept, they may feel pressure to make increasingly bigger sacrifices to help them portray themselves in a specific way. Understanding these sacrifices can help marketers further segment their potential visitors. The TPSS can be used to help marketers ensure their advertising is attracting visitors who will be satisfied with price to comfort ratio provided by a destination, as well as ensure they are avoiding less attractive rule breaking visitors.

While this research has made strides towards examining how social media is influencing tourist behavior, there are some limitations that apply to both studies. First, is

that both studies were performed using samples of travelers from only the United States. Considering this, future research should attempt to replicate this study in other countries to ensure cross cultural validity. Second, both studies took place during the COVID-19 pandemic. With huge disruption to the travel and tourism industry caused by the pandemic, future research attempt to confirm these results in a post-pandemic era. Additionally, within the TPSS scale, it is impossible to measure every avenue of sacrifice. Future researchers should consider the potential for new areas of sacrifice as social media continues to evolve.

Despite the study limitations, the development of both the CCPS and the TPSS have provided researchers with new avenues for future studies. First, there is an opportunity to compare the demographic differences between bandwagons and snobs as well as the various types of sacrifice. Further understanding of these demographics will help practitioners to use both scales more effectively in their marketing efforts. Aside from further evaluating each of these scales, there are opportunities to test whether social return drive desire for travel or only drive destination choice once the decision to travel has already been made. Additionally, there is an opportunity to compare the overall sustainability between bandwagoners and snobs. This would allow for destinations to ensure they are effectively attracting visitors who will help to provide the most benefit for the smallest impact to their destinations.

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APPENDIX A

FOCUS GROUP INTERVIEW SCRIPT

1. Have you traveled in the past year or two? If so, where?
2. Did you post your travel photos on social media? If so, did you do it while traveling or when you get back home?
3. Why do you post travel photos on social media?
4. Why do you think your peers are posting photos on social media?

We are interested in how travelers signal status through the posting of pictures from their trips to social media. This is type of behavior is often called 'Conspicuous consumption, which' is the public display of luxury goods and services in order to enhance one's status.

5. Do you think you post travel pictures in a way that signals status like this?
6. Do you think your peers post travel pictures in a way that signals status like this?

Conspicuous consumption has been frequently broken down in to bandwagon motivations and snob motivations. Bandwagon motivations are where a consumer makes purchases in an effort fit in with a certain social group. Snob motivations are those where a consumer is looking to subtly display a level of sophistication to others with similar knowledge.

7. Which do you think influences your decisions to post more? Why?
8. What other influences do you think go into people's posting decisions?

Define social return as anticipated social feedback from your peers on a post.

9. Which of these two motives do you think influence social return?

Posting during the pandemic?

10. Did your posting of pictures from travel change at all during the pandemic? Why?
11. Did you ever feel guilty about travel during the pandemic? Why?

12. What are some quintessential bandwagon destinations? Snob?
13. Types of social media you use to post or plan trips?

APPENDIX B

UNDERSTANDING THE INFLUENCE OF SOCIAL MEDIA ON TRAVEL DECISION MAKING SURVEY - QUALTRICS

Qualtrics - Understanding the Influence of Social Media on Travel Decision Making

Start of Block: Consent form and Introduction

Q1 **Social Media and Travel Survey** Dear Participant, My name is Zachary Russell, and I am a student in the Warnell School of Forestry at the University of Georgia under the supervision of Dr. Bynum Boley. I am inviting you to take part in a research study on motivations for posting photos on social media from travel. The following paragraphs provide information about the study. Please read them carefully. You must be 18 or older to participate. **Activities and Time Commitment:** This study involves an online survey that will take approximately 15 minutes to complete. The survey includes questions about travel habits and social media use.

Benefits and Risks: Your participation in this study may help tourism organizations and businesses better understand travelers and the influence social media has over tourism behavior. There are no known risks to participating in this study.

Compensation: Your panel provider will provide you with the agreed upon compensation after you have taken the time to thoughtfully complete the entire survey and passed our series of validation checks. Invalid responses that do not pass these validation checks will not be compensated. The University of Georgia will not be offering any incentives or compensation.

Privacy and Confidentiality: There will be no identifiable information associated with your responses. All responses will be transferred to the software Statistical Packages for the Social Science (SPSS) with no identifiable material. Internet communications are insecure and there is a limit to the confidentiality that can be guaranteed due to the technology itself. However, once the materials are received by the researcher, standard confidentiality procedures will be employed.

Voluntary Participation: Your participation in this project is completely voluntary and you may choose not to participate or to stop at any time without penalty or loss of benefits to

which you are otherwise entitled.

Questions: If you have any questions about this study, please call or email Dr. Bynum Boley at 706- 583-8930 or bboley@uga.edu. If you have questions about your rights as a research participant, you may contact The Chairperson, University of Georgia Institutional Review Board at (706) 542-3199 or irb@uga.edu.

By completing the questionnaire, you are agreeing to participate in the above-described research project.

Thank you for your assistance, Zachary Russell

End of Block: Consent form and Introduction

Start of Block: Screening Questions

Q97 Do you pledge to give your full attention to this study and to accurately answer all of the questions?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Block If Do you pledge to give your full attention to this study and to accurately answer all of the quest... = No

Q57 With what gender do you identify?

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Page Break

Q2 Have you traveled 50 miles or more away from your home within the last two years for business or pleasure?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Block If Have you traveled 50 miles or more away from your home within the last two years for business or... = No

Q3 How many trips do you take on average each year that are 50 miles or more away from your home for business or for pleasure?

- ○ # trips/year (1) _____

Q4 Do you take photos when you travel?

- ○ Yes (1)
- ○ No (2)

Q5 Have you ever posted these photos on a social media site such as Facebook, Instagram, Twitter, Tiktok, etc?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Block If Have you ever posted these photos on a social media site such as Facebook, Instagram, Twitter, Ti... = No

Q6 What type of device do you usually take photos with while traveling? (Select all that apply)

- [ ] Phone Camera (1)
- [ ] Digital Camera (2)
- [ ] DSLR Camera (3)
- [ ] Film Camera (4)

Q7 About how many photos do you take on average during a trip?

- ○ # of photos taken per a trip (1) _____

Q8 About how many photos do you post from a trip on social media social media sites such as Facebook, Instagram, Twitter, Tiktok, etc.?

- ○ # of photos posted on social media per a trip (1) _____

Q9 How often do you use social media sites such as Facebook, Instagram, Twitter, Tiktok, etc.,?

- ○ Daily (1)
- ○ Weekly (2)
- ○ Monthly (3)
- ○ Annually (4)
- ○ Not at all (5)

Q10 How often do you post on social media?

- ○ Daily (1)
- ○ Weekly (2)
- ○ Monthly (3)
- ○ Annually (4)
- ○ Not at all (5)

Q11 How likely are you to do the following?

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
Post about your trip before you travel (1)	○	○	○	○	○
Post about your trip while traveling (2)	○	○	○	○	○
Post about your trip after returning (3)	○	○	○	○	○
Geotag your location (4)	○	○	○	○	○
Hashtag your location (5)	○	○	○	○	○
Caption photos with your location (6)	○	○	○	○	○

Q12 Do you identify as a social media influencer?

- ○ Yes (1)
- ○ No (2)
- ○ Not Sure (3)

Q13 When you post pictures of your travel experiences on social media, how important are the following motivations?

	Not at all important (1) (1)	Slightly important (2) (2)	Moderately important (3) (3)	Very important (4) (4)	Extremely important (5) (5)
To display my wealth to others (1)	○	○	○	○	○
To show I am in the upper echelon of society (2)	○	○	○	○	○
To show my lavish spending on travel (3)	○	○	○	○	○
To display I have the financial means to travel (4)	○	○	○	○	○
To show I am upper class (5)	○	○	○	○	○

Q14 When you post pictures of your travel experiences on social media, how important are the following motivations?

	Not at all important (1) (1)	Slightly important (2) (2)	Moderately important (3) (3)	Very important (4) (4)	Extremely important (5) (5)
To fit in since others have posted similar pictures (1)	○	○	○	○	○
To show I am part of the "In-crowd" (2)	○	○	○	○	○
To be trendy (3)	○	○	○	○	○
Because others are posting similar travel experiences (4)	○	○	○	○	○

Q15 When you post pictures of your travel experiences on social media, how important are the following motivations	Not at all important (1) (1)	Slightly important (2) (2)	Moderately important (3) (3)	Very important (4) (4)	Extremely important (5) (5)
To show places most have not heard of before (1)	○	○	○	○	○
To show off places that are obscure (2)	○	○	○	○	○

To show off places not usually seen on social media (3)	○	○	○	○	○
To show off cool places I've unearthed (4)	○	○	○	○	○
To standout from my peers (6)	○	○	○	○	○
To differentiate myself from my peers (7)	○	○	○	○	○
To show off my creativity (8)	○	○	○	○	○
To show off my aesthetic taste (9)	○	○	○	○	○
To show of my unique style (10)	○	○	○	○	○

Q16 Imagine a destination that is popular among you peers. It is a trendy destination that is commonly visited. This is the type of destination that most people would be familiar with.

Q17 Please list a destination that meets this description

○ Popular destination (1)
_____

Q18 Imagine a destination that is obscure and off the beaten path. It is not a very popular destination and it is the type of destination that most people have not hear of. This type of destination would be indicative of "the road less traveled."
Q19 Please list a destination that meets this description

○ Obscure destination (1)
_____

Q20 Traveling to ${Q17/ChoiceTextEntryValue/1} would be...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Enjoyable (1)	○	○	○	○	○
Pleasant (2)	○	○	○	○	○
Worthwhile (3)	○	○	○	○	○
Satisfying (4)	○	○	○	○	○
Fascinating (5)	○	○	○	○	○
Authentic (6)	○	○	○	○	○
Scary (7)	○	○	○	○	○
Uncomfortable (8)	○	○	○	○	○
Risky (9)	○	○	○	○	○

Q21 Most people who are important to me would

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Approve of me traveling to ${Q17/ChoiceTextEntryValue/1} (1)	○	○	○	○	○
Expect me to travel to ${Q17/ChoiceTextEntryValue/1} (2)	○	○	○	○	○
Think that I should travel to ${Q17/ChoiceTextEntryValue/1} (3)	○	○	○	○	○

Q22 Social media posts of travel to ${Q17/ChoiceTextEntryValue/1} make

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
The traveler look cool (1)	○	○	○	○	○
The traveler more popular (2)	○	○	○	○	○
The traveler stand out (3)	○	○	○	○	○
The traveler look unique (4)	○	○	○	○	○
The traveler look savvy (5)	○	○	○	○	○

Q23 I would say travelers to ${Q17/ChoiceTextEntryValue/1} in general ...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree or disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
enjoy life (1)	○	○	○	○	○
have a lot of fun (2)	○	○	○	○	○
have gained a lot of experiences (3)	○	○	○	○	○
have a large friend circle (4)	○	○	○	○	○
are very popular (5)	○	○	○	○	○
integrate well into a group (6)	○	○	○	○	○
are extraordinary (7)	○	○	○	○	○
stand out (8)	○	○	○	○	○
are superior to others (9)	○	○	○	○	○
are wealthy (10)	○	○	○	○	○
enjoy exquisite products (11)	○	○	○	○	○
have achieved something in life (12)	○	○	○	○	○

Q24 Please mark whether you agree or disagree with the following statements.

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I have complete control over visiting ${Q17/ChoiceTextEntryValue/1} in the near future (1)	○	○	○	○	○
If I wanted to, I could visit ${Q17/ChoiceTextEntryValue/1} in the near future (2)	○	○	○	○	○
Whether or not to visit ${Q17/ChoiceTextEntryValue/1} in the near future is completely up to me (3)	○	○	○	○	○

Q25 How likely are you to travel to ${Q17/ChoiceTextEntryValue/1} over the following timeframes

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
The next 12 months (1)	○	○	○	○	○
The next 3 years (2)	○	○	○	○	○
The next 5 years (3)	○	○	○	○	○

End of Block: Theory of Planned Behavior Bandwagon - Input

Start of Block: TPB Snob - Input

Q26 Traveling to ${Q19/ChoiceTextEntryValue/1} would be...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Enjoyable (1)	○	○	○	○	○
Pleasant (2)	○	○	○	○	○
Worthwhile (3)	○	○	○	○	○
Satisfying (4)	○	○	○	○	○
Fascinating (5)	○	○	○	○	○
Authentic (6)	○	○	○	○	○
Scary (7)	○	○	○	○	○
Uncomfortable (8)	○	○	○	○	○
Risky (9)	○	○	○	○	○

Q27 Most people who are important to me would

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Approve of me traveling to ${Q19/ChoiceTextEntryValue/1} (1)	○	○	○	○	○
Expect me to travel to ${Q19/ChoiceTextEntryValue/1} (2)	○	○	○	○	○
Think that I should travel to ${Q19/ChoiceTextEntryValue/1} (3)	○	○	○	○	○

Q28 Social media posts of travel to ${Q19/ChoiceTextEntryValue/1} make

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
The traveler look cool (1)	○	○	○	○	○
The traveler more popular (2)	○	○	○	○	○
The traveler stand out (3)	○	○	○	○	○
The traveler look unique (4)	○	○	○	○	○
The traveler look savvy (5)	○	○	○	○	○

Q29 I would say travelers to ${Q19/ChoiceTextEntryValue/1} in general ...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree or disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
enjoy life (1)	○	○	○	○	○
have a lot of fun (2)	○	○	○	○	○
have gained a lot of experiences (3)	○	○	○	○	○
have a large friend circle (4)	○	○	○	○	○
are very popular (5)	○	○	○	○	○
integrate well into a group (6)	○	○	○	○	○
are extraordinary (7)	○	○	○	○	○
stand out (8)	○	○	○	○	○
are superior to others (9)	○	○	○	○	○
are wealthy (10)	○	○	○	○	○
enjoy exquisite products (11)	○	○	○	○	○
have achieved something in life (12)	○	○	○	○	○

Q30 Please mark whether you agree or disagree with the following statements.

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I have complete control over visiting ${Q19/ChoiceTextEntryValue/1} in the near future (1)	○	○	○	○	○
If I wanted to, I could visit ${Q19/ChoiceTextEntryValue/1} in the near future (2)	○	○	○	○	○
Whether or not to visit ${Q19/ChoiceTextEntryValue/1} in the near future is completely up to me (3)	○	○	○	○	○

Q31 How likely are you to travel to ${Q19/ChoiceTextEntryValue/1} in the following timeframes

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
The next 12 months (1)	○	○	○	○	○
The next 3 years (2)	○	○	○	○	○
The next 5 years (3)	○	○	○	○	○

End of Block: TPB Snob - Input

Start of Block: TPB Bandwagon - Given

Q32 Traveling to France would be...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Enjoyable (1)	○	○	○	○	○
Pleasant (2)	○	○	○	○	○
Worthwhile (3)	○	○	○	○	○
Satisfying (4)	○	○	○	○	○
Fascinating (5)	○	○	○	○	○
Authentic (6)	○	○	○	○	○
Scary (7)	○	○	○	○	○
Uncomfortable (8)	○	○	○	○	○
Risky (9)	○	○	○	○	○

Q33 Most people who are important to me would...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Approve of me traveling to France (1)	○	○	○	○	○
Expect me to travel to France (2)	○	○	○	○	○
Think that I should travel to France (3)	○	○	○	○	○
Please mark "Strongly Disagree" #1 to show you are paying attention (4)	○	○	○	○	○

Q34 Social media posts of travel to France make...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
The traveler look cool (1)	○	○	○	○	○
The traveler more popular (2)	○	○	○	○	○
The traveler stand out (3)	○	○	○	○	○
The traveler look unique (4)	○	○	○	○	○
The traveler look savvy (5)	○	○	○	○	○

Q35 I would say travelers to France in general ...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree or disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
enjoy life (1)	○	○	○	○	○
have a lot of fun (2)	○	○	○	○	○
have gained a lot of experiences (3)	○	○	○	○	○
have a large friend circle (4)	○	○	○	○	○
are very popular (5)	○	○	○	○	○
integrate well into a group (6)	○	○	○	○	○
are extraordinary (7)	○	○	○	○	○
stand out (8)	○	○	○	○	○
are superior to others (9)	○	○	○	○	○
are wealthy (10)	○	○	○	○	○
enjoy exquisite products (11)	○	○	○	○	○
have achieved something in life (12)	○	○	○	○	○

Q36 Please mark whether you agree or disagree with the following statements.

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I have complete control over visiting France in the near future (1)	○	○	○	○	○
If I wanted to, I could visit France in the near future (2)	○	○	○	○	○
Whether or not to visit France in the near future is completely up to me (3)	○	○	○	○	○

Q37 How likely are you to travel to France over the following timeframes

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
The next 12 months (1)	○	○	○	○	○
The next 3 years (2)	○	○	○	○	○
The next 5 years (3)	○	○	○	○	○

Q38 Traveling to Slovenia would be...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Enjoyable (1)	○	○	○	○	○
Pleasant (2)	○	○	○	○	○
Worthwhile (3)	○	○	○	○	○
Satisfying (4)	○	○	○	○	○
Fascinating (5)	○	○	○	○	○
Authentic (6)	○	○	○	○	○
Scary (7)	○	○	○	○	○
Uncomfortable (8)	○	○	○	○	○
Risky (9)	○	○	○	○	○

Q39 Most people who are important to me would...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
Approve of me traveling to Slovenia (1)	○	○	○	○	○
Expect me to travel to Slovenia (2)	○	○	○	○	○
Think that I should travel to Slovenia (3)	○	○	○	○	○

Q40 Social media posts of travel to Slovenia make...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
The traveler look cool (1)	○	○	○	○	○
The traveler more popular (2)	○	○	○	○	○
The traveler stand out (3)	○	○	○	○	○
The traveler look unique (4)	○	○	○	○	○
The traveler look savvy (5)	○	○	○	○	○

Q41 I would say travelers to Slovenia in general ...

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
enjoy life (1)	○	○	○	○	○
have a lot a fun (2)	○	○	○	○	○
have gained a lot experiences (3)	○	○	○	○	○
have a large friend circle (4)	○	○	○	○	○
are very popular (5)	○	○	○	○	○
integrate well into a group (6)	○	○	○	○	○
are extraordinary (7)	○	○	○	○	○
stand out (8)	○	○	○	○	○
are superior to others (9)	○	○	○	○	○
are wealthy (10)	○	○	○	○	○
enjoy exquisite products (11)	○	○	○	○	○
have achieved something in life (12)	○	○	○	○	○

Q42 Please mark whether you agree or disagree with the following statements.

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I have complete control over visiting Slovenia in the near future (1)	○	○	○	○	○
If I wanted to, I could visit Slovenia in the near future (2)	○	○	○	○	○
Whether or not to visit Slovenia in the near future is completely up to me (3)	○	○	○	○	○

Q43 How likely are you to travel to Slovenia over the following timeframes?

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
The next 12 months (1)	○	○	○	○	○
The next 3 years (2)	○	○	○	○	○
The next 5 years (3)	○	○	○	○	○

Q44 How would you rate the popularity of these destinations?

	Not at all popular (1) (1)	Unpopular (2) (2)	Neither popular or unpopular (3) (3)	Popular (4) (4)	Very popular (5) (5)
France (1)	○	○	○	○	○
Slovenia (2)	○	○	○	○	○
${Q17/ChoiceTextEntryValue/1} (3)	○	○	○	○	○
${Q19/ChoiceTextEntryValue/1} (4)	○	○	○	○	○

Q45 Please indicate how much the following statements describe you	Not at all (1) (1)	A little (2) (2)	A moderate amount (3) (3)	A lot (4) (4)	Very Much (5) (5)
I prefer to visit places that have not been discovered, especially before hotels and restaurants are built (1)	○	○	○	○	○
I am actively involved in a rigorous physical fitness program (2)	○	○	○	○	○
I have more energy than most persons my age (3)	○	○	○	○	○
I make decisions quickly and easily (4)	○	○	○	○	○

Q46 How likely are you to do the following for pictures to post on social media?	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
Spend extra money to stay at places that will provide cool pictures (1)	○	○	○	○	○
Save money so I can afford to travel (2)	○	○	○	○	○
Spend money I do not have to get the right picture (3)	○	○	○	○	○
Live frugally at home to help pay for travel to photogenic places (4)	○	○	○	○	○
Pay more for the chance to get the right picture (5)	○	○	○	○	○
Pay money for locally guided photo tours (7)	○	○	○	○	○
Change my daily habits so I can save money for travel (8)	○	○	○	○	○
Forgo events with friends to save money for future travel (9)	○	○	○	○	○
Spend more on travel experiences that will be 'social media worthy' (10)	○	○	○	○	○

Q47 How likely are you to do the following for pictures to post on social media?

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
Forgo sleep to get the perfect picture (2)	○	○	○	○	○
Visit during inconvenient times to get the best picture (3)	○	○	○	○	○
Travel long distances for cool pictures (4)	○	○	○	○	○
Travel further than I would normally to get the shot I am looking for (5)	○	○	○	○	○
Go out in unfavorable weather to get the shot I am looking for (6)	○	○	○	○	○
Forgo quality accommodations to get the shot I am looking for (7)	○	○	○	○	○
Push myself physically to get the shot I am looking for (8)	○	○	○	○	○
Wait in long lines to get the shot I am looking for (9)	○	○	○	○	○

Q48 How likely are you to do the following for pictures to post on social media?

	Extremely unlikely (1) (1)	Somewhat unlikely (2) (2)	Neither likely nor unlikely (3) (3)	Somewhat likely (4) (4)	Extremely likely (5) (5)
Get close to wildlife to get the shot I am looking for (6)	○	○	○	○	○
Get close to the edge of a cliff in order to get the shot I am looking for (7)	○	○	○	○	○
Break a rule to get the shot I am looking for (8)	○	○	○	○	○
Disregard signs in order to get a picture (9)	○	○	○	○	○
Risk legal consequences in order to get a picture (10)	○	○	○	○	○
Do something I know is wrong to get the shot I am looking for (12)	○	○	○	○	○

Q50 Please indicate your level of agreement with the following statements

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I have at times gone into a rage when not treated rightly (1)	○	○	○	○	○
When I realize I have failed at something, I feel humiliated (2)	○	○	○	○	○
Others' opinions of me are of little concern to me (3)	○	○	○	○	○
I want so much to be admired by others (4)	○	○	○	○	○
I enjoy being in front of an audience of big crowd (5)	○	○	○	○	○
I like to have new and exciting experiences, even if they are a little frightening (6)	○	○	○	○	○
I tend to take charge of most situations (7)	○	○	○	○	○
I daydream about someday becoming famous (8)	○	○	○	○	○
You have to look out for your own interests because no one else will (9)	○	○	○	○	○

I will mislead people if I think it is necessary (10)	○	○	○	○	○
If people are ignorant enough to let me take advantage of them, so be it (11)	○	○	○	○	○
I believe I am entitled to special accommodations (12)	○	○	○	○	○
I only associate with people of my caliber (13)	○	○	○	○	○
I'm not big on feelings of sympathy (14)	○	○	○	○	○
I have devoted my life to success (15)	○	○	○	○	○

Q51 **Please indicate your level of agreement with the following statement**	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I see myself as:					
Extraverted, enthusiastic (1)	○	○	○	○	○
Critical, quarrelsome (2)	○	○	○	○	○
Dependable, self-disciplined (3)	○	○	○	○	○

Anxious, easily upset (4)	○	○	○	○	○
Open to new experiences, complex (5)	○	○	○	○	○
Reserved, quiet (6)	○	○	○	○	○
Sympathetic, warm (7)	○	○	○	○	○
Disorganized, careless (8)	○	○	○	○	○
Calm, emotionally stable (9)	○	○	○	○	○
Conventional, uncreative (10)	○	○	○	○	○

Q52 At this time, are you vaccinated from COVID-19/Corona Virus

- ○ Yes (1)
- ○ Partially (one shot) (2)
- ○ No (3)

Q53 During the pandemic, did you...

- ○ Post more travel photos on social media (1)
- ○ Post fewer travel photos on social media (2)
- ○ Post about the same amount of travel photos on social media (3)

Q54 Please indicate whether you agree or disagree with the following statements.

	Strongly disagree (1) (1)	Somewhat disagree (2) (2)	Neither agree nor disagree (3) (3)	Somewhat agree (4) (4)	Strongly agree (5) (5)
I'd feel guilty traveling right now (1)	○	○	○	○	○
Traveling right now is irresponsible (2)	○	○	○	○	○
I judge people negatively who traveled during the pandemic (3)	○	○	○	○	○
I would feel guilty posting travel photos during the pandemic (4)	○	○	○	○	○
My friends would look down on me posting pictures of travel right now (5)	○	○	○	○	○

Q55 In what year were you born (please type in year with four digits, i.e. 2021)

○ Year Born (1) _____

Q56 What is your home zip code?

○ Zip Code (1) _____

Q58 Which category best describes your ethnicity? (Please check one)

- African American (1)
- American Indian (2)
- Asian (3)
- Caucasian (4)
- Hispanic (5)
- Other (6) _____

Q59 Which category best describes your annual household income

- Less than $30,000 (1)
- $30,000 - $49,999 (2)
- $50,000 - $69,999 (3)
- $70,000 - $99,999 (4)
- $100,000 - $149,000 (5)
- $150,000+ (6)

Q60 What is the highest level of education you have completed so far? (Please check one)

- less than high school (1)
- High School or GED (2)
- Technical, vocational, or trade school (3)
- Some college (4)
- 2 year degree (5)
- 4 year degree (6)
- Master's Degree (7)
- Ph.D./Professional Degree (8)

Q96 Here is your ID: ${e://Field/Random%20ID}

When you have copied this ID, please click the next button to submit your survey