

## Impulse Buying in Tourism: The Ascendant Influence of Social Media Influencers on Consumer Behavior



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The decision-making process in selecting tourism activities typically follows distinct stages; however, the advent of social media has amplified impulse purchasing behaviors. This shift is largely attributed to the growing influence of social media influencers on consumer habits in the tourism sector. While studies have traditionally highlighted internet reviews and word-of-mouth as primary influences on travel decisions, recent trends indicate that influencers are increasingly becoming a preferred resource for assessing destination quality (Brown & Fiorella, 2023).

The pervasive impact of influencers is evident, as evidenced by the fact that tourism sales reached approximately US\$1 trillion in 2023, with Europe accounting for a significant portion of these transactions (Kozlowski et al., 2024). This reflects a broader shift in consumer behavior, where the efficacy of influencer marketing significantly sways purchasing decisions (Shen et al., 2022). Given the strategic role of influencers in marketing, understanding their impact on consumer behavior is crucial.

To explore this phenomenon, a survey was distributed online, targeting a diverse demographic, which yielded a robust response rate. Preliminary analysis suggests that the influence of social media is reshaping the tourism market, with influencers playing a central role in driving growth. The findings underscore the necessity for further research to elucidate the underlying factors driving these market dynamics and to strategize effective marketing interventions.

### Biography:

Irene Garcia-Medina, PhD in Marketing and PhD in International Relations, currently works at Glasgow Caledonian University. Irene does research in Communication, Marketing and Media.

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