THE ROLE OF MEDIA ON TOURISTS' POST-TRIP BEHAVIORAL INTENTIONS: A BANGLADESH PERSPECTIVE

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Abstract

In this universe of consistent innovative advancement, buyers particularly tourists are changing their personal conduct standards and searching for more "visitor inviting" wellsprings of data. Media plays role throughout a tourist's pre-trip, on the trip and post-trip stages. Among these stages, post-trip is comparatively a shorter one, yet not the negligible one. The study has been conducted with a view to investigate the influence of mass media on a tourist's post-trip behavioral intensions in perspective of Bangladesh. In this regard, a quantitative research approach has been utilized in which a survey-based data collection technique collects data from 200 respondents. The data have been analyzed using descriptive statistics. Research results highlighted the dominant role of electronic media over print media in creating and disseminating post-trip behavioral expressions. This study will help the policy planners in Bangladesh as well as the tourism business owners to develop effective strategic focus in dealing tourists at different stages.

Keywords: influence of mass media, behavioral intention, post-trip, Bangladesh.

1. Introduction

Human life and living are noticeably influenced by various forms of media in the twenty-first century. Tourism is not an exception within such a lens. A tourist becomes familiar with a destination through media such as gathering destinations' information by watching television, reading newspapers, or surfing social media. Correspondingly, media play influential role at different stages of a tourist's decision-making process including the pre-trip, on the trip, and post-trip stages. Among these stages, post-trip is comparatively a shorter one but carrying much significance. After returning from a tour, a person evaluates the tour and decides what and how would the travel stories be shared. This sharing in most of the cases emphasizes the propensity of 'repeat tour'.

In the past, distant communications were made by daily papers, magazines, phonogram, film, and radio (McQuail, 2000). The media designs have been

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continually refreshed as the innovation grows, for example, the development of televisions (TVs), the internet, online networking, etc. It was basic to use appropriately broad communications that was utilized as a wellspring of significant travel data for vacationers, for example, TV, daily paper, magazines, or the internet. Human requires a medium that can pass on the data for successful communication. In recent days especially during the time spent for socialization in internet, travelers are found collecting data relying on their social network. The normal daily internet usage in the United States was 10 hours in 2001, which increased by 6 hours in ten years period in 2011 (Cao, 2014). Media have been identified as active agents in increasing the mass tourism in the advanced society, and the speculation of tourism (Yeo, 2011). Although the role of media to influence travel behavior as well as travel pattern is recognized, tourism literature largely fails to accentuate different media influence on tourists' post-trip behavioral intentions. Accordingly, travelers' behavioral intentions have been seen as an imperative research topic both in the scholarly world and the tourism business. In contemporary showcasing activities, tourists' behavioral intentions have turned into a critical part in the choice of a destination. Sightseers' behavioral aim was considered as a multi-dimensional idea and was for the most part estimated by positive word-of-mouth, intention to re-buy, and value affectability or eagerness to pay more (Cronin and Taylor, 1992; Zeithaml, Berry, and Parasuraman, 1996).

Considering the relative importance, this study emphasizes the influence of mass media on tourists' post-trip behavioral intensions in a Bangladesh context. This study has chosen three basic post-travel behaviors of a tourist. Initially, a tourist is motivated or influenced by different mass media to initiate a tour. After arriving at a destination, the tourist evaluates his or her expectation against the one formed during the pre-trip data collection (e.g., using various media including, TV, internet, newspapers, etc.). Finally, returning from the tour, a tourist's behavior is essentially classified into three builds: spread positive word-of-mouth amongst his or her friends and close relatives, willing to initiate the tour to the same destination again, and willing to pay more.

2. Literature Review

Although scientists characterized the word 'media' with numerous expressions, the term derived from a Latin singular term 'medium' indicating a mediating substance through which something is passed on. Media have been evolved historically with the progress in innovation, and the impact of social, financial, and political powers (Pace, 1997). Human civilization required a medium that can pass on the data for viable correspondence during the time spent for socialization (Febvre and Martin, 1976). Media include communication channels, every broadcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and

internet through which news, entertainment, education, data or promotional messages are disseminated. The growing popularity of the internet and social sites such as Facebook and Twitter, social media is now an important channel that allows messages to be spread to the public. A broad communication can similarly be characterized as anything that turns into a medium to pass on data to the mass individuals.

The printing press prompted a development of broad communications amidst fifteenth century (Ramey, 2007). As per Jenkins (2006), different data and media sources (e.g. print media, for example, books and daily papers; communicate media, for example, radio and TV; amusement, for example, films) are working together, vertically coordinating, and joining towards the advanced circle. Early broad communications are characterized into daily papers, magazines, phonogram, silver screen, and radio (McQuail, 2000). The media positions have been refreshed as the innovation builds up; the TV was included in the mid-twentieth century and started influencing consumer behavior significantly (McQuail, 2000; Fodness and Murray 1999). The broad communications incorporate TV, daily papers, music, motion pictures, magazines, books, boards, radio, communicate satellites, and the internet (Campbell, Martin, and Fabos, 2011). In the twenty first century, media play a significant role in determining vacationers' aims to visit thereby influencing behavioral intentions of travelers (Govers, Go, and Kumar, 2007). Accordingly, visitors' travel motivation remains a basic consideration for media since they build attention to a goal (Gartner, 1993; Gartner and Shen, 1992).

Different associations and tourism businesses have recognized the significance of advanced media for tourism's goal attainment and spread tourism data content simultaneously through computerized media (e.g. internet). Furthermore, they support utilization of tourism products and administrations transverse across goals through advanced media (Franke and Schreier, 2008). The literature evidenced that media are essential in goal picture arrangement and vacationers' aims to visit (Govers et al., 2007). Davies and Cairncross (2014) arranged media into two broad types: new media such as internet (e.g. online networking), and conventional media (e.g. films, TV, books, magazines, and daily papers). Although both the new and conventional media have been emphasized in affecting the behavioral intentions of visitors, the strength of word-of-mouth has been underscored as an outcome of social gatherings.

Behavioral intention indicates the concept of a person's predictive or planned future action. It can be defined as a probability that principle and behavior transfer into an action, or a subjective possibility that principle and behavior transfer into an action. Behavioral intention is also defined that how much a person is willing to try; it includes motivational factors that affect behavior (Ajzen, 1991; Saiprasert, 2011). Tourists' behavioral intention was considered as a multi-dimensional concept and

was generally measured by positive word-of-mouth, repurchase intention, and price sensitivity (Campbell, DiPietro, and Remar, 2014; Cronin & Taylor, 1992; Wang and Wu, 2011; Zeithaml et al., 1996). Tourists' behavioral intention is centered on tourists′ past experiences indicating the nature of tourism encounters or past encounters setting tourists' behavioral expression. In addition, the impacts of tourists′ security impression and overall image perception of a destination also influence visitors' intention.

In this paper, the researchers have worked with the post-trip behavior of the tourists. A tourist's tour does not end after ending the tour rather continues in three phases:

1. Tourists shares either positive or negative word-of-mouth to friends and relatives

2. The tourists decide to revisit the destination or decide to never visit the destination.

3. The tourist either increases or decreases his/her travel expenditure propensity and becomes eager to spend more in the next visit.

Accordingly, this study has analyzed whether behavioral intentions are affected by media when travelers choose a destination. Another way to say, this research explores how important media is in influencing travelers' choice of a destination. Furthermore, it has been identified that which type of media has a greater impact on traveler's choice based on different demographic characteristics (e.g. gender, age, income).

3. Objectives of the Study

Numerous studies have found positive effect of media-stimulated tourism. In general, it has been proposed to emphasize media when visitors choose a destination following a particular type of medium. However, the literature largely fails to explore the intensity of possible impacts being created by an individual medium on tourists' travel intentions. Under this purview, this study seeks to answer the following questions:

a. What kind of media influences tourists' choice of a destination the most?

b. Does the demographic characteristic of a person influence the impact of media in one's travel behavior?

Accordingly, the objectives of this study encompass:

a. To identify the influence of media in the choice of a destination as an expression of the post-trip behavior of the tourists.

b.   To analyze the relationship between demographic profile of travelers and mass media.

c.   To evaluate the type of mass media that has the highest impact on tourists' choice of destination in perspective of Bangladesh.

In order to answer the questions and clarify the objectives, this research holds a number of hypotheses in its base. These are the actual questions that the researchers predict about possible correlations among variables studied. The hypotheses are demonstrated in Figure 1 and listed below.
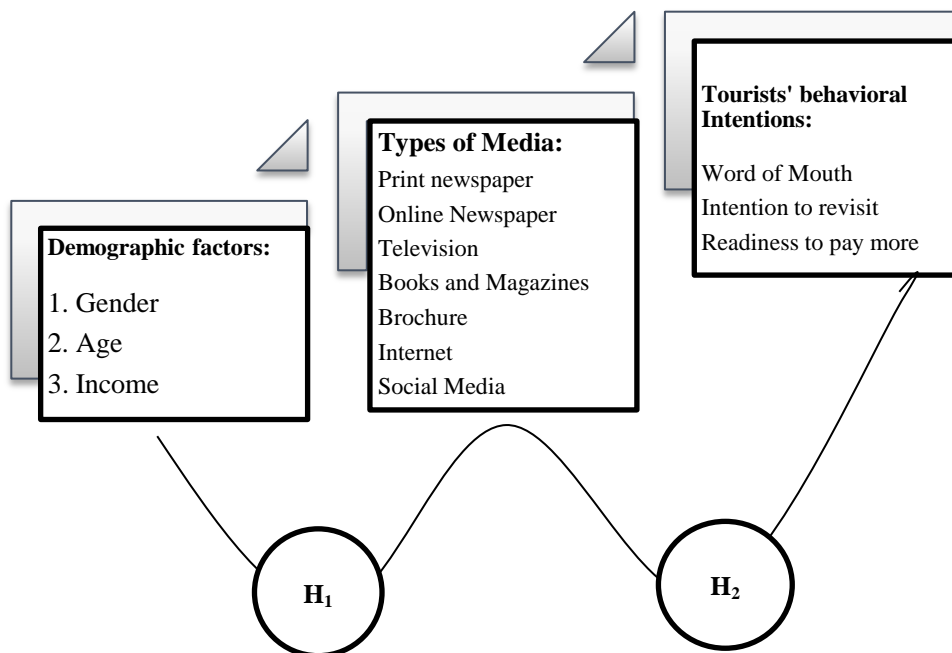

Figure 1. Symbolic representation of research hypotheses

H_1: In choosing a destination through media, demographic elements influence the choice of a type of medium.

H_1a: Gender has a significant effect on the types of media while choosing a destination.

H_1b: Age has a significant effect on the types of media while choosing a destination.

H_1c: Income has a significant effect on the types of media while choosing a destination

H_2: Different categories of media significantly affect travelers' behavioral intentions.

H₂a: The types of media significantly affect travelers' word-of-mouth.

H₂b: The types of media significantly affect travelers' intention to revisit.

H₂c: The types of media significantly affect travelers' readiness to pay more.

4. Research Methodology

This research has employed a quantitative approach, in which a survey technique has been utilized to collect data. In order to collect data, a questionnaire was designed using the google form and pushed through email and social media platform following a simple random sampling method. Under this circumstance, the targeted population was defined by educated people (travelers and/or tourists) who were either influenced or not influenced by media services while they went for any tour or travel any destination. Thus, the exact population was hard to predict. Assuming the level of population more than 100,000 and at a precision level of ±7% and confidence level of 95%, the sample size was calculated 204 (Israel, 1992, p.3). However, responses from 4 respondents were discarded due to incompleteness. Accordingly, this study considered data being collected and analyzed from 200 respondents.

Among the respondents, 50% was male and 50% female. The age of the respondents was asked with a view to get an overall idea of what age groups of people travel most in Bangladesh while using media information, which is shown below in Figure 2.
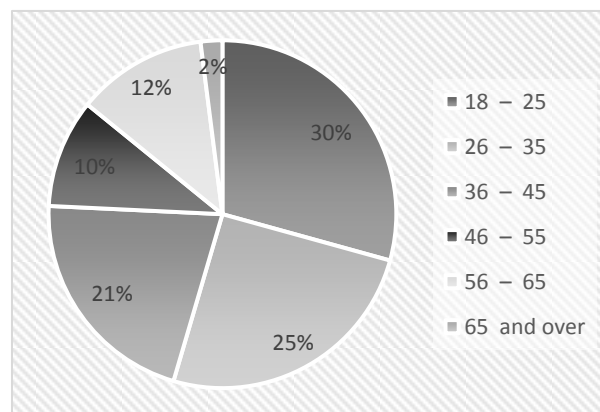
Figure 2. Age distribution of the respondents

It has been observed that the young-age people travel most as 30% of the sample consists of respondents from the 18-25 age group and 25% from 26-35 age bracket. In contrast, only 2% has been represented by over 65 of age who were influenced by media information in travel decision-making. In the survey, it was found that the majority of the travelers (37.5%) had the income range between 40,000 and 60,000 which was an average income for age range of 26-45.

The survey data collected from the respondents have been analyzed using Statistical Packages for Social Sciences (SPSS version 22.0) to find out the correlation between two or more variables.

Apart from the primary source i.e., survey data, secondary sources have been utilized covering published materials such as books, journal articles, annual reports of different national and international tourism organizations, newspapers, and internet. The secondary data have been analyzed using document analysis technique.

5. Findings and Discussions

A general finding has been drawn from this study, which indicates that media play an influential role in the travel behavior of travelers. On this note, opinions were generated based on a question asking answer in dichotomous format. The question in consideration was- "*Do you think media influence your choice of a destination or your travel behavior in particular*?" The opinions were formed on yes/no basis and 186 respondents (93%) provided a positive response. Therefore, media create a positive vibe among today's educated segment of tourists. The subsequent sections are built on the data being collected and analyzed for this study and discussed in a way aligning the objectives of the current study as mentioned in earlier section.

5.1 Explaining Descriptive Statistics

Table 1 displays the descriptive statistics including the mean scores and the standard deviations for each media type used in this study.

Table 1. Descriptive statistics for different media types

Media Type	Min.	Max.	SD	Mean	Rank
Print Newspaper	1	5	1.74	3.82	6
Online Newspaper	1	5	1.79	3.99	4
Television	1	5	1.92	3.89	5
Book and Magazine	1	5	1.63	3.25	7
Brochure	1	5	1.53	3.20	8
Mobile	1	5	1.82	4.15	3
Website	1	5	1.94	4.28	2
Social Media	1	5	1.96	4.36	1

Respondents were asked how much the different types of media affect their decision on choosing a destination to travel by using a 5-point Likert's scale. Generally, higher mean score indicates that a certain type of media has more impact. Overall, social media had the highest mean score of 4.36, with the standard deviation of 1.96, followed by website (M=4.28, SD= 1.94) and mobile (M=4.15, SD=1.82).

On the other hand, brochures showed the lowest mean score of 3.20, with the standard deviation of 1. 53.

Added to the above observations, descriptive statistics for gender indicates a higher mean score (4.61) for female is associated with TV media with a lower standard error (0.07). In contrast male respondents show a higher average for mobile (4.14), followed by social media (4.05), and books and magazines (3.93). Table 2 reveals the descriptive statistics for different age groups being plotted against the dependent variable of media types.

Table 2. Descriptive statistics for different age groups

Dependent Variable	Age	Mean	Std. Error
Print newspaper	18 – 25	3.56	0.25
	26 – 35	3.89	0.26
	36 – 45	3.99	0.21
	46 – 55	4.50	0.23
	56 – 65	4.59	0.24
	65 and over	4.87	0.28
Online newspaper	18 – 25	3.99	0.29
	26 – 35	4.20	0.22
	36 – 45	4.50	0.31
	46 – 55	4.22	0.34
	56 – 65	3.80	0.21
	65 and over	3.79	0.22
Television	18 – 25	4.15	0.32
	26 – 35	4.72	0.29
	36 – 45	4.82	0.27
	46 – 55	4.56	0.22
	56 – 65	4.42	0.29
	65 and over	4.65	0.21
Book and Magazine	18 – 25	3.20	0.24
	26 – 35	3.89	0.22
	36 – 45	4.20	0.25
	46 – 55	4.25	0.24
	56 – 65	4.39	0.28
	65 and over	4.50	0.24
Brochure	18 – 25	3.33	0.24
	26 – 35	3.49	0.33
	36 – 45	3.20	0.25
	46 – 55	3.20	0.21
	56 – 65	3.15	0.24
	65 and over	3.00	0.22

Dependent Variable	Age	Mean	Std. Error
Mobile	18 – 25	4.89	0.28
	26 – 35	4.87	0.26
	36 – 45	4.72	0.21
	46 – 55	4.70	0.29
	56 – 65	4.50	0.23
	65 and over	4.30	0.21
Website	18 – 25	4.88	0.22
	26 – 35	4.82	0.26
	36 – 45	4.72	0.25
	46 – 55	4.69	0.24
	56 – 65	4.44	0.22
	65 and over	4.33	0.29
Social Media	18 – 25	4.92	0.24
	26 – 35	4.89	0.24
	36 – 45	4.69	0.28
	46 – 55	4.65	0.27
	56 – 65	4.55	0.23
	65 and over	4.40	0.32

The above table describes the descriptive statistics for the significant media types. For print newspaper, the mean score of the age group 65 and over is 4.87, which is significantly different from the age group 18-25 years old (M=3.56), and 36 years old and older (M=3.99). Thus, the elderly people are more influenced by newspaper than the younger generations. For television, the mean score of the age group of 36-45 years old (M=4.82) is higher than the age group below 36 indicating the influence of television on older groups. For online newspaper, each age group has responded differently from each other. Mean score for respondents who are 36 – 45 years (M=4.50) were the highest, indicating that this group is influenced by online newspapers the most than others. Although the young group representing 18-25 has shown comparatively lower interest in online newspaper, the same group has responded with the highest mean score for website, social media, and mobile. This finding corresponds that youths in Bangladesh are getting used to with technology and digitalization comes into reality in recent decades (Chowdhury, 2017).

The findings for social media, website, and mobile almost cross-cut each other. For social media, the age group of 18-25 (M=4.92) is found significantly influenced by latest social media such as Facebook, Twitters, Instagram, etc. Compared to the younger age groups, the oldest group is not that much influenced by social media. For website, it has exhibited the influence of media is contrariwise associated with the age. As the age increases, influence of website turns lower. Finally, for mobile, the age group of 18-25 has evidenced the highest mean score being seconded by the

age group of 26-35 years (M=4.87). Besides gender and age, another important demographic characteristic is income. Table 3 shows the descriptive statistics for different income brackets representing the respondents in this research.

Table 3. Descriptive statistics for different income brackets

Dependent Variable	Income	Mean	Std. Error
Print newspaper	Less than Taka. 20,000	4.50	0.21
	20,000 - 40,000	4.59	0.24
	40,000 - 60,000	4.87	0.22
	80,000 - 100,000	3.99	0.25
	100,000 - 150,000	4.20	0.24
	Taka 150,000 and above	4.87	0.28
Online newspaper	Less than Taka. 20,000	4.87	0.24
	20,000 - 40,000	3.99	0.24
	40,000 - 60,000	4.20	0.33
	80,000 - 100,000	4.87	0.25
	100,000 - 150,000	4.87	0.21
	Taka 150,000 and above	4.87	0.24
Television	Less than Taka. 20,000	4.87	0.21
	20,000 - 40,000	4.72	0.24
	40,000 - 60,000	4.85	0.22
	80,000 - 100,000	4.72	0.25
	100,000 - 150,000	4.87	0.24
	Taka 150,000 and above	4.87	0.21
Book and Magazine	Less than Taka. 20,000	3.99	0.24
	20,000 - 40,000	4.87	0.22
	40,000 - 60,000	4.87	0.25
	80,000 - 100,000	3.99	0.24
	100,000 - 150,000	4.85	0.28
	Taka 150,000 and above	4.72	0.24
Brochure	Less than Taka. 20,000	3.33	0.24
	20,000 - 40,000	3.49	0.33
	40,000 - 60,000	3.33	0.25
	80,000 - 100,000	3.49	0.21
	100,000 - 150,000	3.49	0.24
	Taka 150,000 and above	4.20	0.22

Dependent Variable	Income	Mean	Std. Error
Mobile	Less than Taka. 20,000	4.87	0.28
	20,000 - 40,000	4.72	0.26
	40,000 - 60,000	4.87	0.21
	80,000 - 100,000	4.72	0.24
	100,000 - 150,000	4.70	0.22
	Taka 150,000 and above	4.70	0.25
Website	Less than Taka. 20,000	4.50	0.24
	20,000 - 40,000	4.87	0.28
	40,000 - 60,000	4.69	0.24
	80,000 - 100,000	4.87	0.24
	100,000 - 150,000	4.72	0.33
	Taka 150,000 and above	4.72	0.25
Social Media	Less than Taka. 20,000	4.70	0.21
	20,000 - 40,000	4.50	0.24
	40,000 - 60,000	4.69	0.22
	80,000 - 100,000	4.87	0.28
	100,000 - 150,000	4.72	0.26
	Taka 150,000 and above	4.70	0.21

In the above table, descriptive statistics reveal how different income levels are associated with the choice of different media types. The survey data shows that the newspaper is the most commonly used medium of getting information for those with income level between Taka 20,000 and less. With the increase in income, people get more familiar with internet and social media. Furthermore, brochure is not much common in the people of any income level, but the people with income more than Taka 150,000 are influenced highly by brochures and premium magazines. However, television remains popular media source for gathering a destination information at all levels of income groups.

In the following table (Table 4), results represent how the three distinct category of travel behaviors are influenced by different types of media.

Table 4. Descriptive statistics for behavioral intentions corresponding different media

Behaviors	Media	Mean	SD
Positive Word – of mouth	Print Newspaper	4.01	1.54
	Online Newspaper	4.11	1.25
	Television	4.49	1.26
	Book and Magazine	3.50	1.58
	Brochure	3.49	1.48
	Mobile	4.64	1.21
	Website	4.80	1.32
	Social Media	4.92	1.45

Behaviors	Media	Mean	SD
Intention to revisit	Print Newspaper	3.22	1.48
	Online Newspaper	3.63	1.21
	Television	4.00	1.32
	Book and Magazine	3.31	1.32
	Brochure	3.22	1.48
	Mobile	4.87	1.21
	Website	4.50	1.45
	Social Media	4.89	1.48
Eagerness to pay more	Print Newspaper	3.15	1.21
	Online Newspaper	3.25	1.32
	Television	3.50	1.45
	Book and Magazine	3.33	1.48
	Brochure	3.00	1.21
	Mobile	4.29	1.45
	Website	4.59	1.48
	Social Media	4.51	1.21

In Table 4, the highest mean score of the media regarding word-of-mouth was social media (M = 4.92), indicating that word-of-mouth is influenced mostly by social media over other types of media. On the other hand, the lowest mean score of the media regarding word-of mouth was brochure (M = 3.49), indicating that word-of-mouth is least influenced by brochure among the eight types of media compared here. Moreover, the highest mean score of the media regarding revisit intention was also social media (M = 4.89), indicating that revisiting a destination is largely determined through the involvement of social media. In contrast, the lowest mean score of the media regarding revisit intention was found for newspaper and brochure (M = 3.22). Finally, the highest mean score of the media regarding willingness to pay more was identified for websites (M = 4.59) indicating travelers who visit a destination based on web information are eager to revisit and pay more. However, those who travel using the newspaper information were found less willing to pay more. This is to add that the websites include the attractive websites of Destination management organizations, hotels, parks, destinations, etc.

In summary, it has been evidenced in this study that now-a-days social media is playing the most influential role in determining tourists' behavioral intention. This is particularly significant since travelers share their travel experiences (post-trip) along

with relevant photos which ultimately draw the attention of potential travelers as well as the existing groups. This is also found that different types of media choice are influenced by travelers' demographic features such as gender, age, and income. Therefore, a traveler demographic characteristic influences the choice of a medium while media influence the behavioral intentions of travelers by spreading positive word-of-mouth and/or encouraging to revisit a destination and/or creating eagerness to pay more.

5.2 The Reliability Test

The reliability in this research was measured by the reliability analysis on SPSS 22.0. The reliability test was performed on the three ward factors utilized in this study based on the literature review. Table 5 summarizes different values for reliability tests, which are determined following an aggregate number of responses within a lens of those three ward factors.

Table 5. Value for reliability tests

Behaviors	Tourists' Behavioral Intentions	Cronbach's Alpha	Mean	Standard Deviation
Positive word-of-mouth	I will say positive things about the destination to my relatives and close friends.	0.96	4.33	1.00
	I will recommend the destination to my relatives and close friends.		4.28	0.82
Intention to revisit	I am willing to make further visitation to the destination.	0.94	4.32	0.78
	I will continue to visit the destination in the future.		4.10	0.82
	I will consider the destination as my first choice for traveling.		4.11	0.74
Readiness to pay more	I will visit the destination even if the cost is higher than other destinations.	0.93	4.00	1.01
	I will spend more money for the destination even if the price increased.		3.84	1.05

The Cronbach alpha list ranges from 0 to 1 and higher alpha esteem shows higher internal consistency i.e., the set of items are closely related. By and large the accepted level of Cronbach alpha starts from 0.70. As shown in the table, the Cronbach alpha values vary between 0.93 to 0.96, demonstrating an excellent internal consistency level, since the value is closer to 1. Content legitimacy was set up through the thorough procedure of building up the poll and help from the writing audit.

5.3 Generalized Remarks

The key findings of the paper can be summarized in the following three areas: the different preferences of a tourist between electronic media (new media) and print media, demographic differences when choosing media types, and distinctive features of three behavioral intentions (word-of-mouth, revisit intention, and willingness to pay more). As a result, the descriptive statistics showed that social media ranked top while brochure ranked last. Social media occupying the top position indicates that it has the most impact over other forms of media. Continually, the results of media preference showed to be: internet, film, mobile, television, magazine, book, newspaper, and brochure, respectively. Five electronic types of media ranked in the upper ranks and the four print media remained in the lower ranks. In general, electronic media are preferred among people and have a greater impact in their lives, especially in the hospitality industry.

The first hypothesis tested the mean differences for media between gender, age, and income. Study results indicate that there is a significant impact on media demographically, thus H_1 was supported. Subsequently, gender, age, and income showed to have significant differences for media when choosing a travel destination. Although gender has a minor influence on the media types, television and magazine are sought chiefly by females. Both males and females tend to use similar types of media when choosing a destination to travel except television and magazine. People who are older than 36 years old are more influenced by television than people who are younger than 36. On the other hand, as the younger generations are more exposed to the Internet, social media, and mobile, the younger age groups are more influenced by electronic media.

The second hypothesis tested whether media types had an impact on behavioral intention for traveling. The second study hypothesis was also supported. For all three behavioral intentions: word-of-mouth, intention to revisit, and willingness to pay more, electronic media, which include social media, internet, and mobile, were evidently effective compared to the other types of media especially print media.

6. Conclusion

Bangladeshi tourists, travelers, and excursionists are being influenced by different types of attractive presentation by specialized television channels, articles by renowned journalists, and fantastic coverage by travel magazines. Gradually all these media are creating a positive image and a picture of tourism in the attitudes, minds, perception, psychology, behavior or and in the final selection of the site (inbound and outbound tourist). The valuable study findings were established and mentioned that marketers in the hospitality industry should acknowledge for better utilizing the different types of media.

Mostly electronic media were preferred over print media among people and had a greater impact in their lives according to the findings. Depending on the demographic factors, there were significant differences for media when people chose a travel destination. The efficacy of electronic media was differently demonstrated the behavioral intentions. For word-of-mouth and willingness to pay more, social media was noticeably effective compared to the other types of media. For revisit intention, website was the most influential media type compared to the other media types, especially print media.

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