




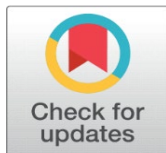
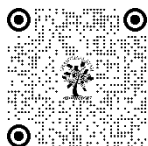
USE AND EFFICACY OF AI PLATFORMS FOR CONTENT CREATION TO INFLUENCE TRAVEL THROUGH SOCIAL MEDIA

Sayani Chawla ¹ , Dr. Ritu S Sood ² , Dr. Amit Chawla ³ 

¹ PhD Research Scholar, Sharda University, Uttar Pradesh, India

² Professor and Dean, Sharda School of Media, Film and Entertainment, Sharda University, Uttar Pradesh, India

³ Professor, Amity School of Mass Communication, Amity University Haryana, India



Corresponding Author

Sayani Chawla, name.sayani@gmail.com

DOI

[10.29121/shodhkosh.v5.i3.2024.1132](https://doi.org/10.29121/shodhkosh.v5.i3.2024.1132)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

ABSTRACT

Introduction: In this paper, the main aim of the research is to know the use of AI platforms in content creation for travel in social media. The aim and objectives along with the research question that are met in this research paper are stated below.

Literature review: The studies that inspired the purpose and objectives of this research paper are stated under the Literature Review. The “social media interference warfare theory” and “cyberspace model” has been discussed mitigating the challenge those are faced in AI content creation.

Methodology: Primary quantitative research method has been followed with a survey questionnaire. From 103 total population, post filtering the non AI platform users, 60 people as the sample size was finalized with random sampling technique. The participants responded to 10 questions and the data were analyzed with regression analysis through IBM-SPSS as software.

Findings and discussion: Data has been analyzed with the help of SPSS tool. Correlation, and frequency with ANOVA have been analyzed and the results have been compared with the literature review. Similarity has been found and a correlation among the variables has been noticed.

Conclusion: It has been concluded that the use of AI in content creation for travel and influencing people with social media is useful. The factors post credibility, user intention and trust and loyalty positively impact the travellers, where social media as a content creation tool is found effective.

Keywords: Contents, AI, Creation, Social Media, Travel, Challenges, Cyberspace, Cyber Security, Data



1. INTRODUCTION

Nowadays, social media platforms are being used to reach a huge number of audiences with the help of digital content to express the feelings of people within a short-span. Social media platforms like Instagram, Facebook, and YouTube are being used in a versatile way to reach people and influence them through posts, comments, contests, reels and other content. The role of Artificial Intelligence (AI) here is to gauge the trends, by studying the demands, behaviour, habits, likes, choices and feedback provided by people. All these parameters are collected and analyzed in the form of data that are being fed by the people into social media. Therefore, AI has been influencing people with various types of content as per people’s searches and choices on various social media platforms.

AI is also being largely used these days as a tool to generate contents for the social media, globally. These contents are created with the sole intention to influence the audience by adding attractive visuals and flowery descriptions of places or products that may catch the attention of people without any involvement of human interrogation. AI is helping to create content with the personalized choices of the people to influence them (AI-Youbi et al. 2020). It also can provide a natural language that is relatable to the customers. Content creation necessitates the adoption and usage of AI platform and tools, to generate broad view and also short contents, via fresh keywords based on users' requirements (Karnouskos, 2020). It has been seen that AI has helped to improve the experience and attention span of people on social media for the quality of generated content.

In the recent times, travelling has become a great preference for people as a recreational activity. The places that people choose or decide for their travel are often results of social media influence. Based on the searches and the kind of travel-related content that people explore on various social media platforms and search engines, data related to their likings are collected through an AI system and this is then analyzed (Krishen et al. 2021). As per the analysis, content is created and automatically generated or related content is picked and shown from various sources to attract different types of people for travelling to different places. Parameters like budget, priorities, safety, hotels, and other facilities are also being disrupted and known by the AI system. Attractive cabinets for advertisement are also being generated with the help of AI systems (Misra et al. 2020). It has been seen that from the year 2022, different searches on the web related to AI content have increased by 900% and more. More than half of the leaders of business are reusing AI content for increment in their businesses. In marketing, AI is expected to generate 107.5 billion dollars by the year 2028 (Black & van Esch, 2020). It is also seen that 82% of the AI content is as good as the content those are generated by humans.

Figure 1



Figure 1 Revenue of Global Artificial Intelligence Software

Source Benabdelouahed & Dakouan, 2020

It can be seen from the above figure that the global spending on AI services and systems-related cognitive approaches had reached 57.6 billion dollars in the year 2021 (Benabdelouahed & Dakouan, 2020). In the travel and tourism marketing system, AI is also influencing the flight forecasting system. The historical data related to particular flights and transportation and their trending nature in particular real-time predictions are helping people to guide them in travelling (Grover et al. 2021). AI is also helping to track the data easily about reviews of

different travel places and performances of various services. It then identifies concerned comments from recent users, blogs or vlogs by content creators and generates a host of related content to reach the interested people.

The AI was first surfaced during the year 1952-1956, where the groundwork of unique domain based examinations took place via theorists and scientists like Arthur Samuel in 1952; Herbert A. Simon and Allen Newell in 1955 and John McCarthy in 1956. The years 1956-1974 was known as the golden years and then came the years 1974-1980 when AI winter which was known among the researchers and scientists as financial shortage years which directly affected publicity interests. Then followed the years 1980-1987 which increased the public interest and thus AI winter came to end with booming businesses with AI adoption. However, due to high costs and implementation costs 2nd AI winter came during the years 1987-1993 (Cena, 2024).

Later, the evolution of AI technologies bloomed and entered into many field like medicine, education, hospitality and tourism, medicine, and more. In the year 2011 the AI boomed right after entering into the mechanical field in 2007 as industrial robots, right after the successes from programmable mechanical-calculating based machines, turning tests in 2008 and problem solving machines in 2010. Then, in 2012 the first expert-system along with ELIZA was found. MACHACK was popular in the year 2013; whereas medical diagnosis based on knowledge-based programs was found successful in 2014. In 2015, commercial expert-systems were found to be successful. Followed by in the year 2016 behavior based robotics were found and later recommendation based technologies of AI entered and changed the world. In 2018 mobile recommendations based applications and in 2019 deep learning and machine learning models based AI assistances changed the researchers' and scientists' efforts (Kumar et al., 2023). Thus, AI platforms and AI based applications entered into many fields and changed traditional approaches into programmable approaches, for instance: autonomous vehicles, robotics, digital banking services, chat-bots, and more.

Figure 2

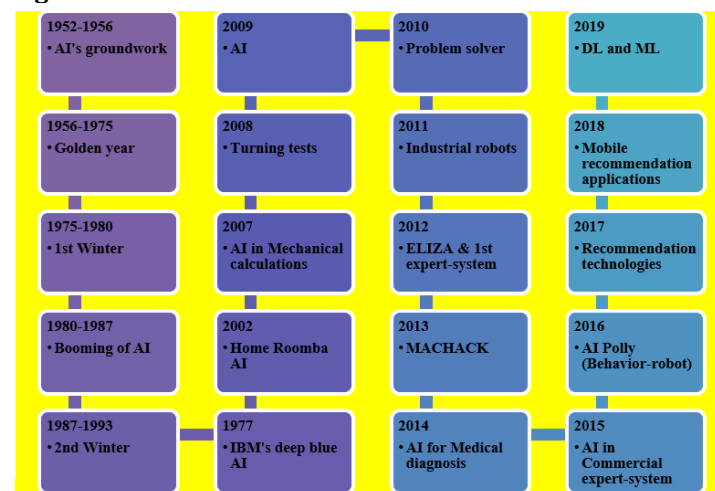


Figure 2 History and Evolution of AI

Source Author

There are many fields that use AI to create contents which saves time, costs and labor. Recently, the AI is used in the travel industry for content creation which includes uses and benefits like: dynamic pricing, traffic and weather predictions,

improvised travel security and safety, fraud payment identification and prevention, customized recommendations based on user's preferences, automated travel-insurances, virtual travel-assistances, enhanced customer assistances and experiences, language assistances (translation services), and VR-&-AR experiences. Thus, travel agencies attract travellers via social media applications and AI platforms by using the AI as a strategic marketing tool which also increases their profit (Somosi, 2022).

The present study aims to know the use and the efficiency or importance of AI platforms in content creation for influencing people in travelling with the help of social media, globally.

1.1. THE OBJECTIVES OF THE RESEARCH ARE:

RO1: To know the significance of content creation through AI and its use to influence people on social media;

RO2: To know the impact of 'post credibility' in AI content creation in influencing people for travelling through social media platforms;

RO3: To know the impact of 'trust and loyalty' in AI content creation in influencing people for travelling through social media platforms; and

RO4: To know the impact of 'user intention' in AI content creation in influencing people for travelling through social media platforms.

1.2. THE RESEARCH QUESTIONS BASED ON THE OBJECTIVES ARE

RQ1: What are the significances of content creation through AI and its use for influencing people on social media?

RQ2: What is the impact of post credibility factor of AI on content creation and influencing people for travelling through social media platforms?

RQ3: What is the impact of 'trust and loyalty' factor of AI on content creation and influencing people for travelling through social media platforms?

RQ4: What is the impact of 'user intentions' factor of AI on content creation and influencing people for travelling through social media platforms?

1.3. PROBLEM STATEMENT

There are discrepancies and trust issues among the people who travel, using social media and AI tools to determine their destination place(s). The impact of digital or online recommendations and feedbacks as knowledge, opinions and experiences of other travellers and social media influencers, significantly affects an individual's decision. Thus, it is safer to presume that, using AI tools and blogs and vlogs (web content) as social marketing strategies by tourism sector certainly influences the travellers. However, the lack of studies upon the efficacy and use of AI platforms and tools along with social media applications in content creations, in tourism created the opportunity for the current research. Thus, the study aims at examining problem of the usage and efficacy of the AI platforms and how it influences travellers via social media based content creations.

1.4. THEORETICAL FRAMEWORK

The current study examines the relationship between the adoption of AI platforms in businesses (IV) and content creation using the social media significantly influences travellers (DV). The conceptual framework of the study is thus given below:

Figure 3

Adoption of AI platforms in businesses

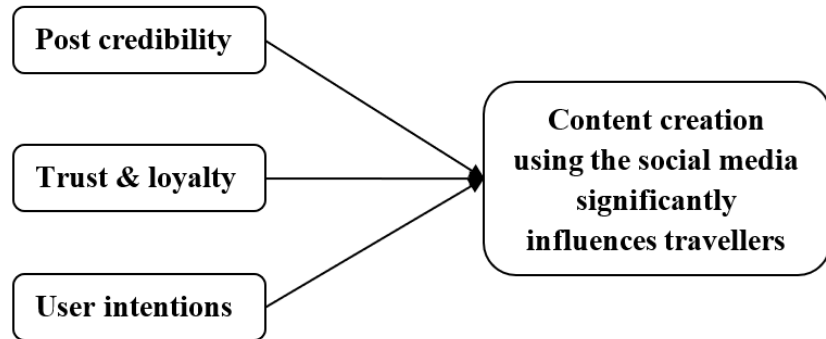


Figure 3 Conceptual Framework

Source Author

1) The hypotheses of the research from the reviewed literatures and theoretical framework are:

H1: AI platforms are efficient for content creation to influence travel through social media.

H1.1: Post credibility factor of AI platform adoption is efficient for content creation to influence travel through social media.

H1.2: Trust and loyalty factor of AI platform adoption is efficient for content creation to influence travel through social media.

H1.3: User intention factor of AI platform adoption is efficient for content creation to influence travel through social media.

Using AI in content creation has created several issues that are affecting the privacy of the people who are using social media and are active to input data on them. The data that are being put related to personal information are being used by AI to know the personal choices of the people. The data are stored and the performances, behaviours, characteristic of the people are analyzed by AI (Campbell et al. 2020). Sometimes the data is leaked and this is creating a negative impact on the lives of the people. Privacy is not being maintained and the accounts are being hacked by hackers (Gupta et al. 2020). These are the main issues for people at the time of dealing with AI and the creation of content. This research will shed light on the importance of AI and its use in content creation for travelling in social media and the recommendations of the issue that are being faced at the time of using AI.

2. LITERATURE REVIEW

2.1. CONCEPT OF CONTENT CREATION USING AI IN SOCIAL MEDIA PLATFORMS

Figure 4

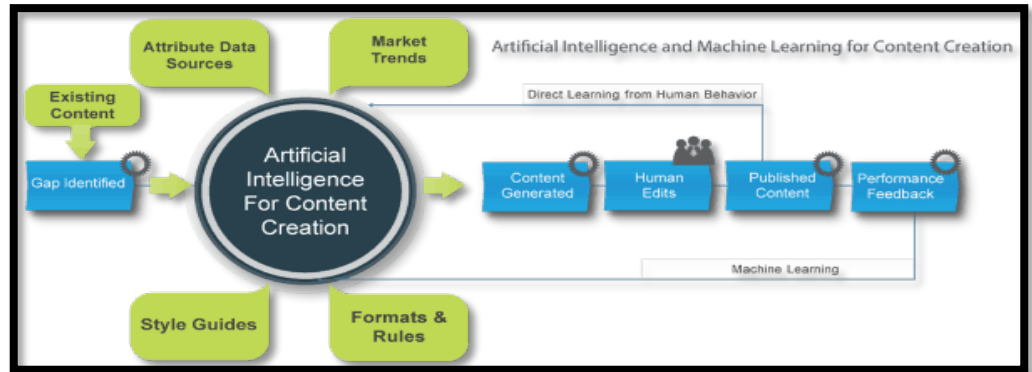


Figure 4 Importance and Relevance of Content Creation Through AI

Source Gregory et al. 2021

Social media is one of the best platforms for content creation through AI technologies. Social media content constantly remind us of the tools of AI technologies. As per the statements of Gregory et al. (2021), AI tools such as image captions, hashtag suggestions, stickers, emoji, and readymade short messages all came to mind in a second. As per the views of Karnouskos (2020), content creators can read all the exciting content, messages, and comments and extract the key messages from the various contents with the help of AI technologies and algorithms in social media content. On the other hand, the content creators use hashtag suggestions in their content, this helps to identify their content specifically in social media among the uncountable types of social media content (Hajli et al. 2022).

2.2. IMPACT OR USE OF AI IN CONTENT CREATION FOR INFLUENCING TRAVEL WITH THE HELP OF SOCIAL MEDIA PLATFORMS

Figure 5

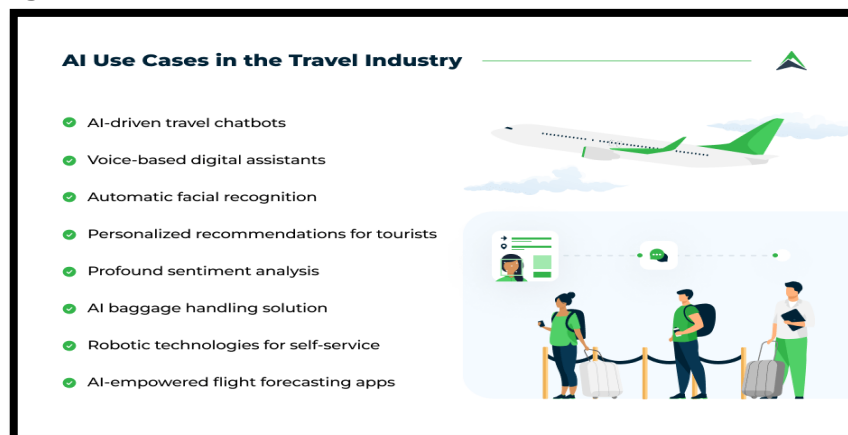


Figure 5 Uses of AI in the Travel Industry

Source Robinson, 2020

One of the most effective ways to influence the travel industry is the social media platform. As per the statement of Robinson (2020), AI technologies help a lot to influence the travel industry using social media platforms like Facebook and Instagram. Travellers can discover new destinations and do all related researches like weather, temperature, and other information using AI technologies. Travellers can transfer the information to others through social media with the help of AI tools such as hashtags and image captions. As per the views of Xiao et al. (2019), AI technologies help to allocate the rooms per the guests according to the value of the guests in the hotel. Travel agencies can save money in their advertising system with the help of AI technologies through social media content. As per the statements of Javornik et al. (2022), travel agencies can attach with more and more people with the help of AI technologies via social media content.

2.3. CHALLENGES FOR ISSUES FACED WITH CONTENT CREATION USING AI

Figure 6

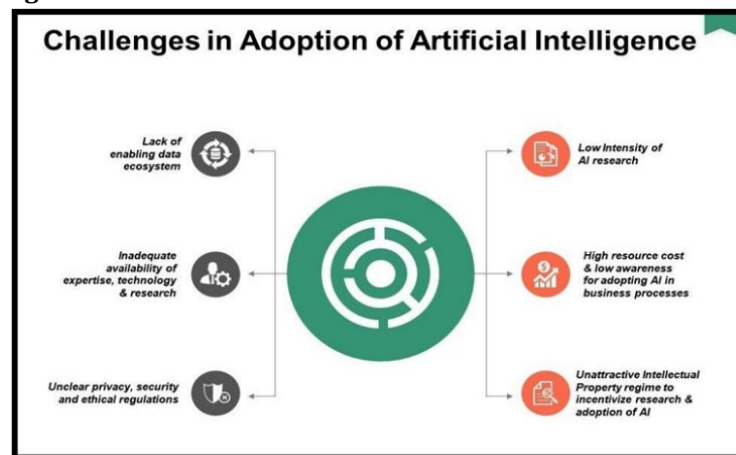


Figure 6 Challenges in AI

Source Hamilton et al. 2021

AI technology is the best key in the present day for creating social media content. However, there are many challenges faced by the content creator in the creation of content using AI technologies. As per the statements of Damanik et al. (2019), mostly seven challenges are faced by every content creator in social media content creation through AI tools. These are:

1) biasing of AI algorithms, 2) risk in privacy, 3) no transparency, 4) poor accountability and governance, 5) crush of data, 6) massive datasets and 7) quality of data. The algorithm of AI technologies is showing biased results due to the biased mind of the software developer. As per the views of Hamilton et al. (2021), these biased results can create a disturbance for the original users. The users cannot get overall results due to biasing problems in the algorithm.

Most developers and companies like to store the data used by the users. The companies use the data or take the data without any permission of the users. As per the views of many, difficult programs and algorithms are used in AI technologies. These difficult programs are out of the knowledge of the common people. Due to this, there is a transparency gap in the algorithm of AI technologies. Due to the

complexity, it is challenging to blame unethical AI technologies and products. AI technology takes a massive dataset from its users. As per the views of Malinka et al. (2023), it is challenging to handle massive datasets. The system can get hampered and there is a possibility of leaking the datasets to the hackers. Due to the massive datasets and due to the complexity of the datasets and algorithms of AI, there is a possibility of hacking by international hackers (Lund & Wang, 2023).

2.4. RECOMMENDATION TO MITIGATE THE ISSUES FOR CHALLENGES IN CONTENT CREATION USING AI

AI provides a lot of good tools for creating social media content. On the other hand, many issues are faced in creating social media content with the help of AI technologies. There are several ways to mitigate the issues in social media content creation with the help of AI technologies. The algorithms should be verified by the developers and the companies for the security of the users (Dwivedi et al. 2021). The companies should create a technical team for verifying the AI algorithms used for social media content creation. The team should analyse the unusual traffic, and unusual patterns, indicate the third-party users, and try to remove them and block them from that AI algorithm.

2.5. RESEARCH GAP

The previous studies explored and examined the impact of AI and social media (Senyapar, 2024; Haleem et al., 2022), usage of AI to create contents (Murar and Kubovics, 2023), use and efficacy of AI platforms in tourism sector (Kattel, 2023;), AI as an effective tool in tourism sector for boosting travelling (Kar, 2023; Wong and Yap, 2024), and impact of AI platforms and social media influencers upon travellers (Coelho et a., 2013; Kelly et al., 2023;). The lack and gap of literatures that combined all these factors together to find the efficacy and use of AI platforms for content creation to influence the travellers via social media provided the proposed study a huge opportunity. Thus, the current research examines the social media as a tool that provides the travellers with “created contents” through AI as platform, where other travellers’ experiences and a company’s marketing strategies are the core content.

3. THEORETICAL FRAMEWORK

3.1. THEORY OF INFORMATION WARFARE:

Figure 7



Figure 7 Social Media Information Warfare

Source Alam, 2022

Authors Baloyi et al., (2024) defined the social media interference during cyber-warfare as a strategy adopted by companies, countries and organizations either to defend or offend their stance in the economy, market and social-culture difference. Cyber-warfare as a strategic advantage has been evidently proven in their study by examining how the recent instance between Russia-&Ukraine. The cyber-warfare took place via social-media platforms, namely: TikTok, Facebook, Twitter and Telegram which played a pivotal role in the conflict, where information as crucial data is used as offensive measure against the defender. Thus, social media interference during cyber-warfare as theory is defined as a strategic tool used efficiently by people, under dire circumstances like cyber-warfare.

Information warfare is a concept of battleship using information technology and communication technologies. Information warfare can take data from software, computers, and many other technical sources using AI technologies (Alam, 2022). Mainly there are three stages in information warfare such as corporations, individuals, and organizations. They take all the data from corporations, organizations, and individuals with the help of social media content. According to this theory of information warfare, the companies follow the users and notice the comments posted by these users. The companies collect all the data from social media through their content and AI tools on social media (Ryan & Stahl, 2020). These datasets can create a battleship between the companies and their users and the third party is involved in this battlefield.

3.2. CYBERSPACE MODEL IN SOCIAL MEDIA CONTENT

Figure 8

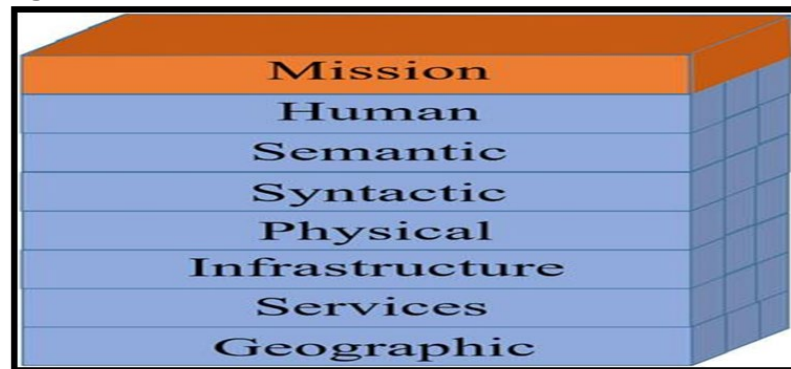


Figure 8 Cyberspace Model in Social Media Content

Source Canhoto & Clear, 2020

Cyberspace is the largest domain in the world of information technology. According to author Garvey (2021), the term cyberspace refers to the virtual network based computers that are used as a communicating medium, digitally by users from different locations. For example, online games, electronic mails (E-mails), streaming sites, social media platforms (LinkedIn, Facebook, Twitter, and more) are referred as cyberspace. Thus it can be presumed that, cyberspace is a digital communication or social interaction between users rather-than its core technical implications. Cyberspace consists of the infrastructure of new technologies, telecommunication networks, the internet, social media content, and

many other things. Cyberspace builds up with the help of five components: geographic network, logical network, physical network, social network and cyber persona (Canhoto & Clear, 2020). Amidst all these, cyberspace takes a great role in social media content and help to create content using AI. It accommodates all the data from social media with the help of social media users. These datasets are used to create algorithms of AI for the content creator (Cao et al. 2023).

4. METHODOLOGY

In this research, the primary data collection has been followed which is demonstrated with the help of a primary survey. The research is conducted among people who are related to travel agencies, content creation in social media and are related to the hotel and resorts industry. 60 people were asked 10 questions related to the topic of the research. Their answers were collected and it was done by IBM SPSS to analyse and interpret the data. The positivism research philosophy has been followed to finish the total research to get unbiased data. On the other hand, the numerical data interpretation was done to verify the hypotheses of the research (Purwanto et al. 2021). A deductive research approach was followed throughout the research. The deductive approach helps to get the scientific investigation and the use of theoretical interpretation of knowledge. A descriptive research design has been followed throughout the research to identify the particular phenomena and to investigate the hypothesis of the research (Purwanto, 2021). The opinions that are collected from different people are gathered and then analysed. Quantitative data analysis is done with the help of SPSS and a survey questionnaire. The candidates for the survey have been selected through the process of random sampling.

Figure 9

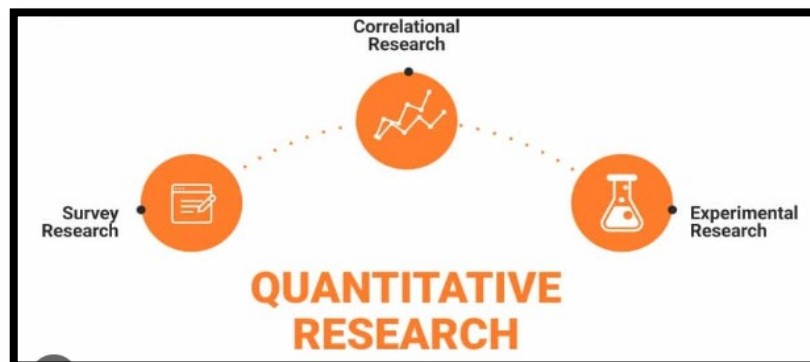


Figure 9 Quantitative Primary Research Process

Source Ganesha & Aithal, 2022

In this study, the statistical software SPSS has been used in which the frequency test helps to provide the distribution of different variables. There is a linear regression test that is included with the model summary, ANOVA, and coefficient test. Pearson's test has a great influence on the information and knowing the relation between different variables provided in the research (Ganesha & Aithal, 2022). The correlations between the different variables and their analysis are done with the help of the correlation analysis.

- 1) **Ethical considerations:** All ten ethical considerations were followed throughout the whole research. No one was forced to give their opinion and the opinions were not manipulated. All the citations in the literature

review have been mentioned and the copyright has been reserved (Kok et al. 2022).

- 2) Instrumentation:** The variables studies in the adoption of AI platform are: post credibility (3 items) adopted from the study Boerman et al., (2017); user intentions (3 items) from Boerman et al., (2017); trust and loyalty (1 item) from Bruns and Maibner (2024) and social media is informative (3 items) from Gupta and Bashir (2018). The study adopts 5 point-rating scale with Likert scale as rating method, where 5 rating is for Strongly Agree (SA) which goes down to the rate of 1 with Strongly Disagree (SD) with 3 rating as Neutral.

5. JUSTIFICATIONS

The data have been collected from the 60 respondents for getting feedback from them on the research topic. The respondents of this research were experienced professionals from the travel industry, travel content creators, hotel and restaurant business owners and travellers. According to authors Morse (1994), Creswell (1998) in a quantitative a study a sample size of ‘n= 20- to 60’ is sufficient. Similarly, author Bernard (2000) insisted that sample size can vary from n=30 to n=100 based on the researchers’ circumstances and purpose. However, in a quantitative study, it has been presumed that n=100<384 provides an accurate result with 95% confidence-level. Since the current study explores the AI platform adoption in travel industry and how social media influences the travellers, the researchers aimed at collecting data from travel agencies, hotel & restaurant owners, travellers and resort owners who have adopted AI platforms for marketing. The population was unknown where the total participants were 103. By filtering the responses using “AI platform users via social media for content creation”, the researchers obtained 60 finalized and acceptable surveys. The survey response-rate is 58.3%, which is significant. Thus, here 60 samples provide sufficient information for the proposed study.

The respondents were chosen randomly from the different fields related to the research topic such as travel agencies and content creators. The random sampling technique provides equal opportunities to all the candidates and increases the chances to be selected as respondents. Thus, random sampling has been preferred in this research for selecting the respondents.

6. FINDING AND ANALYSIS

6.1. DEMOGRAPHIC DATA

1) Age

Table 1

Table 1 Analysis of Age					
what is your age?					
		Frequency	Precent	Valid Precent	Cumulative Precent
Valid	18-25 years	36	60.0	60.0	60.0
	25-35 years	18	30.0	30.0	90.0
	45 years above	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

Source SPSS

Figure10

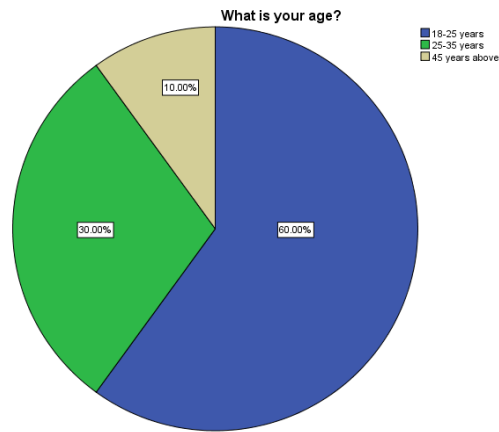


Figure 10 Analysis of Age
Source SPSS

The respondents of this study belonged to different age groups. The maximum number of respondents was from the age group of 18 to 25 years, comprising 60% of the total respondents. Other respondents of 30% were from the age group of 25 to 35 years and the rest 10% of respondents were aged above 45 years. This data is important as this represents the experiences of the respondents.

2) Gender

Table 2

Table 2 Analysis of Gender					
what is your gender?					
		Frequency	Precent	Valid Precent	Cumulative Precent
Valid	Female	12	20.0	20.0	20.0
	Male	48	80.0	80.0	10.0
	Total	60	100.0	100.0	

Source SPSS

Figure 11

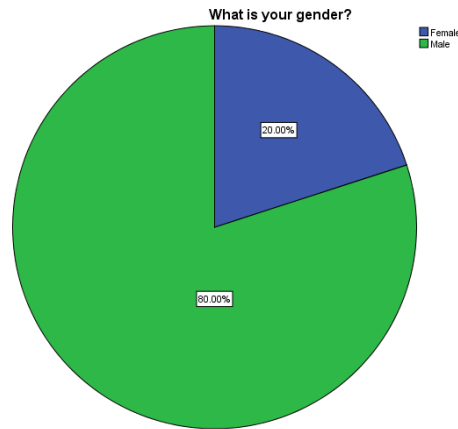


Figure 11 Analysis of Gender
Source SPSS

The male respondents of this survey were 80% and the female respondents were 20%. This represents male respondents were more interested to attend the survey.

3) Type of business

Table3

Table 3 Type of Business					
what is the type of your business?					
		Frequency	Precent	Valid Precent	Cumulative Precent
Valid	Content creators in social media	18	30.0	30.0	30.0
	Hotel and resorts	6	10.0	10.0	40.0
	Travel agency	36	60.0	60.0	100.0
	Total	60	100.0	100.0	

Source SPSS

Figure 12

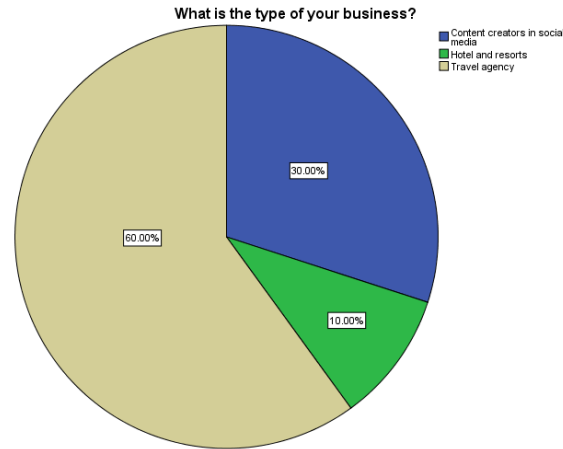


Figure 12 Type of Business
Source SPSS

The respondents were from different business segments and the maximum number of respondents interrelated with the travel agency. There were 60% of respondents from this business group as they were more interested in this survey. The content creators were 30% of the total number of respondents and the rest 10% of respondents were from the hotel and resort businesses.

Inference: From the above analyses it is inferred that, people with age group 18-25 years are major (60%) with male respondents (80%) being predominant. The business type found to be the major here via data analysis is 60% of travel agency based respondents. Contrarily 30% of respondents were found to be content creators using social media and the rest 10% are from hotel and resort businesses.

Hypothesis 1 - Association between post credibility and social media content creation:

Table 4

Table 4 Hypothesis 1

Model Summary ^b										
Change Statistics										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F change	df1	df2	Sig. F change	Duebin-watson
1	.863 ^a	.745	.741	.96884	.745	169.559	1	58	.000	3.312

Source SPSS

ANOVA ^a					
1 Regression	159.158	1	159.158	169.559	.000 ^b
Residual	54.442	58	.939		
Total	213.600	59			

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	.305	.619		.493	.624
IV1	.632	.049	.863	13.021	.000

The above table represents the significance value of regression analysis, to represent the association between the variables IV1 (post credibility) and DV. The regression value is the main indicator of the relations where the significance value above 0.05 demarcates, that the variables are not aligned. In this hypothesis, the regression significance value is 0, which demarcates a good and aligned relationship between the variables.

Hypothesis 2 - Association between trust and loyalty and social media content creation:

Table 5

Table 5 Hypothesis 2										
Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F change	df1	df2	Sig. F change	Duebin-watson
1	.918 ^a	.843	.840	.75991	.843	311.894	1	58	.000	2.261

Source SPSS

ANOVA ^a					
1 Regression	180.107	1	180.107	311.894	.000 ^b
Residual	33.493	58	.577		
Total	213.600	59			

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	2.343	.346	.918	.6774	.000
IV2	.732	.041		17.661	.000

The above table represents the association between the variables IV2 (trust and loyalty) and DV. The significance value of this regression analysis is 0, which shows that the relation of the variables is quite strong and they are interlinked.

Hypothesis 3 - Association between user intention and social media content creation:

Table 6 Hypothesis 3										
Model Summary ^b										
Change Statistics										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F change	df1	df2	Sig. F change	Duebin-watson
1	.821 _a	.675	.669	1.09435	.675	120.358	1	58	.000	2.772

Source SPSS

ANOVA ^a					
1 Regression	144.140	1	144.140	120.358	.000 ^b
Residual	69.460	58	1.198		
Total	213.600	59			

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	2.505	.346		4.657	.000
IV2	.479	.044	.821	10.971	.000

The above table represents the association of the variables IV3 (user intention) and DV. From the results it is understood that, the independent variable positively impacts the dependant variable. The significance value of the regression analysis is 0 and lower than 0.005, thus the association of DV and IV3 is good and aligned.

Inference: The analysis shows that the p value is acceptable (p<0.05) for all three regression tests. From the hypothesis testing results it is found that, the factors post credibility, trust-and-loyal and user intentions significantly impacts the travellers where social content creation plays a vital role.

Correlation analysis

Table 7

Table 7 Correlation					
	DV	IV1	IV2	IV3	
DV pearson correlation	1	.863	.918	.821	
Sig. (2 -tailrd)		.000	.000	.000	
N	60	60	60	60	
IV1 pearson correlation	.863	1	.918	.844	

Sig. (2 -tailrd)	.000		.000	.000
N	60	60	60	60
IV2 pearson correlation	.918	.918	1	.861
Sig. (2 -tailrd)	.000	.000		.000
N	60	60	60	60
IV3 pearson correlation	.821	.844	.861	1
Sig. (2 -tailrd)	.000	.000	.000	
N	60	60	60	60

Source SPSS

The above table represents the correlation analysis in which all the variables of the research are represented. The correlation is the process which measures the internal relation of all the variables. The higher correlation value denotes a good relationship between two or more. The correlation values lower than 0.5 denotes the negative relationship between the variables.

Thus it is revealed that, the adoption of the AI platforms in content creation using the social media applications influences the travellers.

7. DISCUSSION

In the literature review part it has been seen that AI is helping people in different times with collected data that are being mentioned by people in social media. It is also seen that AI has an important impact on the history of content creation. AI has been significantly performed as a revolutionary way of content creation and the contents are consumed in different ways (Gorwa et al. 2020). This has been of great help for the people with the help of technologies without any involvement of human labour. It is also seen that the comments in any posts and the choices of the people are collected with the help of AI.

The likings and the disliking of the people are being collected as data. The travel agencies and the travelling places that are advertised at different times and the interstate of the people on them are also being collected and they are analysed by AI for generating new clients that may attract new people in getting interested (Cetinic & She, 2022). On the other hand, in the findings and analysis, it has been seen that people were saying AI has helped their business with content creation and gathering more sustainers with the help of social media platforms at different times (Alam, 2022). It is also seen that the budget and traction of the people and content that may attract them as per the previous data are binge-generated content with the help of AI.

Different industries are using the content creation process with the help of AI in recent times and AI is helping them to their business. It is also seen that most people are searching with AI content instead of human-made content. The cabinets with the data generated by AI are errorless in comparison with the human-made analysis (Ryan & Stahl, 2020). That is helping to get accurate data in the research. AI is also helping to analyse the world basis data that is not bounded by the regional database.

In the literature review, it is also seen that social media platforms are important for reaching people in a short time and mass numbers. The technologies like AI have helped people to work faster with great efficiency and are also helping to allow the creation of more content in less time and at less cost. AI helps in understanding people or audiences by collection of data and helps to target the customers as per

the personalized and customized data in the delicate pages for the people (Canhoto & Clear, 2020). Personalized and customized content related to pages and answers to the people in auto generated moods on the landing pages are helpful with the help of AI. The long process to call travellers or agencies is boring and time-consuming for people. The Chabot, AI helpers, and one-click call action help fulfil the conversation goals to the people and meeting the goals related to their interpretation of the travelling (Alam, 2022). Therefore, it can be said that AI has a great help in content creation and influencing people in travelling with the help of social media platforms.

8. CONCLUSION

Thus, it can be concluded that AI is helping with creating great content that are helpful for the maintenance of different purposes. In content creation for travelling purposes, AI is useful to attract people as per their choices. The needs of the customers and their choices are sometimes in different places on social media. Some issues are also being faced by people in social media related to data privacy. The search engines and places and the interest of the people in different travel places or comment in ports are analysed with the help of AI and this is stored as data. The data are collected and analysed and as per the personal choices of the people the contents that may attract them are shown to them. These are helping to enhance the business in a great way without human interaction.

8.1. LIMITATIONS

The study is limited to the use and efficacy of AI platforms in travelling through social media and thus other sectors like banking, finance, hospital, education, manufacturing and more are not examined. The impact of content creation using AI platforms on travellers has been studied here and thus other AI related factors (benefits, drawbacks, self-efficacy, development and more) have not been attempted here.

8.2. FUTURE IMPLICATIONS AND SCOPE

The study has a scope of providing insight and knowledge upon how AI platforms are used to impact travellers via social media contents. The impact is found to be positive via findings here; however, it can change in future where the contents created using AI platforms in social media could be deepfake (hoax contents) just to lure travellers and to do illegal activities (stealing bank account information; stealing personal information, and more). To protect these cyber issues and drawbacks from AI created contents, measures like: watermarking, logos, imprinting of symbols (trademark), and other secure data measures will be focused, in future research.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- AI-Youbi, A. O., Al-Hayani, A., Bardesi, H. J., Basher, M., Lytras, M. D., & Aljohani, N. R. (2020). The King Abdulaziz University (KAU) pandemic framework: a methodological approach to leverage social media for the sustainable management of higher education in crisis. *Sustainability*, 12(11), 4367. Retrieved from 30th July 2023
- Alam, A. (2022). Employing adaptive learning and intelligent tutoring robots for virtual classrooms and smart campuses: reforming education in the age of artificial intelligence. In *Advanced Computing and Intelligent Technologies: Proceedings of ICACIT 2022* (pp. 395-406). Singapore: Springer Nature Singapore. Retrieved from 30th July 2023
- Baloyi, E., Mahlasels, O., Siphambili, N., and Stegmann, M. (2024). Social media as a strategic advantage during cyber warfare: A systematic literature review. In: 19th Proceedings of the International Conference on Cyber Warfare and Security (ICCWS), 19(1): 19-25. Retrieved from 10th July 2024
- Benabdelouahed, R., & Dakouan, C. (2020). The use of artificial intelligence in social media: opportunities and perspectives. *Expert journal of marketing*, 8(1), 82-87. Retrieved on: 30th July 2023 from: Chatting about ChatGPT: how may AI and GPT impact academia and libraries?. *Library Hi Tech News*, 40(3), 26-29. Retrieved from 30th July 2023
- Bernard, R.H. (2000). *Social research methods: qualitative and quantitative approaches*. Thousand Oaks, California: Sage.
- Black, J. S., & van Esch, P. (2020). AI-enabled recruiting: What is it and how should a manager use it? *Business Horizons*, 63(2), 215-226. Retrieved from 30th July 2023
- Boerman, S.C., Willemsen, L.M., and Eva, P.V.D.A. (2017). This post is sponsored: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *J. Interact. Market.* 38: 82-92. Retrieved from 11th July 2024
- Bruns, J.D., and Meibner, M. (2024). Do you create your content yourself? Using generative artificial intelligence for social media content creation diminishes perceived brand authenticity. *Journal of Retailing and Consumer Services*, 79(2024): 103790. Retrieved from 11th July 2024
- Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y. J., & Mavrommatis, A. (2020). From data to action: How marketers can leverage AI. *Business horizons*, 63(2), 227-243. Retrieved from 30th July 2023
- Canhoto, A. I., & Clear, F. (2020). Artificial intelligence and machine learning as business tools: A framework for diagnosing value destruction potential. *Business Horizons*, 63(2), 183-193. Retrieved from 30th July 2023
- Cao, Y., Li, S., Liu, Y., Yan, Z., Dai, Y., Yu, P. S., & Sun, L. (2023). A comprehensive survey of AI-generated content (AIGC): A history of generative AI from gan to chatgpt. arXiv preprint arXiv:2303.04226. Retrieved from 30th July 2023
- Cena, J. (2024). Exploring the evolution of Artificial Intelligence: From early concepts to modern applications. *Artificial Intelligence*, The University of Manchester, 24th March 2024. 1-10. Retrieved from 11th July 2024
- Cetinic, E., & She, J. (2022). Understanding and creating art with AI: Review and outlook. *ACM Transactions on Multimedia Computing, Communications, and Applications (TOMM)*, 18(2), 1-22. Retrieved from 30th July 2023
- Coelho, J., Gomes, G., Matos, E and Duarte, C. (2013). A survey about media content consumption in social network platforms. In: 5th National Conference on

- Human-Machine Interaction (Interaction 2013), pp: 1-4. Retrieved from 11th July 2024
- Creswell, J. (1998). *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks. CA : Sage.
- Damanik, D., Wachyuni, S. S., Wiweka, K., & Setiawan, A. (2019). The Influence of Social Media on the Domestic Tourist's Travel Motivation Case Study: Kota Tua Jakarta, Indonesia. *Current Journal of Applied Science and Technology*, 36(6), 1-14. Retrieved from 30th July 2023
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., & Williams, M. D. et al., (2021). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 57, 101994. Retrieved from 30th July 2023
- Garvey, M.D., (2021). A philosophical examination on the definition of cyberspace. Chapter 1, World Scientific Publishing Company. 1-11. Retrieved from 09th July 2024
- Gorwa, R., Binns, R., & Katzenbach, C. (2020). Algorithmic content moderation: Technical and political challenges in the automation of platform governance. *Big Data & Society*, 7(1), 2053951719897945. Retrieved from 30th July 2023
- Gregory, R. W., Henfridsson, O., Kaganer, E., & Kyriakou, H. (2021). The role of artificial intelligence and data network effects for creating user value. *Academy of management review*, 46(3), 534-551. Retrieved from: 30th July 2023
- Grover, P., Kar, A. K., & Dwivedi, Y. K. (2022). Understanding artificial intelligence adoption in operations management: insights from the review of academic literature and social media discussions. *Annals of Operations Research*, 308(1-2), 177-213. Retrieved from 30th July 2023
- Gupta, S., and Bashir, L. (2018). Social networking usage questionnaire: Development and validation in an Indian higher education context. *Turkish Online Journal of Distance Education-TOJDE* 19(4.13): 214-227. Retrieved from 10th July 2024
- Gupta, S., Leszkiewicz, A., Kumar, V., Bijmolt, T., & Potapov, D. (2020). Digital analytics: Modeling for insights and new methods. *Journal of Interactive Marketing*, 51(1), 26-43. Retrieved from 30th July 2023
- Hajli, N., Saeed, U., Tajvidi, M., & Shirazi, F. (2022). Social bots and the spread of disinformation in social media: the challenges of artificial intelligence. *British Journal of Management*, 33(3), 1238-1253. Retrieved from 30th July 2023
- Haleem, A., Javaid, M., Qadri, M.A., Singh, R.P and Suman, R. (2022). Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*, 3(2022): 119-132. Retrieved from 11th July 2024
- Hamilton, R., Ferraro, R., Haws, K.L., & Mukhopadhyay, A. (2021). Travelling with companions: The social customer journey. *Journal of Marketing*, 85(1), 68-92. Retrieved from 30th July 2023
- Javornik, A., Marder, B., Barhorst, J. B., McLean, G., Rogers, Y., Marshall, P., & Warlop, L. (2022). 'What lies behind the filter?' Uncovering the motivations for using augmented reality (AR) face filters on social media and their effect on well-being. *Computers in Human Behavior*, 128, 107126. Retrieved from 30th July 2023

- Kar, S. (2023). Impact of Artificial Intelligence on digital marketing. *International Journal of Scientific Research in Engineering and Management (IJSREM)*, 7(8): 1-33. Retrieved from 10th July 2024
- Karnouskos, S. (2020). Artificial intelligence in digital media: The era of deepfakes. *IEEE Transactions on Technology and Society*, 1(3), 138-147. Retrieved from: 30th July 2023
- Kattel, S. (2023). Implementation of an AI-based Content Creation Strategy in the Wine Tourism Organization: The case study at Winalist. University of Porto, Portugal. 1-26. Retrieved from 12th July 2024
- Kelly, S., Kaye, S-A., Oviedo-Trespalacios, O. (2023). What factors contribute to the acceptance of artificial intelligence? A systematic review. *Telematics and Informatics*. 77(2023): 101925. Retrieved from 10th July 2024
- Kok, M. G., Castelein, R. B., Broeze, J., Vernooij, D. M., Soethoudt, J. M., & Snels, J. C. M. A. (2022). Primary data collection using the EFFICIENT protocol: case studies for optimizing food value chains (No. 2316). *Wageningen Food & Biobased Research*. Retrieved from 30th July 2023
- Krishen, A. S., Dwivedi, Y. K., Bindu, N., & Kumar, K. S. (2021). A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, 131, 183-195. Retrieved from 30th July 2023
- Kumar, S.K.D., Vikash, R., Mohith, S.M., and Ajayaganesh, V. (2023). Evolution of Artificial Intelligence (AI). *International Journal of Research Publication and Reviews*, 4(5): 678-686. Retrieved from 11th July 2024
- Lund, B.D., & Wang, T. (2023). Chatting about ChatGPT: How may AI and GPT impact academia and libraries? *Library Hi Tech News*. Retrieved from 13th July 2024
- Malinka, K., Peresíni, M., Firc, A., Hujnák, O., & Janus, F. (2023, June). On the educational impact of ChatGPT: Is Artificial Intelligence ready to obtain a university degree?. In *Proceedings of the 2023 June Conference on Innovation and Technology in Computer Science Education*, 1: 47-53. Retrieved from 30th July 2023
- Misra, N. N., Dixit, Y., Al-Mallahi, A., Bhullar, M. S., Upadhyay, R., & Martynenko, A. (2020). IoT, big data, and artificial intelligence in agriculture and food industry. *IEEE Internet of things Journal*, 9(9), 6305-6324. Retrieved from 30th July 2023
- Morse, J. M. (1994). Designing funded qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (pp. 220-235). Sage Publications, Inc.
- Murar, P., and Kubovics, M. (2023). Using AI to create content designed for marketing communications. In: *Proceedings of the 18th European Conference on Innovation and Entrepreneurship, ECIE 2023*. 660-668. Retrieved from 11th July 2024
- Purwanto, A. (2021). Education Management Research Data Analysis: Comparison of Results between Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS For Small Samples. *NidhomulHaq: Jurnal Manajemen Pendidikan Islam*, 6(2). Retrieved from 30th July 2023
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Marketing: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Besar. *Journal of Industrial Engineering & Management Research*, 2(4), 216-227. Retrieved from 30th July 2023
- Robinson, B. (2020). Towards an ontology and ethics of virtual influencers. *Australasian Journal of Information Systems*, 24. Retrieved from 30th July 2023

- Ryan, M., & Stahl, B. C. (2020). Artificial intelligence ethics guidelines for developers and users: clarifying their content and normative implications. *Journal of Information, Communication and Ethics in Society*, 19(1), 61-86. Retrieved from 30th July 2023
- Senyapar, H.N.D. (2024). Artificial Intelligence in Marketing Communication: A Comprehensive Exploration of the Integration and Impact of AI. *Technium Social Sciences Journal*, 55: 64-81. Retrieved from 10th July 2024
- Somosi, Z. (2022). The Role of Artificial Intelligence in Content Creation and Checking Its Effectiveness in the Google Ads Advertising System. *The Annals of the University of Oradea, Economic Sciences*, December 2022, TOM 31(2): 259-270. Retrieved from 10th July 2024
- Wong, J.W., and Yap, K.H.A. (2024). Factors Influencing the Adoption of Artificial Intelligence in Accounting among Micro Small Medium Enterprises (MSMES). *Quantum Journal of Social Sciences and Humanities*, 5(1): 16-28. Retrieved from 12th July 2024
- Xiao, Y., Wang, L., & Wang, P. (2019). Research on the influence of content features of short video marketing on consumer purchase intentions. In 4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019-October) (pp. 415-422). Atlantis Press. Retrieved from 30th July 2023

APPENDICES

Appendix A: Survey questionnaire

Part A: Demographic data

1) What is your age?

- 18-25 years
- 25-35 years
- 35-45 years
- 45 years above

2) What is the type of your business?

- Travel agency
- Hotel and resorts
- Content creators in social media

3) Social media is useful for influencing a great number of people in a short time

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Part B:

S. No	Items	SA	A	N	D	SD
Social media is Informative:						
1	Social media is used for content creation and to attract travellers					
2	AI is used for content creation for influencing people on different platforms of social media					
3	Nowadays content creation is influential with the help of social media and it can reach a great number of people					
User intention:						
4	AI is helpful for knowing about different choices of people and likings places for travel					
5	AI can analyze the data those are input by people at different times and can help to analyze the trend of the market					
6	It is easy with analyzation of AI to find the place and the need of the people through social media					
Post credibility:						
7	There are some ethical issues with the information with the use of AI in different types of social media platforms					
8	AI has a potential impact on social media marketing for a travel agency in social media					
9	AI is helpful for writing and creating fresh ideas by generating relevant topics through social media					
Trust and loyalty:						
10	Un-following the AI platforms and doing manual content creation via social media seems rather effective					