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Abstract

Social media users share posts with different motivations. The study determined the motivations for sharing travel experiences about the Kenyan coast on wanderlust diaries and analyzed the travel experiences expressed on wanderlust diaries about Kenyan coast. The study utilized cross-sectional research design. An online survey with 50 respondents was used to determine motivations for sharing travel experiences about the Kenya Coast on Wanderlust diaries. The target population was 394500 followers. The study employed both probabilistic and non-probabilistic sampling method since the study was both quantitative and qualitative. The sampling frame was all the users of the page on facebook. A sample size of 384 was chosen using the formula. The response rate was 13% (50 questionnaires) which was allowed by the professor due to time constraints. For the qualitative data, textual data from 20 Wanderlust diaries posts on Facebook was analyzed. The posts were coded with the theme Mombasa 1 to 20. The study results indicated that motivations for sharing travel experiences include identification (sharing travel experiences, informing, recognition, raising awareness, informing others about my trip), internalization (diarizing my trip, rating products and services, entertainment and making friends) and compliance (earning a commission, getting a job, likes, it is a requirement). The travel experiences expressed on wanderlust diaries about Kenyan coast was that majority of the posts showed attractions as key to their travel experiences (22%), followed by activities (18%). Safety and weather were the least experiences posted on Wanderlust diaries about the Kenyan coast (7% and 2% respectively). The study concluded that motivations for sharing travel experiences include identification, internalization and compliance. The travel experiences expressed on wanderlust diaries about Kenyan coast include posts showing attractions, followed by activities, safety and weather. The study recommended that a qualitative study should be carried out using interviews to further interpret and confirm or disconfirm motives for sharing on Wanderlust diaries. A quantitative study using surveys should be carried out to gain insight on other descriptive about the Wanderlust Diaries participants. The Kenyan Coast local governments and tourism circuit organizations should use big data and employ smart destination development and management.

Keywords: *Motivations, sharing travel experiences, travel experiences, wanderlust diaries, Kenyan coast*

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1.0 Introduction

Internet uptake has increased communication through social network society (SNS) platforms (Bowler, 2010). The growth of social media has reshaped the communications and influenced the way people express their thoughts, share experiences with each other and travel. Social network societies provide its members with platforms for actively creating a content (Choe, Kim & Feseinmeier, 2017). The quality experience of one destination is different compared to other destination types and can be based on the type of tourists, time and space from initial departure to the return, making it more subjective as compared to quality of the services which is more objective (Júlio, *et al*, 2010; Uriely, 2005). During a tourists stay at the destination, they not only consume the reality but also symbols and representation of the destination reality referred to as ‘Consumption aesthetics’ (Lutz & Ryan, 1993). The Wanderlust Diaries Ltd is a Private online community on Facebook with 394.5K members. It was created in April 2020 with the aim of sharing photos of places, modes of travel and people’s feelings towards the places they visited. A survey conducted by the Malaysian Communication and Multimedia Commission (MCMC, 2019), concluded that online content sharing was beneficial to recipients or to raise awareness about an issue. According to Liu, Wu and Li (2018) studying sharing travel experiences among social media communities can give insight into consumption behaviour and segmentation.

Social media users share posts with different motivations. In general, social psychologists consider that knowledge sharing motivation has two complementary aspects; egoistic and altruistic (Deci, 1975). This study will follow the first aspect which is based on economic and social exchange theories. Empirically, Bock and Kim (2002) combine the two theories with social cognitive theory to propose expected rewards, expected social associations and expected contribution as the major determinants of an individual's knowledge-sharing attitudes. Netnography offers a novel approach which could reveal tourists’ subjective realities that are provided more candidly than in traditional qualitative methods (Mkono 2011). The study further argues that netnography is more likely to generate honest, candid accounts as participants join the blogosphere of their own free will, and also, because participants may assume pseudonymous or anonymous identities. Hence, the aim of the study was to determine motivations for sharing travel experiences about the Kenyan coast on wanderlust diaries and analyze the travel experiences expressed on wanderlust diaries about Kenyan coast.

1.1 Research Objectives

- i. To determine motivations for sharing travel experiences about the Kenyan Coast on Wanderlust Diaries
- ii. To analyze the travel experiences expressed on wanderlust diaries about Kenyan coast

2.0 Research Methodology

The study embraced cross-sectional research design. Oso and Onen (2009) shows cross-sectional survey design describes and explains events as they are by selecting samples to investigate occurrences within populations. The research used an online survey with 50 respondents to determine motivations for sharing travel experiences about the Kenya Coast on Wanderlust diaries. It is an extension of a qualitative pre-test which analysed attributes and sentiments from 20 posts on Wanderlust Diaries Facebook page. The Qualitative study was a netnography with limitations

of explaining motivations for posting among others. The target population was 394500 followers. The Wanderlust diaries has a population of 394500 followers. The study employed both probabilistic sampling method and non-probabilistic sampling method since the study was both quantitative and qualitative. The sampling frame was all the users of the page on facebook. The posts were divided into strata supported by hashtags on destinations visited. The posts are already tagged into strata, hence the #Kenyancoastexperiences was purposely chosen arising from the previous qualitative study. Out of the #Kenyancoastexperience, a sample size of 384 was chosen using the formula

$$n = \frac{(Z^2) pq}{e^2}$$

Where

n=sample size

z= the value on the Z table at 95% confidence level =1.96

p=maximum variability of the population at 50%. i.e. (0.5)

q= 1-p = 0.5

e=Sampling error at 5%

Therefore, the sample size is

$$n = \frac{((1.96)^2)(0.5)(0.5)}{(0.05)^2} = 384.$$

The response rate was 13% (50 questionnaires) which was allowed by the professor due to time constraints. 20 Posts that specifically talked about the Kenyan Coast were selected for the pretest. The study created a survey following a layout that best represented the hypotheses to best answer the research questions. The fact that Facebook provides a direct message platform to its users, we could directly message the survey link on Facebook messenger to the users to access at their own accord. The cooperation from the group administrator made it possible to design a stratified random sample. The questionnaire was an online form organized into variables. The study had both qualitative and quantitative data. For the qualitative data, textual data from 20 Wanderlust diaries posts on Facebook was analysed. The posts were coded with the theme Mombasa 1 to 20. The texts were run in a language word count to determine sentiment words. 81 words reflecting positive and negative sentiments were expressed on the cloud. Moreover, A conceptual map was used to generate categories of attributes mentioned in the posts. The texts were categorised into themes agreed upon by the researchers. A frequency was done on the attributes represented by each post. The sentiment and thematic attributes frequencies were compared using a simple cross-tab. In addition, for the quantitative data, 50 questionnaires were organized on an Excel chart and exported to the Jamovi database. The data was analyzed using frequencies, measures of central tendencies, correlation and regression analysis. The dependent variable was categorical: motivation which was indicated by likelihood to share positive or negative posts and by covariates purpose of sharing posts. Tests for significance were applied, where p value of < 0.05 is significant and p>0.05 is not significant.

3.0 Results and Discussions

3.1 Descriptive Results

The study sought to profile the independent and dependent variables into tables and visual data plots from questionnaire responses on motivations for sharing experiences on \wanderlust diaries (facebook). Table 1 illustrates the frequencies of travel accompany

Table 1: Frequencies of Travel Accompany

Levels	Counts	% of Total	Cumulative %
Couple	11	22.0 %	22.0 %
With friends	14	28.0 %	50.0 %
Alone	11	22.0 %	72.0 %
Alone with children	4	8.0 %	80.0 %
Group travel	2	4.0 %	84.0 %
Couple with children	8	16.0 %	100.0 %

Majority of respondents indicated being accompanied by friends during their trip as shown in table 1. The lowest count was group travel representing 4% of the 50 respondents. Table 2 presents the likelihood to make positive and negative posts

Table 2: Likelihood to Make Positive and Negative Posts

	Likelihood Positive Post	Likelihood Negative Post
N	50	50
Missing	0	0
Mean	8.56	4.22
Median	9.00	3.50
Standard deviation	2.08	3.60
Minimum	0	0
Maximum	10	10

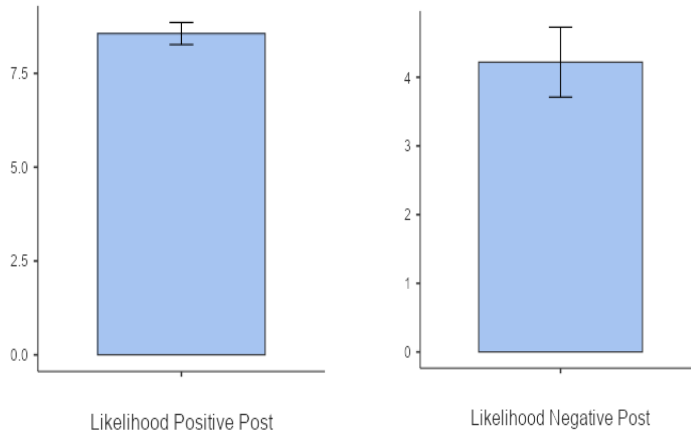


Figure 1: Likelihood for posting Density charts

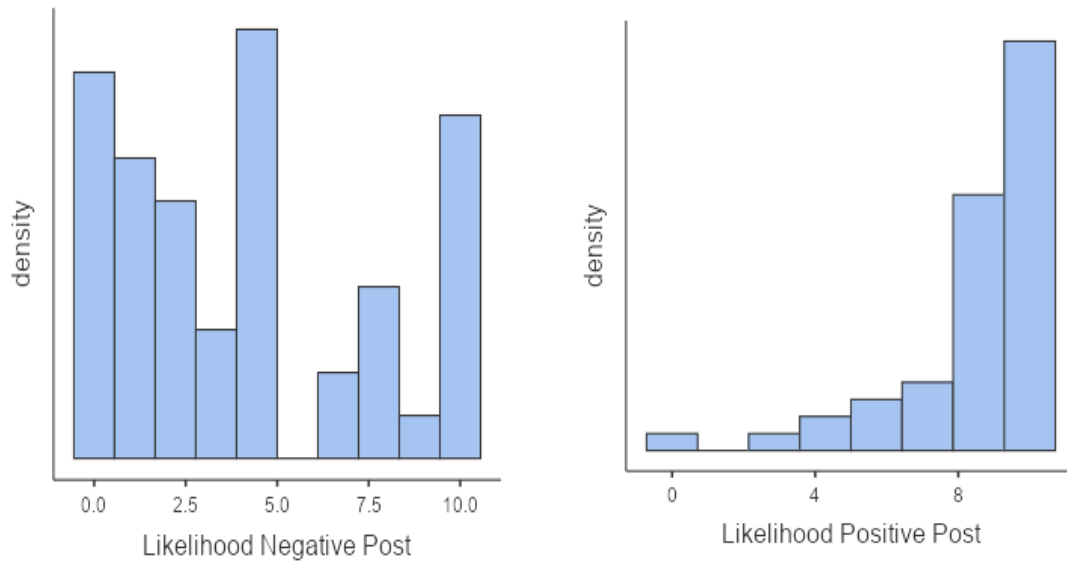


Figure 2: Likelihood for posting Histograms

With whom did you travel on your last trip shared on Wanderlust Diaries?
 50 responses

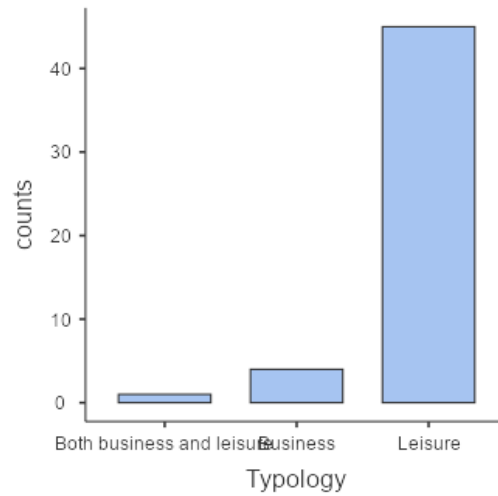
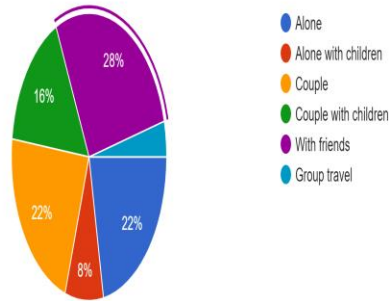


Figure 3: Plots for Company and Typology

Why do you post about your trip on Wanderlust diaries Facebook (Tick all applicable)
 50 responses

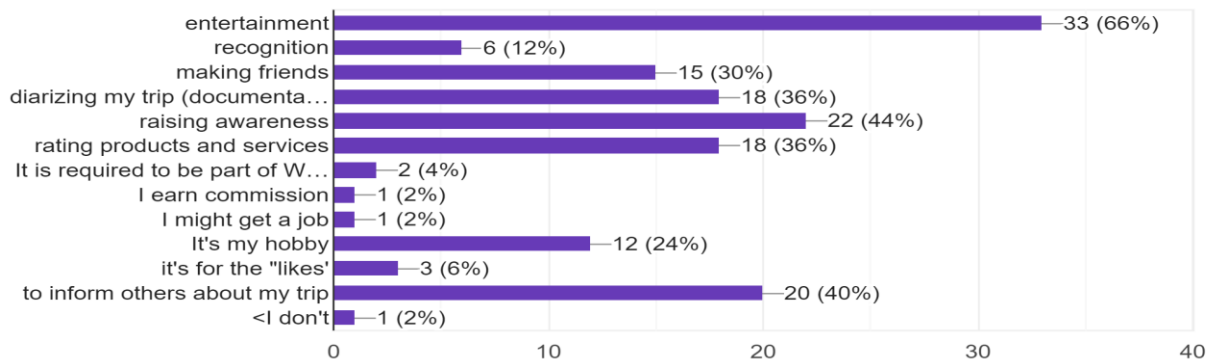


Figure 4: Motivation for Posting on Wanderlust Diaries

Independent Samples T-Test

		Statistic	df	p	Mean difference	SE difference
Likelihood Positive Post	Student's t	-0.0595	48.0	0.953	-0.0652	1.096
Likelihood Negative Post	Student's t	-0.1262	48.0	0.900	-0.2391	1.895
Posting time lag - Transform 3	Student's t	-0.2471	48.0	0.806	-0.0652	0.264

Figure 5: Independent T-tests for the dependent variable indicators

Figure 7 A shows a conceptual map of the decided categories during the initial content analysis. 8 prominent attribute categories were identified for the analysis: Attractions, Transport, Food, Safety and Wellness, Cost, Activities, Weather and Local Experience. Attractions had the most sub-categories and had arrows pointing to a relationship with all the other categories.

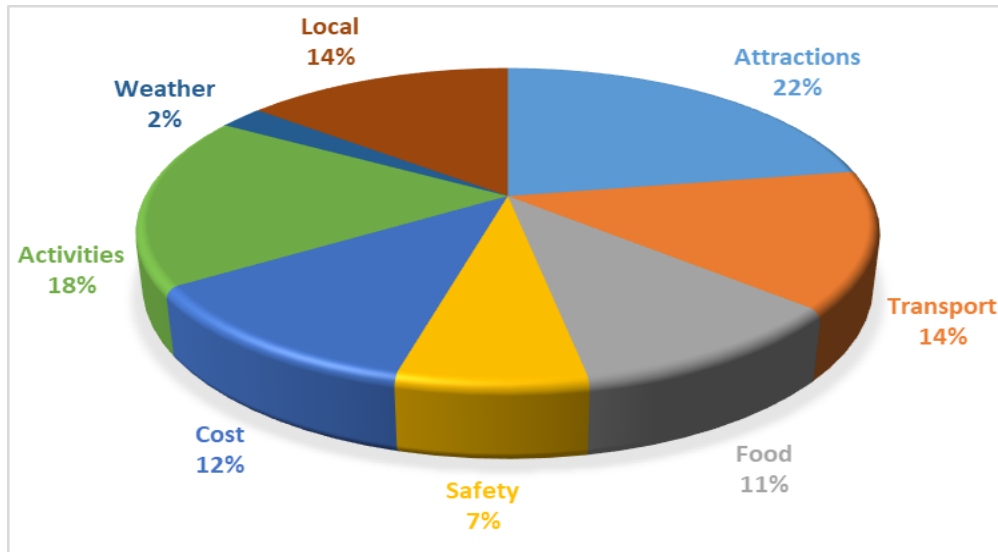


Figure 8: Categories from the textual analysis of posts about the Kenyan coast

Figure 8 represents Post frequencies from the conceptualised categories about the Kenyan coast. Majority of the posts showed attractions as key to their travel experiences (22%), followed by activities (18%). Safety and weather were the least experiences posted on Wanderlust diaries about the Kenyan coast (7% and 2% respectively).

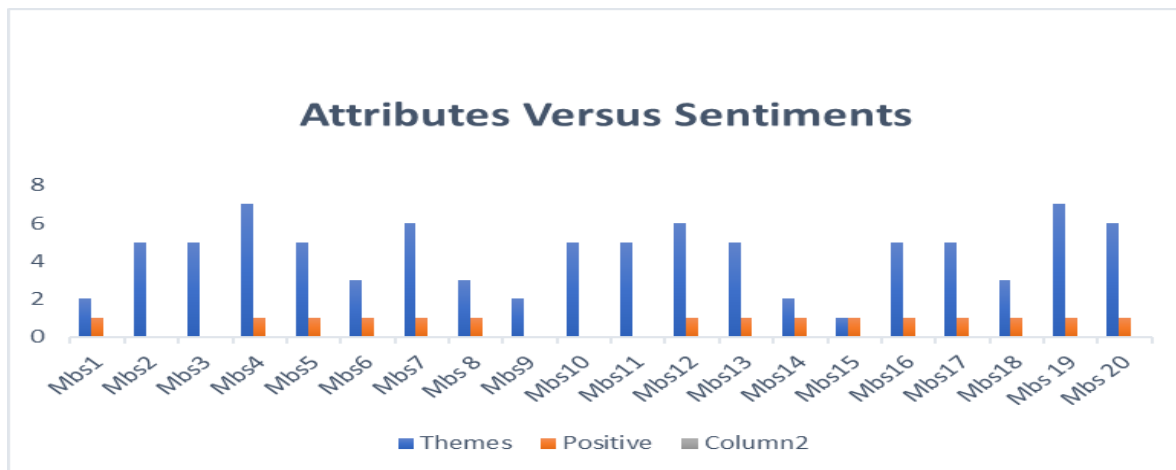


Figure 9: Cross-Tab of Attributes

Figure 9 shows a simple cross-tab of attributes versus sentiments. 15% of the posts have all the 8 categorized attributes represented with positive sentiments expressed. There were 5 posts with negative sentiments. All the negative posts had an average of 5 out of the 8 categories.

3.2 Motivations for Sharing Travel Experiences on social media

The present study contributes to determining the motivations for sharing travel experiences on social media. A total of 3 motivations are identified by (Kang & Schuett, 2013), Identification, internalization and compliance. Our study described 3 motivations using 9 constructs. Namely; Identification (sharing travel experiences, informing, recognition, raising awareness, informing others about my trip), Internalization (diarizing my trip, rating products and services, entertainment and making friends) and Compliance (I earn a commission, I might get a job, for the likes, it is a requirement)

Entertainment

Perceived enjoyment has been identified by (Gan & Li, 2018) as an important motivation of using social networks. This study also found that entertainment drives tourists to share their travel experiences on social media.

Tourism information

Information sharing has been recognized as another important motivation of sharing photos on SNS (Malik, Dhir, & Nieminen, 2016a). Our results confirmed that people tend to share tourism information with other people through sharing travel posts on Facebook Previous studies found that SNS users tend to disclose information about themselves and others around them (Hollenbaugh & Ferris, 2014; Mendelson & Papacharissi, 2010;). This study supports the finding and found that one of the most important motivations of making posts on facebook is to disclose their travel experiences.

Demographics

This study also examined the influence of demographic (age and gender) variables on sharing positive and negative posts on Facebook. It was found that more females are sharing posts than male. This confirms a study done by (Li, 2019) which states that female participants tend to share tourism information and enjoy sharing travel posts more than male participants. In terms of age. This study found that participants aged between 18-30 are more active in sharing their travel experiences on social media. It confirms the existing stereotype that younger generations share travel information on social media more than the older generations ((Munar & Jacobsen, 2014). However, these results can be inconclusive bearing in mind the sample size.

Tourists clusters / Company

Our study clustered the participants based on who accompanied them on their trips. 'Alone', 'Couple', 'Alone with children', 'Couple with children', 'With friends', 'group', 'Others'. The majority of respondents were from the 5th category (With friends). This might indicate that most posts made are those that involved travel with friends.

Table 3: Relationship between Company and Likelihood to Share Positive post (Model Coefficients - Likelihood Positive Post)

Predictor	Estimate	SE	t	p
Intercept ^a	8.500	0.350	24.276	<.001
Accompanied - With friends:				
1 – 0	0.214	0.662	0.324	0.747

^a Represents reference level

Table 4: Relationship between Company and likelihood to Share Negative Posts (Model Coefficients - Likelihood Negative Post)

Predictor	Estimate	SE	t	p
Intercept ^a	4.69	0.59 2	7.93	<.00 1
Accompanied - With friends:				
1 – 0	-1.69	1.11 9	-1.51	0.136

^a Represents reference level

Tables 3 and 4 show the relationship between the company during a trip and likelihood to share positive and negative posts. The P value is 0.74 and 0.136 which is greater than 0.05. Therefore we fail to reject **H₀₁**: There is no relationship between the company in a trip and posting travel experiences on Wanderlust Diaries

Posting Time Lag

The study analyzed the time lag between the trip and posting: During the trip, less than 3 days and more than 3 days after the trip. According to Icoz, Kutuk and Icoz (2018) time is an important indicator for sharing experiences on social media networks.

Table 5: Purpose of Posting Travel Experiences on Wanderlust Diaries (One-Way ANOVA (Welch's))

	F	df1	df2	p
Entertainment Purpose of Posting	0.0594	1	42.5	0.809
Purpose of posting - Raising Awareness	0.0284	1	42.4	0.867
Purpose of posting - Informing others about trip	0.6784	1	47.1	0.414

Table 6: Relationship Posting Time Likelihood to Make Negative Posts (Model Coefficients - Likelihood Negative Post)

Predictor	Estimate	SE	t	p
Intercept ^a	5.36	0.743	7.22	<.001
Posting time lag - Transform 3:				
1 – 0	-2.04	0.993	-2.06	0.045

Table 5 compares the means of the most indicated purpose of posting travel experiences on Wanderlust Diaries; while table 6 shows the relationship between posting time and likelihood to make negative posts on Wanderlust Diaries. $P=0.045$ which is less than 0.05. Therefore we reject the H_0 : There is no relationship between the purpose of posting and posting time lag on Wanderlust Diaries; and accept the alternative hypothesis: There is a relationship between the purpose of posting and posting time on Wanderlust Diaries.

Tourist typology

This study also classified our participants based on tourist typology. That is whether they travelled for leisure purposes, business purposes or both. Majority of participants travelled for leisure. However Leisure, Business and both categories had different motivations towards making positive or negative posts. The regression analysis results for Leisure travellers and likelihood to make positive posts is shown below

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Table 7: Relationship Between Trip Typology and Likelihood to Share Positive Posts (Model Coefficients - Likelihood Positive Post)

Predictor	Estimate	SE	t	p
Intercept ^a	9.000	0.938	9.593	< .001
Typology -Leisure:				
1 – 0	-0.489	0.989	- 0.494	0.623

^a Represents reference level

Table 8: Relationship Between Trip Typology and Likelihood to Share Negative Posts (Model Coefficients - Likelihood Negative Post)

Predictor	Estimate	SE	t	p
Intercept ^a	6.00	1.60	3.74	< .001
Typology -Leisure:				
1 – 0	-1.98	1.69	- 1.17	0.248

Tables 7 and 8 show the relationship between Trip Typology and Likelihood to share positive and negative posts. The P value is 0.623 for positive posts and 0.248 for negative posts which is greater than 0.05. Therefore, we fail to reject H₀. There is no relationship between typology of a trip and sharing posts on Wanderlust Diaries

Table 9: Comparison of Study Findings and Previous Studies

Findings of this study	Findings of previous studies
Motivations for sharing travel experiences. Entertainment, raising awareness, tourism information.	Motivations for sharing travel experiences Recognition, status and tourism information (Li, 2019), enjoyment and disclosure (Cheng et al...2014)
Relationship between motivations and demographics The study found significant gender differences among the participants. There was a significant age difference in the motivations and likelihood to share travel experiences on facebook.	Relationship between motivations and demographics Significant gender differences exist in the motivations (Li, 2019) Significant gender differences exist in the habit and disclosure gratifications of SNS photo sharing (Malik et al., 2016) A lack of any significant age differences in SNS based photo-sharing motivations (Dhir& Toreshein, 2016) Significant age differences exist in the motivations for sharing tourism information (Li, 2019)
Clusters of post sharing behaviour/ company With friends	Cluster of post sharing behaviour/ company Enjoyment seekers for sharing travel experiences, fans of travel photo-sharing and tourism information shares.

3.3 Regression analysis

A regression analysis examines the relationship between variables. It is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. The model fitness and regression coefficients are shown in Table 10 and 11 respectively.

Table 10: Model fitness

Model	R	R ²
1	0.364	0.132

Table 11: Regression Analysis (Model Coefficients - Likelihood Positive Post)

Predictor	Estimate	SE	t	p
Intercept ^a	9.4702	1.542	6.1419	< .001
Typology - Transform 5:				
1 – 0	0.0593	1.154	0.0514	0.959
Entertainment Purpose of Posting	-0.9966	1.251	-0.7964	0.431
Purpose of posting - Transform 11	-2.0063	1.213	-1.6545	0.106
Purpose of posting - Awareness	-1.5642	1.757	-0.8902	0.379
Length of Stay - Transform 2:				
1 – 0	-0.4952	0.774	-0.6396	0.526
Age range - Transform 4:				
1 – 0	0.1017	0.764	0.1330	0.895
Accompanied - With friends:				
1 – 0	-0.4851	0.796	-0.6092	0.546
Posting time lag - Transform 3:				
1 – 0	0.8563	0.735	1.1647	0.251
Gender - Transform 6:				
1 – 0	-0.9982	0.802	-1.2439	0.221

^a Represents reference level

The extent to which the independent variables influenced the dependent variable was analysed using a regression model as shown in Table 10 and 11. The R^2 is 0.13. This indicates that the independent variable contributes only 13% to the dependent variable, and the rest 87% can be explained by other factors. The independent variables were all together not significantly related to the dependent variable as summarized in Table 11.

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4.0 Conclusion and Recommendations

Based on the findings, it is concluded that motivations for sharing travel experiences include identification (sharing travel experiences, informing, recognition, raising awareness, informing others about my trip), internalization (diarizing my trip, rating products and services, entertainment and making friends) and compliance (earning a commission, getting a job, likes, it is a requirement). The travel experiences expressed on wanderlust diaries about Kenyan coast is that majority of the posts showed attractions as key to their travel experiences, followed by activities safety and weather. The majority of the posts observed mentioned attractions as a main attribute to their travel experience. Activities engaged at the Kenyan coast were prominently mentioned with 5 subcategories from the content analysis.

The results of the study had a low response rate, a limitation that underpinned results and interpretations. The theoretical framework evidenced a relationship between the variables and motivation for sharing travel experiences on social network sites. The assumptions derived from theory were used to frame the null hypothesis and objective of the study. A larger sample would have given more distributed data and a Bell's curve for the measures of central tendency. The study recommended that a qualitative study should be carried out using interviews to further interpret and confirm or disconfirm motives for sharing on Wanderlust diaries. It would also be interesting to study the lag between the visit and posting since the posts analyzed are shared after the trip. A quantitative study using surveys could also be carried out to gain insight on other descriptive about the Wanderlust Diaries participants. The Kenyan Coast local governments and tourism circuit organizations should use big data and employ smart destination development and management.

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