MOTIVES OF SOCIAL MEDIA USE: A STUDY OF TOURISTS OF SWAT

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Abstract

This study aimed to explain Motives of Social Media Use and their relationship with Personality Traits and Demographics of tourists of Swat. Every personality use social media according to their own need and gratification. The researcher selected Swat because for natural beauty and panoramic destinations famous country Pakistan has various tourists' spots. In which one of these is valley Swat. The study analyzed the relationship between Motives of Social Media Use and the tourist and their Personality Traits. This study adopted quantitative methodology, while primary data was collected through survey Questionnaire. Tourists who visited Swat were selected as population and further multistage cluster sample of 300 respondents drawn for data collection. Data was analyzed on SPSS, using factor analysis, simple linear and hierarchical multiple regression. Findings of the study suggested Companionship, Exhibitionism, Relationship Maintenance, Passing Time, Share Problem, Information Searching and Information Seeking. Relationship Maintenance motive has a significant positive relation with Openness, Conscientiousness, Neuroticism and

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Agreeableness except Extraversion. This study demonstrated that Neuroticism has also an association with Information Searching, Share Problem, Passing Time and Relationship Maintenance Motives. Age predicts social media motive Exhibitionism and Companionship negatively which means as age decreases Companionship and Exhibitionism increases. Further this study explored Motives of Social media Use as Companionship, Exhibitionism and Share Problem have a relationship with female.

Keywords: Motives, social media, use, tourists, personality traits, Uses and gratification Approach.

Introduction

Human beings have different habits and living style. In this regard psychologists explored their personality traits which exist in every person. The research was conducted to find out the relationship between Personality Traits and social media usage during tour because social media usage is depended on Personality Traits. It is assumed that demographic characteristics are influencing social media uses and gratification and Personality Traits. This is the era of digital media because of excessive adaptation and innovation. Even while travelling, people frequently post and express themselves on social media. This study examines the reasons why tourists utilize social media in relation to their Personality Traits and Demographics.

Social Media Usage, Social Media Tourism Marketing and Tourist Spots in Swat Valley

Social media is technological advancements, social media has developed into a cutting-edge tool for individuals and families to communicate (Subramanian et al, 2018) Social media use is on the rise everywhere in the world, and in Pakistan, the users are randomly using social media for many purposes. As a result, it is going to affect user's lives positively and negatively in terms of work and daily life routine.

After getting popularity social media gained attention of the tourism market, stake holders started social media as a platform for marketing purposes to attract more customers and to reach out to the targeted audience through digital marketing (Kiráľová, 2020). Digital marketing is now essential to the success of any business involved in tourism (Magano et al, 2020). Social media marketing, being adopted by a rising number of businesses, has become a vital aspect of their business plans (Nian et al, 2022). The visitors were impacted by social media. The findings also looked into how social media may be used by the government or local governments to help the tourist industry grow economically (Ali et al, 2021). The way businesses promote their goods and services to current and potential customers has changed as a result of the growing significance of digital marketing (Vieira et al, 2019). Utilizing social media sites (SMSs) has grown to be one of the most common social habits due to their accessibility

and range of alternatives. SMS is used by more than two-thirds of internet users and about one-third of all people worldwide (Kemp, 2017a). No matter how big or little the business is or what industry it is, digital marketing has now become a crucial component (Kaur, 2017).

Pakistan has numerous tourists destinations in different provinces of the country, among all these mesmerizing tourists destinations Swat valley is one of most visited valleys by the travelers, the valley of Swat is located in the north of Pakistan. Because of its stunning surroundings and the red hut cottages that remind us of Switzerland, Swat is justifiably known as the Switzerland of the East. The Swat Tour is filled with roaring rivers, twirling waterfalls, and lushly green alpine meadows, forests, archeological sites, as well as culture and hospitality.

Most people who visit beautiful destinations still use social media excessively even when they have such a beautiful valley in front of them, the researcher is conducting this study to find out the reason which influences tourist's motives for social media use and how it is associated with their personality traits. This study has been also conducted to find out the relationship between social media usage motives with personality traits on the bases of Uses and Gratification theory.

This study helps in understanding the Motives of Social Media Use by tourists and the relationship with Personality Traits of

tourist's which drives the Motives of Social Media Use. The research study benefits in understanding what tourists are looking for, on social media. The study helps to understand the use of social media by tourist's based on their gender, Age and Personality study also helps to identify key areas for which social media has been used amongst tourist's which will then help business owners to understand the attitude of tourist's easily. The findings of this study also help the Pakistan tourism industry to design tourism-related social media content according to the motives of tourist's. This can help tourists to seek factual information on social media. The study could also help local businesses in understanding tourist's Motives of Social Media Use, which can help them, teller, their message it can boost business in the year.

Academically, this study provides an understanding of the U&GT perspective of social media. It also adds to the already existing literature on tourism and Motives of Social Media Use. While this study is only limited to the relationship of social media use with Personality Traits and generation of the tourist's future researches can be done to investigate which type of content can inspire a person to go for a tour. This study explores the following objectives.

1. To explore what are the Motives of Social Media Use of tourist's during their tour of Swat.

2. To investigate what is the relationship between Motives of Social Media Use and the Personality Traits of tourist's during their tour of Swat.

3. To investigate what are the relationship of Motives of Social Media Use with the Age of tourist's in Swat.

4. To explore what is the difference (if any) of Motives of Social Media Use by Gender of tourist's in Swat.

Literature Review

Before the emergence of social media contact with relatives, friends, colleagues etc. it was very hard due to distance but nowadays social media make it easier to contact everyone. That's so true! Social media has become such a big part of our lives, especially for communication. It's interesting how different platforms are used more by women or men. And social media definitely plays a big role in tourism too. Social media has become a popular way for people to communicate and connect. Women tend to use platforms like Facebook, Instagram, and Snapchat more, while men prefer YouTube and Twitter. Social media also plays a big role in the tourism industry, with tourists using it to gather information and make travel decisions. Personality traits can influence how people use social media. Although there is limited research on Pakistani tourists' social media use, this study aims to concentrate how tourists utilize social media while in Swat Valley and how the Big Five Personality Traits affect tourists' use of social media.

Human being use surround items for their own purposes and motives, that's why they are using social media for their habitual motives. In the twenty-first century, the development of web technology has made communication endless and timeless. Social media communication is the main objective. Eginli (2018) explained the terms like social media; social network, social network sites, and online social networking are all used to refer to the communication in question. By discussing these ideas, which are also used in the context of online communication, their right application will be ensured. More research on social media motivations has recently been done. Social media use is more prevalent among women than men. Gadzekpo et al (2020) found that Facebook, Instagram, Pinterest, Snapchat, TikTok, and messaging apps are used by women more frequently than by men. YouTube, LinkedIn, Twitter, Reddit, and Tumblr users are more likely to be men than women. When utilizing social media, women felt more comfortable, compatible, at an advantage, and in danger than men did (Karatsoli et al, 2017; Idemudia et al, 2020). The study used a uses and gratification approach to examine the needs that animation food TV commercials serve (Khan and Khanum 2021). It influences an individual's decision to travel and visit tourist locations (Parsons, 2017). Media plays an important role in the tourism promotion. Social media is a platform currently use for getting tourism information in our society. Majority of the tourists use social media during their

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visits to different spots. The tourist business is greatly influenced by social media.

Zivkovic et al (2014) found that there is a strong connection between the tourism industry and social media. The tourist industry heavily utilizes information and communication technologies for marketing, sales, and developing managerial relationships with customers. Online interpersonal effect, or online word of mouth, provides the most important data for a tourist making a final destination decision. Internet plays a part in attracting audiences. Gurneet (2017) examined in his study that more avenues for contacting target audiences have evolved as a result of the development of greater Internet technologies. In the tourism sector, where customers can quickly access all kinds of information on the best offers and prices. Gil et al (2017) explored the frequency of use, social engagement, and news intake on social media was investigated as indicators of the Big Five Personality Traits. In numerous societies, extraversion, agreeableness, and conscientiousness are all positive predictors of various types of social media use, whereas emotional stability and openness are unpleasant predictions.

Numerous studies on the use of social media have been conducted, according to the literature reviewed above. Less research has been done on how Pakistani tourists utilize social media. However, it is extensively investigated by researchers outside. The major gap in the literature is that no research has

been done on how visitors utilize social media in Pakistan. This study will concentrate how tourists utilize social media while in Swat Valley and how the Big Five Personality Traits affect tourists' use of social media. This study will contribute to the development of a better profile for understanding the purposes behind Motives of Social Media Use by tourists visiting the Swat Valley, as well as the demographics of social media users.

Theoretical Framework- Uses and Gratification Theory

U&GT has been used to gain insight about social media use motives of tourists. The uses and gratifications theory (UGT) was developed by (Katz, 1973). Further he explained why individuals consume specific media; The Uses and Gratification theory explores the impact of media on society. It discusses how people utilize media to satisfy their own needs and get satisfied when those needs are met. Members of the UGT audience are engaged, goal-oriented media consumers who select the media and messages that best suit their needs. They choose particular media and forms of pleasure because they have specific expectations and are aware of their interests and motives.

Theorists claim that there are five categories of uses and gratifications that correspond to five different groupings of human wants.

1. Cognitive needs

2. Affective needs

3. Personal identity

4. Integration and social interaction

5. Tension free needs

Research Questions

Following of the research questions of the study

1. What is the tourist's Motives of Social Media Use during their tour of Swat?

2. What is the relationship between Personality Traits and Motives of Social Media Use of tourist's during their tour of Swat?

3. What is the relationship between Age and Motives of Social Media Use of tourist's during their tour of Swat?

4. What is the relationship between Gender and Motives of Social Media Use of tourist's during their tour of Swat?

Hypothesis

Following of the research hypotheses of the study.

1. Personality Traits predicts the Motives of Social Media Use of tourist's during their tour of   Swat.

1a. Extraversion Personality Trait influence tourist's Motives of Social Media Use for Exhibitionism, Share Problem and Companionship.

1b. Agreeableness Personality Trait influence tourist's Motives of Social Media Use for Relationship Maintenance.

1c. Conscientiousness Personality Trait influence tourist's Motives of Social Media Use for Passing Time, Information Seeking and Information Searching.

1d. Neuroticism personality traits influence tourist's Motives of Social Media Use for Relationship Maintenance, Passing Time, Share problem and Information Seeking.

1e. Openness personality trait influence tourist's Motives of Social Media Use for Exhibitionism and Relationship Maintenance.

2. Age predicts Motives of Social Media Use of tourist's during their tour of Swat.

3. Gender predict Motives of Social Media Use of tourists.

Methodology

This quantitative study aimed to examine the relationship between Motives of Social Media Use of tourists with Demographics and Big Five Personality Traits. In this study the IV was (Personality Traits and Demographics) and DV was

Motives of Social Media Use. This is a primary research which provides necessary information about Motives of Social Media Use of tourist of Swat.

Population and Sampling Technique

The population that has been examined were the tourists who visited Swat. According to KPK tourism department, more than 4 million national and international tourists visited Swat in the year (2021). Ghani (2018) published on Pakistan Tours by spt website top 10 places in Swat valley Malam Jabba, Kalam Valley, Miandam Valley, Madyan, Bahrain, Marghazar, Saidu Sharif, Mahodand Lake, Fizaghat and Kundol Lake. Commonly, the population is found to be very large and in any research study, studying all population is often impractical or impossible. Researcher drawn multi stage cluster sampling which allows to divide population into groups which are Kalam, Malam Jabba, Brain, Madyan and Fizaghat which are the most attractive and famous tourist destinations.

For the accuracy of estimation researcher adopted multistage cluster sampling, which is a type of probability sampling. To obtain and generalize result from respective sample to the total population and to analyze the variables this technique was used.

Sample size were 300 tourists who visited Swat. The sample included three hotels from every chosen spot. The chosen spot

were selected as sample because these are the most famous tourist spot from state's era and were easily accessible. Total 300 sample size was chosen from each selected hotel because of restricted budget and time while completed returned questionnaires were 284.

The researcher collected list of different tourist spots of district Swat from KP tourism department at 1st stage and select five most famous spots. At 2nd stage list of hotels were collected from Swat Hotels association and three hotels were picked for the selected spot. At final stage researcher gather lists of tourists and select every fifth person to fill questionnaire from each hotel's list.

Data Collection and tools

Survey method was adopted to collect data was from the particular population in a particular point of time and 300 questionnaire were distributed among tourists while for interpretation 284 were picked because of missing data, respondents filled those in person and for clarity face to face discussions were also held. The data was gather from May, 2022 till June, 2022. The sample is comprised of tourist who visited Swat.

To collect data from population, questionnaire was used as tool. Measures were adopted to note the responses from different set of variables/ concepts. The tool was comprised of 74 questions out

of which 6 were Demographics (gender, age, location of residence, qualification, Marital Status and occupation), 24 were about Motives of Social Media Use. (Exhibitionism, Relationship Maintenance, Passing Time, Companionship, Share Problems, Information Seeking, Information searching) leung 2001, Hollenbaugh and Ferris 2014 are developed scale of These motives of social media use, and 44 were about Big Five Personality Traits (extroversion, agreeableness, openness, conscientiousness, and neuroticism) John et al (1991) developed scale regarding Personality Traits. Other than Demographics, other items were measured on a 5 points Likert Scale where 1 represents strongly disagree and 5 represents strongly agree.

Conceptualization, Operationalization and measuring of variables

Conceptualization and Operationalization of variable utilize in current study included

1. Motives of Social Media Use
2. Big Five Personality Traits.
3. Demographics (Gender and Age)

Motives of Social Media Use

Current study has employed to measure motives (Exhibitionism, Relationship Maintenance, Passing Time, Companionship, Share Problems, Information Seeking and Information Searching) by

asking the respondents degree of agreement and disagreements on the statements, each items was measured on 5 points Likert Scale where 1 represents strongly disagree and 5 strongly agree leung 2001, Hollenbaugh and Ferris 2014 are developed.

Below are the Motives of Social Media Use the researcher means:

1. Exhibitionism: Exhibitionism means to get attention, someone get satisfaction on posts likes make him/her cool among his/her peers, gain fame or notoriety, because they like when people read things about them. For measuring exhibitionism 4 questions from the respondents were asked; "I use social media, for attention, to get attention, because my posts make me cool among my peers, to gain fame or reputation."

2. Relationship Maintenance: Relationship maintenance is to communicate with friends, to stay in touch with friends, to get in touch with people I know, to post a message on my friend's wall to send a message to a friend. For measuring Relationship Maintenance 3 questions from the respondents were asked; "I use social media, to stay in touch with friends, to get in touch with people I know, to send a message to a friend."

3. Passing Time: To occupy time, to pass time when bored. Mostly people use social media for passing time. For measuring Passing Time 2 questions from the respondents

were asked; "I use social media, to occupy my time, to pass time when bored."

4. Companionship: Use of social media didn't makes someone feel less lonely, if someone has no one to talk to, he utilizes social media. For measuring Companionship 2 questions from the respondents were asked; "I use social media, to feel less lonely, because I have no one to talk or be with.

5. Share Problems: When someone need to talk to or be with, because he just need to talk about his problems sometime, to forget about his problems. For measuring Share Problems 3 questions from the respondents were asked; "I use social media, because I need someone to talk to or be with, because I just need to talk about my problems sometimes, to forget about my problems.

6. Information Seeking: Social media can be utilized for Information Seeking regarding someone's motive. For measuring Information Seeking 4 questions from the respondents were asked; 'I use social media for homework and research, to get free information, to search for information, to know what's going on.

7. Information Searching: Social media may be used for Information Searching regarding someone's motive. For measuring Information Searching 6 questions were asked from respondents; "I use social media, to search out

transportation, to search out accommodation. Looking for shopping place, looking for tourism attraction, search travel route, to search famous restaurant.

Big Five Personality Traits

The Big Five Personality Traits explains the dimensions of personality which is basically a theory presented by (Fiske, 1949) and later expanded upon by other researchers including (Norman, (1967); Smith (1967); Goldberg (1992) and McCrae (1987). John et al (1991) developed scale regarding Personality Traits. Each items was measured on 5 points Likert Scale where 1 represents strongly disagree and 5 strongly agree.

In current study, by Big Five Personality Traits the researcher means:

1. Neuroticism: A human tendency to easily experience unpleasant emotions such as anxiety, anger, or depression. Neuroticism was measured from eight statements; Am usually, Is depressed, blue, is relaxed, handles stress well (reverse coded), Can be tense, Worries a lot, is emotionally stable, not easily upset (reverse coded), Can be moody, Remains calm in tense situations (reverse coded), Gets nervous easily.

2. Extroversion: Energy, urgency, and the tendency to seek stimulation and the company of others. The Extroversion was measured from eight statements; Am usually, is

talkative, is reserved (reverse coded), is full of energy, Generates a lot of enthusiasm, Tends to be quiet (reverse coded), has an assertive personality, is sometimes shy, inhibited (reverse coded), is outgoing, sociable.

3. Agreeableness: A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. The agreeableness was measured from nine statements; Am usually, Tends to find fault with others (reverse coded), Is helpful and unselfish with others, Starts quarrels with others (reverse coded), Has a forgiving nature, Is generally trusting, Can be cold and aloof (reverse coded), Is considerate and kind to almost everyone, Is sometimes rude to others (reverse coded), Likes to cooperate with others.

4. Conscientiousness: A tendency to show self-discipline, act dutifully, and aim for achievement. The conscientiousness was measured from nine statements; Am usually, Do a thorough job, Can be somewhat careless (reverse coded), Is a reliable worker, Tends to be disorganized (reverse coded), Tends to be lazy (reverse coded), Perseveres until the task is finished, Does things efficiently, Makes plans and follows through with them, Is easily distracted (reverse coded).

Openness to experience: Appreciation for art, emotion, adventure, and unusual ideas; imaginative and curious. The

openness to experience was measured from ten statements; Am usually, Is original, comes up with new ideas, Is curious about many different things, Is ingenious, a deep thinker, Has an active imagination, Is inventive, Values artistic, aesthetic experiences, Prefers work that is routine (reverse coded), Likes to reflect, play with ideas, Has few artistic interests (reverse coded), Is sophisticated in art, music, or literature.

Motives of Social Media Use

Descending the ladder of Abstraction: Motives of Social Media Use
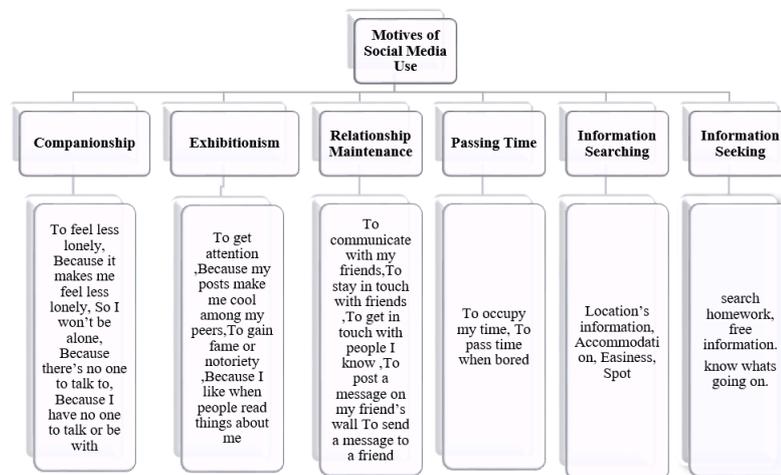
Big Five Personality Traits

Descending the ladder of Abstraction: Big Five Personality Traits
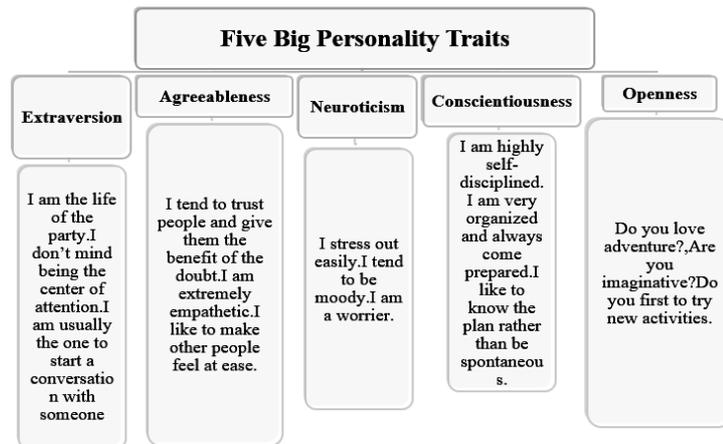
Data Analysis

Data collected through survey was examined in Statistical Package for Social Science version 25 and to describe it was presented in tables. To assess the correlation between the variables, Zero Order Correlation matrix was obtained. To explore motives of social media use factor analysis has been done which identified tourist's motives. To investigate the relationship between predictors, control and criterion variables Zero Order and Partial relationship along with Hierarchical multiple regression were used. In next chapter, comprehensive statistical data as well as interpretations are mentioned**.**

Result and Discussion

Current study was carried out to examine the relationship between Motives of social media use, personality traits and

demographics. In order to analyze the data, SPSS 21 was used. Descriptive statistics were obtained for all study variables and then research questions, hypothesis were explored/tested. The data has been collected from tourists who visited Swat between May and June 2022.

Pearson Correlation

Before going towards the formal test of hypotheses, it is necessary to present interrelationships of the predictors, control and criterion variables in the data. Table 1 and Table 2 shows Correlation matrix of demographics, predictors, criterion and control

variables.

Table 1 *Correlating Motives of Social Media Use with Demographics (N=284)*

	Motives of Social Media Use	1	2	3	4	5	6
1	Gender						
2	Age	-.19**					
3	Province/Country	.17**	.11				
4	Education/Qualification	.08	.08	.13*			
5	Marital Status	-.01	.60**	.24**	.01		
6	Occupation	.31**	-.51**	-.11	-.14*	-.55**	
	Personality Traits						
7	Companionship	**.13***	-.11	-.10	-.08	-.06	.09
8	Exhibitionism	**.13***	-.11	-.05	-**.14***	-.07	.07
9	Relationship Maintenance	-.11	-.03	-**.21***	.07	-.01	-.05
10	Passing Time	-.03	-.07	-.06	-.05	-.03	.01
11	Share Problems	**.17***	-.09	-.03	-.04	.02	-.00
12	Information Searching	-.07	.06	-.07	.08	-.00	-**.13***
13	Information Seeking	.04	-.05	.00	-.04	-.01	-.06

**Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

Table 2 *Correlating Motives of Social Media Use with Personality Traits (N=284)*

	Motives of Social Media Use	1	2	3	4	5	6	7
1	Companionship							
2	Exhibitionism	.25**						
3	Relationship Maintenance	.14*	-.00					
4	Passing Time	.29**	.16**	.27**				
5	Share Problems	.39**	.35**	.21**	.44**			
6	Information Searching	.11	-.05	.56**	.21**	.19**		
7	Information Seeking	.26**	.27**	.33**	.43**	.81**	.36**	
	Personality Traits							
8	Extroversion	-.02	.03	-.021	**-.13***	-.05	-.03	-.01
9	Agreeableness	-.03	.10	**.29****	.00	.12	**.28****	**.14***
10	Conscientiousness	-.01	.03	**.20****	-.02	.00	**.22****	**.14***
11	Neuroticism	.05	.08	**.15****	**.18****	**.24****	.10	**.22****
12	Openness	.05	**.18****	**.23****	.02	**.13***	**.17****	**.15***

**Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

Factor Analysis: Motives of Social Media Use

What are the tourist's Motives of Social Media Use during their tour of Swat, to inquire the Motives of Social Media use factor analysis was employed. The initial factors of the study have been taken from existing literature (Leung, 2001; Hollenbaugh et al, 2014; Al-Menayes, 2015). To get an idea that the study variables/ items are suitable for factor analysis KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy was used. So as the initial step for factor analysis KMO measure was obtained. According to obtained statistics, value of KMO was .78 with .000 significance. This measure confirmed that our sets of study variables are suitable for factor analysis. When examining what inspires tourists to use social media. For factor analysis researcher used method of Principal Components and Varimax Rotation. Seven factors were identified based on the factor analysis with

eigenvalues greater than 1.0 of Motives of Social Media Use. In factor loading, if a variable is load on one factor there is no absolute role as to how high a coefficient is but variable having coefficient below 0.3 will be unusual to use. Table 3 shows that factor 1 named as Companionship, loaded two items (to feel less lonely, because I have no one to talk or be with), where the eigenvalue is 1.85 and factor explained 7.74% of the total variance.

Further, Factor 2 named as Exhibitionism, loaded four items (for attention, to get attention, because my posts make me cool among my peers, to gain fame or reputation), where the eigenvalue is 2.65 and factor explains 11.04 % of the total variance. Moreover, Factor 3 named as Relationship Maintenance loaded three items (to stay in touch with friends, to get in touch with people I know, to send a message to a friend), where the eigenvalue is 2.40 and factor explains 10.02% of the total variance.

Moreover, Factor 4 named as Passing Time loaded two items (to occupy my time, to pass time when bored), where the eigenvalue is 1.72 and factor explains 7.17% of the total variance. Further, Factor 5 named as Share Problems, loaded three items (because I need someone to talk to or be with, because I just need to talk about my problems sometimes, to forget about my problems), where the eigenvalue is 2.07 and factor explains 8.64 % of the total variance. Factor5, one item is also loaded with factor 1 Companionship which is (to forget about my problems) with

value .45 which indicates that sometimes people use social media to forget about their problems, but the higher loading value was considered , where loading with Share Problems was .58 as compared with Companionship.

Additionally, Factor 6 named as Information Searching, loaded six items (to search out transportation, to search out accommodation, looking for shopping place, looking for tourism attraction, search travel route , to search famous restaurant), where the eigenvalue is 3.39 and factor explains 14.13 % of the total variance. Further, Factor 7 named as Information Seeking, loaded four items (for research and homework, to get free information, to search for information, to know what's going on), where the eigenvalue is 2.64 and factor explains 11.00 % of the total variance.

Table 3 Factor Loading (Principal **Components**, Varimax Rotations) of 24 Motives of Social Media Use, Obtained (N=284)

Social Media Use	Mean	SD	1	2	3	4	5	6	7
Companionship									
to feel less lonely	2.96	1.20	**.74**	.04	.15	.15	.15	.08	.05
because I have no one to talk or be with	2.74	1.20	**.82**	.23	-.05	.08	.11	.01	.03
Exhibitionism									
for attention	3.14	1.25	.12	**.77**	-.12	.11	.05	.03	.04
to get attention	3.21	1.30	.08	**.89**	-.07	.08	.02	.01	.02
because my posts make me cool among my peers	3.31	1.17	-.01	**.72**	.18	-.11	.28	-.03	-.11
to gain fame or reputation	2.89	1.32	.13	**.69**	.03	.06	.15	.18	-.07
Relationship Maintenance									
to stay in touch with friends	3.97	.98	-.00	.07	**.74**	.03	.07	.12	.38
to get in touch with people I know	3.82	1.04	.04	-.05	**.86**	.14	.02	.15	.14
to send a message to a friend	3.71	1.10	.11	-.01	**.81**	.09	.08	.06	.30
Passing Time									
to occupy my time	3.23	1.17	.22	.17	.13	**.83**	.18	.14	.06
to pass time when bored	3.35	1.28	.06	-.00	.12	**.88**	.22	.09	.09
Share Problems									
because I need someone to talk to or be with	3.01	1.3	.13	.22	.01	.21	**.79**	.17	.02
because I just need to talk about my problems sometimes	3.14	1.23	.08	.15	.06	.16	**.85**	.12	.14
to forget about my problems	3.12	1.17	.452	.17	.15	.12	**.58**	.18	.02
Information Searching									
to search out transportation	3.20	1.21	.31	.06	.14	-.02	.13	**.78**	-.05
to search out accommodation	3.26	1.17	.23	.02	-.01	.08	.11	**.85**	-.05
looking for shopping place	3.47	1.19	.01	.05	-.09	-.01	.22	**.64**	.29
looking for tourism attraction	3.84	1.08	-.31	.01	.12	.15	.07	**.70**	.02
search travel route	3.74	1.14	-.10	.03	.19	.13	.05	**.69**	.23
to search famous restaurant	3.79	1.04	-.03	.11	.11	.02	-.06	**.64**	.35
Information Seeking									
For research and homework.	3.56	1.17	.06	.10	.13	.18	-.14	.24	**.68**
to get free information	3.82	1.04	.21	-.18	.35	-.03	.00	.20	**.64**
to search for information	3.96	.86	-.05	-.08	.15	.01	.24	.12	**.81**
to know what's going on	4.03	1.00	-.02	-.03	.27	.03	.07	.02	**.74**
Eigenvalue			1.85	2.65	2.40	1.72	2.07	3.39	2.64
Variance explained			7.74	11.04	10.02	7.17	8.64	14.13	11.00
Cronbach alpha			.70	.84	.84	.78	.84	.83	.84

Table 4 Testing First Hypothesis

To test H1 (Personality traits predicts the Motives of Social Media Use of tourist's during their tour of Swat) in SPSS multiple hierarchical regression analysis has been performed between Motives of Social Media Use and Personality Traits. Table 4 shows the combined statistics of multiple regression where step1 included two control variables Age and Gender while step 2 included Big Five Personality Traits.

Regression of Motives of Social Media Use and Personality Traits (N=284)

In the light of above mentioned findings our hypothesis H1 is

Predictors	Companionship			Exhibitionism			Relationship Maintenance			Passing Time			Share Problem			Information Searching			Information Seeking		
Step 1	β	t	Sig	β	t	Sig	β	t	Sig	β	T	Sig	β	t	Sig	β	t	Sig	β	t	Sig
Age Group	.39	1.50	.13	.64	1.66	.09	-.69	-2.03	.04	-.16	-.57	.56	1.01	2.64	.00	.33	.58	.56	-.39	-.98	.32
Gender	-.36	-1.92	.05	-.59	-2.08	.03	-.19	-.76	.44	-.17	-.82	.40	-.08	-.28	.77	-.16	-.37	.70	.10	.34	.73
R²	.02			.03			.01			.04			.02			.00			.00		
F	3.88			4.63			2.12			.04			3.93			.31			.65		
Step 2																					
Gender	.38	1.47	.14	.61	1.60	.10	-.62	-1.93	.05	-.16	-.59	.55	1.01	2.71	.00	.44	.79	.42	-.25		.50
Age Group	-.34	-1.74	.08	-.64	-2.21	.02	-.24	-1.01	.31	-.05	-.24	.81	.03	.11	.90	-.05	-.11	.90		.00	1.00
Extroversion	-.00	-.21	.82	.03	.07	.93	-.06	-1.93	.05	-.05	-1.81	.07	-.03	-.99	.32	-.03	-.68	.49	-.07	-2.01	**.04**
Agreeableness	-.00	-.30	.76	.06	1.50	.13	.13	3.79	**.00**	.01	.33	.73	.06	1.71	.08	.08	1.34	.17	.15	3.69	**.00**
Conscientiousness	.01	.39	.69	.00	.11	.91	.06	2.19	**.02**	.00	.26	.78	.01	.49	.62	.13	2.47	**.01**	.09	2.68	**.00**
Neuroticism	.01	.38	.70	.02	.56	.57	.07	2.27	**.02**	.07	2.45	**.01**	.13	3.53	**.00**	.21	3.72	**.00**	.06	1.58	.11
Openness	.01	.54	.58	.07	2.33	**.02**	.07	2.80	**.00**	.01	.45	.64	.03	1.11	.26	.05	1.30	.19	.05	1.79	.07
R²	.03			.07			.16			.00			.10			.09			.13		
R² change	.00			.03			.15			.04			.07			.09			.13		
F change	.14			2.32			9.91			2.36			4.49			5.86			8.23		

partially supported which assumed that personality traits predicts social media use motive of tourists. Personality Trait Extraversion predicts Information Seeking Motive of Social

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Media Use which did not support our hypothesis H1a (Extraversion personality trait influence tourist's Motives of Social Media Use for Exhibitionism, Share Problem and Companionship). Further Agreeableness showed association with Relationship Maintenance motive which partially support H1b (Agreeableness personality trait influence tourist's social media uses for Relationship Maintenance). Conscientiousness predicted an association with Relationship Maintenance, Information Seeking and Information Searching motive which support our hypothesis H1c (Conscientiousness personality trait influence tourist's social media uses for Passing Time, Information Seeking and Information Searching). Neuroticism also showed an association with Relationship Maintenance, Passing Time, Share Problem and Information Searching motive which partially support H1d(Neuroticism personality traits influence tourist's Motives of Social Media Use for Relationship Maintenance, Passing Time, Share problem and Information Seeking). Lastly Openness predicted Exhibitionism and Relationship Maintenance which support H1e (Openness personality trait influence tourist's social media uses motives for Exhibitionism and Relationship Maintenance). Hence, concluded that Personality Traits have a relationship with social media use of tourists.

Table 5 Testing Second Hypothesis

To test H2 (Age predicts Motives of Social Media Use of tourist's during their tour of Swat) in SPSS Simple linear regression analysis has been performed between age and each social media use motive separately, Table 5 shows the combined statistics of linear regression. The dependent variable Companionship was regressed on independent variable Age to test hypothesis H2. As shown in the table 5 Age has no association with Social media motives Relationship Maintenance, Passing Time, Share Problem, Information Seeking and Information Searching except Companionship and Exhibitionism. So its means our H2 partially supported. Hence, it has been concluded that Age has association with social media use of tourists.

Table 5 *Regression of Age on Motives of Social Media Use (N=284)*

Regression (Age → Motives of Social Media Use)	B	R^2	F	P	Hypotheses Result
Age → Companionship	-.43	.018	5.17	**.024**	**Supported**
Age → Exhibitionism	-.705	.023	6.512	**.011**	**Supported**
Age → Relationship Maintenance	-.065	.000	.069	.793	Not Supported
Age → Passing Time	-.152	.002	.573	.450	Not Supported
Age → Share Problem	-.245	.003	.773	.380	Not Supported
Age → Information Seeking	.164	.001	.327	.568	Not Supported
Age → Information Searching	-.221	.001	.288	.592	Not Supported

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Table 6 Testing Third Hypothesis

To test H3 (Gender predict Motives of Social Media Use of tourists) in SPSS Simple linear regression analysis has been performed between Gender and each social media use motive separately, Table 6 shows the combined statistics of linear regression. The dependent variable Companionship was regressed on independent variable Gender to test hypothesis H3. Table 6 shows that Motives of Social Media Use Companionship, Exhibitionism and Share problem has a significant association with gender while Time pass, Relationship Maintenance, Information Seeking and Information Searching has no relation with gender. Hence, H3 is also partially supported.

Table 6 *Regression of Gender on Motives of Social Media Use (N=284)*

Regression (Gender → Motives of Social Media Use)	B	R^2	F	P	Hypotheses Result
Gender → Companionship	.545	.016	4.617	**.032**	**Supported**
Gender → Exhibitionism	.820	.017	4.778	**.030**	**Supported**
Gender →Relationship Maintenance	-.600	.011	3.265	.072	Not Supported
Gender → Passing Time	-.148	.001	.297	.586	Not Supported
Gender → Share Problem	1.086	.029	8.510	**.004**	**Supported**
Gender → Information Seeking	-.448	.005	1.326	.251	Not Supported
Gender → Information Searching	.380	.002	.465	.496	Not Supported

Conclusion

The aim of the study was to explore Motives of Social Media Use and relationship between tourists Motives of Social Media Use and Big Five Personality Traits and demographics. Motives of

Social Media Use vary by personality traits as well demographic has also a vibrant role. Social media is a broad platform; people use it to fulfill their needs. Hence, tourist's motives have been broadly explored through a quantitative study.

This study concluded that tourist's motives of social media use Companionship, Exhibitionism, Passing Time, Share Problems, Relationship Maintenance, Information Searching, and Information Seeking are the basic motives which mostly tourists fulfilled during their tour. Further, this study found that Personality traits predict use of social media by tourist. Individual characteristics predicted social media regarding their needs and interest. Motives of social media use; Relationship Maintenance, Information Seeking and Information Searching motives is more common in tourists during their tour of Swat. It has also been concluded that Relationship Maintenance motive has a strong association with Big Five Personality Traits except Extraversion. Further, Neuroticism showed positive relationship with social media motives Information Searching, share problem, Passing Time and Relationship Maintenance.

To generalize the result on selected population, probability sampling technique was used. Hence, it is valuable to say that female tourists utilized social media for Exhibitionism, Companionship and Share problem motive during their tour of Swat. Furthermore, current study explored that age predicts social media use motives of tourists.

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