The Role of Creativity, Altruism, and Social Relationship in Sharing Travel Information Using Social Networking Services

Heejeong Han[a], Youhee Joun[b], Taehyee Um[c], Chulmo Koo[d], Namho Chung[e,*]

[a] Researcher, Korea Culture and Tourism Institute, Korea
[b] Researcher, College of Hotel and Tourism Management, Kyung Hee University, Korea
[c] Ph.D. Student, Graduate School of Hotel and Tourism Management, Kyung Hee University, Korea
[d] Professor, College of Hotel and Tourism Management, Kyung Hee University, Korea
[e] Professor, College of Hotel and Tourism Management, Kyung Hee University, Korea

A B S T R A C T

Social networking services (SNSs) have become important and popular tools for not only presenting self-image but also sharing travel information. This study adopted self-image expressions to understand tourists' intentions to share travel information and behavioral changes in SNSs. To enhance understanding tourists' intention and behavior, the current study suggests a research model based on motivations for self-image expression (i.e., creativity, altruism and social relationship). This current study empirically resulted in the importance of users' creativity, altruism and social relationship in SNS, which leads to the intention and behavioral changes to share travel information. In addition, altruism moderated the negative effect of creativity on self-image expression as well as the positive effect of the social relationship on self-image expression. Based on the result of this study, the current study bears some implications in a theoretical and practical context.

Keywords: Social Networking Services, Self-Image Expression, Creativity, Altruism, Social Relationship, Intention to Share Travel Information, Behavioral Changes

Ⅰ. Introduction

As the constraints of Internet environments are crumbling down, and the use of mobile Internet access has been around, social networking services (SNS) are activated by utilizing the smart devices such as a Smartphone and tablet PC. SNS was defined as web-based services that individuals composed network with certain relationships in online for a variety of purpose (Kwon and Wen, 2010). The use of SNSs is constantly changing as new trends arise, it is estimated that the participants of a social network will

be around 3.2 billion around the world (Statista, 2019). At the end of 2013, more than 1.15 billion people are using Facebook with the highest market sharing in SNSs, and Twitter has more than 500 million members. Facebook is one of the crucial factors to draw marketing strategies by 74% of marketers. In addition, 751 million people use Facebook on various types of mobile devices. The statistics identified that the use of the SNSs has become widespread in the world for not only individuals but also marketers (socialmediatoday.com, 2013).

Therefore, particularly, researchers have been paying attention to the trends, changes, and fads in technologies and consumer behavior that are closely related to travel information. In various fields of studies, the SNSs have been extensively researched for information acquiring and sharing (e.g., Kim et al., 2011; Pan et al., 2007; Xiang and Gretzel, 2010), user's acceptance of SNS (e.g., Bibby, 2008; Ong et al., 2011), self-disclosure and satisfaction in SNSs (e.g., Laurenceau et al., 1998; Walther, 2007), subjective well-being through self-presentation (Kim and Lee, 2011), and purchasing behaviors related to digital items (e.g., Kim et al., 2012). The literature implies that various types of information in SNSs plays an essential part in the user's decision making in the context of online travel information searches.

Self-image expression in the online environment is regarded as one of the important research issues (Kim, 2011; Kim and Lee, 2011). Indeed, self-presentational image, expression, and communication may be a critical role in the formation of the self in online environments (e.g., online avatars, well-being image, and social support). Online – as is the cases with SNSs – is a place with flexible and complicated interpersonal relationships as compared with the offline, which offers new opportunities to develop or present user's own identity on the Internet (Turkle,

1995). In addition, online identity, like offline identity, also includes both personal and social identity corresponding to the individual and social aspects (Tuner et al., 1987). Online users want to develop their own online images to influence other users' perceptions, which express self-presentation of personal and social identity. Online environments provide more possibilities for the free expression of one's own online identity than offline environments (Tuner et al., 1987). Therefore, there is a need to structurally examine how the presentation of self-image affects SNS user's behaviors. Thus, self-presentation needs to be examined to understand users' online behavior.

The more tourists are engaged in social activities through SNSs, the more they are inclined to contribute their experience by way of acquiring and sharing travel information (Chung et al., 2015). In the past, tourists depended on limited means of providing travel information, but today, the SNSs are accessible to reliable and trustful tourists through public profiles or acquaintances; therefore, the use of SNSs have caused many tourist behavioral changes (Schroeder and Pennington-Gray, 2014; Xiang and Gretzel, 2010). Such a new form of acquiring and searching travel information has been the foundational characteristic of SNSs and is also changing tourist's behaviors by allowing tourists to make travel decisions based on the plethora of travel information that is unlike the limited existing information (Gretzel et al., 2006).

As a result of previous research on users' sharing behavior in SNSs, many studies have analyzed empirically the users' behavioral intention (Ha and Ahn, 2011; Tang et al., 2016). However, as mentioned above, despite the fact that information sharing through SNS can have a change in behavior, there is little research on behavior change in sharing activities. In other words, the SNSs have changed

the paradigm of tourist behavior, the research on the SNSs related to the behavioral change to share travel information are still closer to the beginning, especially, social support by self-presentation.

We examine the influencing relationship of crucial factors of the SNS context for tourism by integrating independent variables: personal aspect (creativity, altruism) (Hirschman, 1980; Kim et al., 2011; Kim et al., 2011), social aspect (social relationship) (Kim et al., 2011; Parra-López et al., 2011), by mediating variable: self-presentation (Kim et al., 2011; Kim and Lee, 2011; Ma and Agarwal, 2007), and dependent variable: behavioral outcomes (intention to share travel information, behavioral changes to share travel information).

To this end, the current study suggests the following purposes to understand the potential tourists' intention and behavioral changes to share travel information using SNSs. First, in the context of the use SNS has for acquiring travel information, this study discusses the factors influencing self-image expression in both personal and social aspects. Second, the current study also tries to find out the impact of self-image expression on both the intention and behavioral changes to share travel information. Third, our study attempts to test the moderating effect of altruism on the relationship between creativity and self-image expression, and the relationship between social relationship and self-image expression, respectively. With these objectives, we suggest what tourists' motivation for using SNSs in searching for travel information is, and provide some practical and theoretical implications for tourism marketers and tourism enterprises based on the results of this study.

Ⅱ. Theoretical Background

2.1. Self-Presentation

Self-presentation theory explains why people want to show their images to others (Goffman, 1959; Leary, 1995). Self-presentation is an important aspect to convey an impression to others. This impression consists of expressions overtly given (e.g., verbal communication) and covertly given (nonverbal communication). Self-presentation can be intentional (Derlega et al., 1987). Self-presentation is often combined with psychological issues to identify these motives (Schlenker and Leary, 1982). It may also be different depending on the group or cultural difference of the individual and the offline or online environment as well (Rui and Stefanone, 2013). Self-presentation desire in online environments allows individuals to manage their online interactions more strategically. The evasion of blame and the seeking of positive evaluation (Laurenceau et al., 1998; Leary and Kowalski, 1990) motivate self-presentation.

An individual's self-presentation appears by expressing his self-image to others. When a self-presentation is implemented in a non-verbal form in an online environment, people build self-images through pictures, images, interests, and so on (Muhammad et al., 2018). In other words, self-image expression has a deep association as a means of self-presentation. Self-concept leads to self-image expression, the activity in which people express their identities by behaving in ways that bring certain types of personal qualities (Leary, 1995; Schlenker, 1980). Individuals create a self-image when they meet someone for the first time by altering their self-presentational behavior depending on a specific context. A number of studies (see <Table 1>) discuss the development of self-image expression, and its influence

<Table 1> Previous Research on Self-Presentation

Author(s)	Domain Studied	Independent Variable	Dependent Variable	Findings
Walther (2007)	Computer-Mediated Communication (CMC)	Anticipated partners' desirability	Verbiage, Personalization, Complexity	Partially supporting the hyperpersonal perspective of CMC, with unanticipated gender and status interaction effects suggesting behavioral compensation through CMC, or over compensation when addressing presumably undesirable partners.
Kim et al. (2011)	Blogging Community (BC)	BC Involvement, Online Kindness, Social Skills, Creativity	Online Knowledge Contribution	The personal and social aspects of online identity and their interactions significantly influenced knowledge contribution.
Ong et al. (2011)	Facebook	Narcissism	Frequency of Updating, Facebook Friends, Extraversion	After accounting for extraversion, narcissism could only account for self-image expression through self-generated content. Extraversion is partial support for the manifestation of narcissism in adolescents' Facebook profile features.
Kim and Lee (2011)	Facebook	Number of friends, positive and honest self-presentation,	Perceived social support, Subjective Well-being	The number of Facebook friends had a positive association with subjective well-being, positive self-presentation had a direct effect on subjective well-being.
Kim et al. (2012)	Digital Item	Innovativeness, Online Group Involvement, Online Group Norm	Intention of Purchasing Digital Items	The presentation desire of online identity leads to intention of purchasing digital items. Enhancing the presentation desire affects positively online group norm and online group involvement.
Kim and Tussyadiah (2013)	Tourism Experience	SNS Use	Tourism Experience	The positive self-presentation and honest self-presentation would moderate the relationship between tourists' SNS use and perceived social support.

Note: Table made by author

on behavioral outcomes (e.g., Kim and Lee 2011; Kim and Tussyadiah, 2013; Kim et al., 2012; Kim et al., 2011; Ong et al., 2011; Walther, 2007).

Among the numerous psychological phenomena that SNS presents, self-presentational behavior is particularly interesting (Bibby, 2008; Kramer and Winter, 2008). Furthermore, given the social exposure that SNS affords, the proliferation of self-image should be expected with online self-presentation (Walther, 2007). SNS users have control over their self-presentational activities. Therefore, SNS allows them to handle their online interactions more strate-gically (Ellison et al., 2007).

Recently, SNS enhanced tourism all over the world and has become an essential tool for accessing various sources of tourist information (Sigala et al., 2012). Based on these applications, some studies have started to investigate the use of SNS in the tourism context (e.g., Kim and Tussyadiah, 2013; Qu and Lee, 2011; Xiang and Gretzel, 2010). For instance, Kim and Tussyadiah (2013) explained the moderating effects of self-presentation about the tourism experiences in the context of SNS. The study of Qu and Lee (2011) focused on travelers' social identification and

membership behaviors in the online travel community. In addition, Xiang and Gretzel (2010), particularly, studied online travel information searches through SNS and confirms that the importance of social media increases in the online tourism domain. However, despite the rising use of SNSs for tourism, there has been limited research (Kim et al., 2018). Especially, there is a lack of empirical data describing the concept of self-image expression in the context of tourism. Therefore, researchers need to investigate tourism behaviors through self-presentation on SNSs.

Regarding SNS as a key service of the Internet, the self-image expression of a tourist is expected that it will more likely support the SNSs' use behaviors for tourism. Thus, this study attempts to discuss the factors influencing self-image expression in both personal and social aspects. We also try to find out the impact of self-image expression on both the intention and behavioral changes to share travel information.

2.2. Personal and Social Aspect

According to Ashforth and Mael (1989), a person's self-concept is made up of personal identity and a social identity. Personal identity is a peculiar entity, evident from other individuals (Baumeister, 1999). Social identity is an individual-based consciousness of what defines the group (Turner et al., 1987; Verkuyten and Hagendoorn, 1998). In other words, social identity theory has multiple levels of selves, including "personal" and "social" levels (Turner et al., 1987). Therefore, personal identity and social identity are mutually relevant (Kim et al., 2012).

2.2.1. Personal Aspect: Creativity

Individual values can be shown by expressing their

identity. Creativity refers to the degree to which an SNS user will tend to make progressive decisions and receive new ideas from the SNS, which is based on the study of Kim et al. (2011). Some researchers studied the relationship between individuals' creativity and knowledge contribution behavior (Yoon et al., 2010). According to these studies, individuals' creative mind could produce knowledge and spread it.

This creativity is considered as the factor immediately influencing individuals' behaviors online (Hirschman, 1980; Kim et al., 2011). Participants of certain online network group could extract any insight through the information exchanging and knowledge sharing. Through this process, they obtain a variety of views and idea and developing their creativity (Greenhow, 2011). In addition, planning, decision making, knowledge seeking, discussion activities and creativity have characteristics that can affect online interaction (Tu and McIsaac, 2002). As such, individual creativity can be a feature that emits their inner values. Therefore, creativity is a factor to be considered in the study of the behavior of a person's travel review on social networking sites.

2.2.2. Personal Aspect: Altruism

In the context of travel information sharing, altruism is defined by a degree that one is concerned about the welfare of other users in the SNSs (Kim et al., 2011). This altruistic personality is strongly related to the personal aspect of online identity and is considered an essential factor for other pro-social behaviors (Kim et al., 2011). Particularly, altruism is associated with voluntary action (Lee and Lee, 2010). Similarly, Wang and Fesenmaier (2004) and Parra-López et al. (2011) suggested that altruism plays a crucial role in making the decision to participate

in the SNSs.

Previous studies related to Altruism have mainly identified why any motive for an individual's behavior toward another person has such an intention. They analyzed empirically how personal inclinations of members in a particular group are expressed such as knowledge sharing (Lin, 2007), contributions to group (Ma et al., 2014), information accumulation (Hung et al., 2011) and so on. Thus, Altruism has been tied to individual traits and has played a role mainly as an independent variable (Chang and Chuang, 2011). Moreover, altruism has been a major factor in studying motivations for online users to help others through the Internet. Altruism has also been shown to be a moderating effect in proving the causal relationship between members and their knowledge sharing activities as a role of personal inclination (Wu et al., 2009). As such, Altruism not only has a direct effect on the motivation for an individual's behavioral intent, but it may also have an indirect effect on the social relationship, depending on the degree of it.
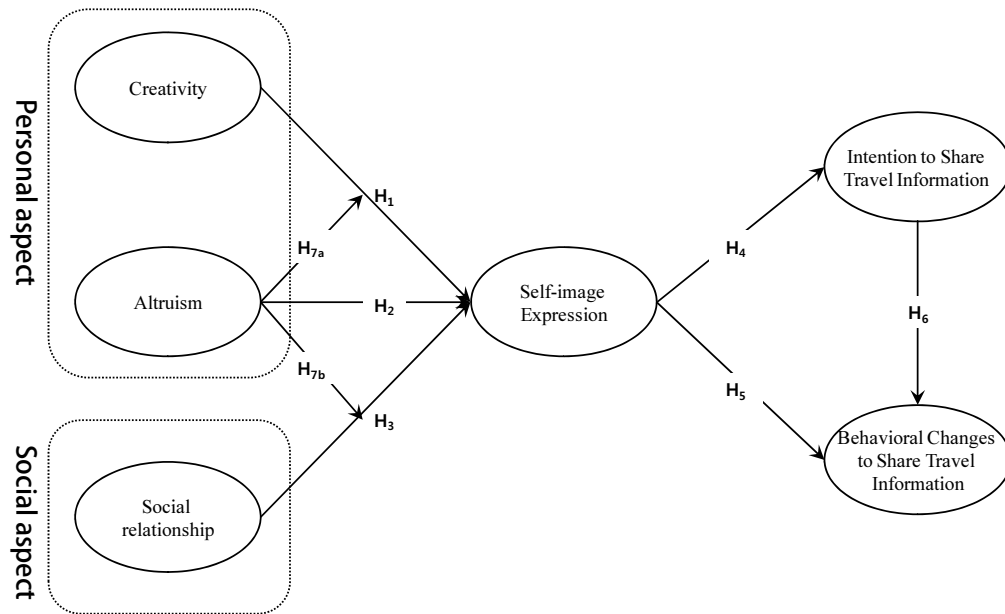
2.2.3. Social Relationship

Social relationship is defined as the degree which users perceived benefits from using SNSs to maintain and build interpersonal relationships (Kim et al., 2011). When people join SNS, they create an online relationship with someone. This relationship can be in contact with people who are already known offline, or with people who are newly acquainted online (Ellison et al., 2011). It may be possible to establish new relationships online to share information about common interests. Social benefits related to the SNS usage boosts the intention to use SNSs in the context of tourism (Parra-López et al., 2011). Or they have relationships with others to place themselves in a

group by forming social bonds (Chung and Han, 2017). Thus, people try to form their self-identity in the places people perceive high social values. According to the social capital theory that explains the benefits resulting from interpersonal relationships, aspects of community encourage individuals to act within the community because they perceive benefits for the community and themselves (Coleman, 1990; Wasko and Faraj, 2005).

Ⅲ. Research Model and Hypotheses

This study constructs a research model in <Figure 1>, as per the theoretical background in the prior section. According to self-presentation theory, our model suggests that the personal aspects – creativity and altruism – and the social aspect – social relationship – are predictors of self-image expression in SNS. Moreover, self-image expression in SNSs will affect intention to share travel information and behavioral changes to share travel information. Lastly, it suggests that the intention to share travel information is a predictor of the behavioral changes to share travel information.

A person's creativity feature has been expanded from professional artistic expressions to a more popular meaning of expressing oneself in his own way (Chamberlain, 1985). The person who is to attempt new ideas and new things is more likely to experience a new thing in a new way (Venkatraman, 1991). Kim et al. (2012) insisted that creative people were more offensive in expressing and revealing themselves. Kim and Chan (2007) also insisted that creative people were more positive and aggressive in expressing and revealing themselves, and their results appeared to support this argument. Therefore, if the person has higher creativity, he or she favors

<Figure 1> Research Model

new ways of expressing oneself in SNSs, and then he or she will try to express self-image in SNSs.

H1: Creativity has a positive relationship with self-image expression.

3.1. Personal Aspect: Altruism

If an SNS user has a tendency towards helping others considering travel information, the potential tourists try to take voluntary action. In other words, the person with high desire to share their own travel or destination information tends to enact act pro-social behaviors such as showing oneself to others or participating in the SNS, which leads to expressing self-image. Thus, self-image expression is enhanced by the degree of an individual's altruism. Based on the above argument, the following hypothesis is proposed:

H2: Altruism has a positive relationship with self-image expression.

3.2. Social Relationship

Self-image expression strategies are particularly important during relationship development, as others will use this information to decide whether to pursue a relationship (Derlega et al., 1987). Moreover, people try to form their self-identity in the places people perceive powerful social values (Kim et al., 2011). In addition, closer interpersonal relationships in on-line environments strongly enhance in presenting a user's self-image (McKenna et al., 2002). The study of Kim et al. (2011) also highlighted that users with high value related to the social relationship tended to buy digital items to express own self-image. In addition, closer interpersonal relationships in online environments strongly enhanced the presentation of a user's self-image (McKenna et al., 2002). In other

words, people who perceived intensified social relationships tried to present self-image in the SNSs. Hence, the following hypothesis is proposed:

H3: Social relationship has a positive relationship with self-image expression.

3.3. Self-image Expression

SNS becomes a channel for information acquisition or sharing behaviors. Prior studies in the context of online behaviors suggest that self-identity, such as self-image expression, plays a crucial role in influencing a person's information sharing behaviors (Hwang, 2010; Kim et al., 2011; Ma and Agarwal, 2007; Wang and Fesenmaier, 2004). Self-image expression has played a role in presenting themselves to others by managing related information (Chung and Koo, 2012). Perhaps people present self by expressing their opinions in the context of online environments, and one of their self-presentation is information sharing behaviors. Ma and Agarwal (2007) argued that individuals are more likely to contribute if they recognize other's self-identity. Kim et al. (2011) found that online identity would affect knowledge sharing. In addition, Hwang (2010) suggested that when sharing information in the context of an e-mail environment, a user's self-identity was positively linked to a member's enjoyment related to the knowledge sharing activities. Wang and Fesenmaier (2004) insisted that expressing identity in an online travel community enhances a higher level of member participation, which stimulates contribution to the community. In sum, self-image presentation in SNS with an establishment of identity leads contributions to the SNS and behavioral intentions such as intention to share travel information. Therefore higher self-image expression would increase the intention to share

travel information in SNSs.

H4: Self-image expression has a positive relationship with intention to share travel information.

Self-image expression may also influence behavioral changes to share travel information. According to Qu and Lee (2011), behavioral changes to share travel information are the extent to which SNS users modify their behaviors related to acquiring travel information through SNSs in the value aspect. Numerous studies suggest that self-expression is a crucial factor that affects individual's behavior (Kim et al., 2012), and found that if people became passionate and active in the community, then they were more likely to accept other's opinions, recommendations, and information (Qu and Lee, 2011). In addition, Kim et al. (2012) insisted that individuals with a high level of self-image expression desired to get positive favors from other users. In acquiring travel information using social media, if active SNS users have a high level of self-image expression, then they will be likely to have a positive impression on the SNSs and would like to get a positive favor from others. Therefore, they try to modify their behaviors in terms of the information acquiring methods considering the other's favor. Thus, we relate self-image expression to behavioral changes to share travel information in our research model and the following hypothesis is proposed:

H5: Self-image expression has a positive relationship with behavioral changes to share travel information.

According to the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975), human behavior can be predicted by the amount and intensity of volitional efforts. The TRA posited that human beings

are rational and try to make decisions rationally. Therefore, intention has been identified as a significant predictor and motivator of behaviors (Fishbein and Ajzen, 1975). According to Bamberg (2013), there are several steps required to change a person's behavior, and attitudes and intentions toward a target are the main factors in this process. In the sharing travel information, those who have a strong intention to share travel information are rational in decision making about information, which may change information behavior (e.g., actual sharing behavior, the way they share travel information, information selection behavior etc.) in SNSs. Conversely, SNS users who do not intend to share travel information will not change their existing behaviors. Therefore, the following hypothesis is proposed:

H6: *Intention to share travel information has a positive relationship with behavioral changes to share travel information.*

3.4. Moderating Effect: Altruism

Personal traits play important roles in forming behaviors (Yoo and Gretzel, 2011). Altruism is one of the important variables to be considered, especially in studying the behavior of individuals within a group (Chang and Chuang, 2011). It is necessary to study with individuals' altruism how they are motivated to act and how their expression can be changed (Moss and Barbuto Jr, 2010). A person's altruism is a motivator of increasing the welfare of others', which is the opposite of the egoism that enhances one's own welfare (Batson and Powell, 2003; MacIntyre, 1967). As mentioned earlier, personal creativity can be a cause for accumulation and sharing of knowledge in an online environment, while at the same time it is

considered as an activity for oneself. Previous studies have suggested that self-rewards can have negative relationships with Altruism propensity (Rosenhan et al., 1974). In other words, if a creative activity is done in people's social networks as part of their actions for themselves, SNS users whose altruism is high may weaken the effect of users' creativity on the self-image expression in SNSs. Perhaps it is because creativity is closely tied to personal aspects of online identity (Kim et al., 2011) and is strongly associated with not the other's welfare, but one's own welfare.

Conversely, if SNS users have a high level of altruism when considering travel information, it makes the impact of the social relationship on the self-image expression stronger because altruism, regarding travel information, leads to pro-social behaviors (Kim et al., 2011). Thus, we believe that in terms of SNS self-image expression behaviors would be moderated, the following hypotheses are proposed:

H7a: *Altruism moderates the relationship between creativity and self-image expression.*

H7b: *Altruism moderates the relationship between social relationship and self-image expression.*

Ⅳ. Research Methodology

4.1. Instrument Development

Most instrumental items were adopted from prior studies and adapted to suit the context of social media. All of the items were measured on a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7) to further refine people's psychological state and collect response results. Three altruism items were adapted from previous research (Parra-López

et al., 2011). Creativity was measured on three items developed by Kim et al. (2011). The social relationship was measured on a four-item scale (Huang et al., 2010; Kim et al., 2011). Self-image expression were all measured using four item scales similar to those reported in Kim et al. (2011). Intention to share travel information items were adapted from a previous study by Ha and Ahn (2011). Four behavioral changes to share travel information items were adapted from previous research (Qu and Lee, 2011). A survey questionnaire was brought out of original reference papers first and afterword adapted for our study, and then, translated into Korean by individuals who were proficient in both languages. Then, researchers who are fluent in English and Korean with academic specializations in the area under study compared the translated version with the original version and did not identify any discrepancies. These processes in the pretest procedure showed that all those items were valid and reliable.

4.2. Data Collection

This study used data collected from 2013 by the leading Internet survey firm (embrain.com) in Korea. The Internet survey firm electronically distributed the questionnaire to randomly selected potential travelers. The company has approximately 1.5 million panels, and among them, those who fit the purpose of our research were identified and utilized in the final analysis. A screening question was used to select those who have used at least a year of experienced SNS use. Based on the screening question, 204 respondents were selected. <Table 2> summarizes the characteristics of respondents. The respondent gender ratio was male 111 (54.4%) to female 93 (45.6%). The under 30 years group had the largest proportion at 38.7% ($n = 79$), followed by those 30 ~ 39 years

<Table 2> Demographic Information of Respondents

Characteristics		Frequency	%	Characteristics		Frequency	%
Gender	Male	111	54.4	Education	High school	47	23.0
	Female	93	45.6		2 year college	32	15.7
Age	Under 30	79	38.7		University	110	53.9
	30~39	60	29.4		Graduate school	15	7.4
	40~49	32	15.7	Monthly Income	Less than 1 million won*	33	16.2
	Over 50	33	16.2		1 - 1.99 million won	34	16.7
Occupation	Student	40	19.6		2 - 2.99 million won	43	21.1
	Office worker	78	38.2		3 - 3.99 million won	33	16.2
	Services	9	4.4		4 - 4.99 million won	32	15.7
	Technician	14	6.9		More than 5 million won	29	14.2
	Professional	25	12.3	Amount of time spent per searching	Less than 30 minutes	52	25.5
	Self-employed	8	3.9		30 minutes -1 hour	101	49.5
	Civil servant	3	1.5		1 hour - 2 hours	41	20.1
	Homemaker	17	8.3		More than 2 hours	10	4.9
	Other	10	4.9	Total		204	100

Note: *1$ (USD) = 1,100 Won

group (n = 60, 29.4%). Over half respondents (n = 125, 61.3%) had university degrees or higher. The most frequently reported occupations of the respondents were office workers (n = 78, 38.2%), followed by students (n = 40, 19.6%). Also, the typical respondent's monthly income level was 2 million to 2.99 million Korean won, with 43 respondents in this category (21.1%), followed by a monthly income 1 million to 1.9 million Korean won (n = 34, 16.7%); 1,100 Korean won equals US$1. Approximately half (49.5%) of the respondents reported the amount of time spent searching for travel information was 30 minutes to 1 hour per search.

V. Data Analysis and Results

In order to test the proposed research model, we used a partial least squares (PLS) regression analysis using PLS-Graph Version 3.0. PLS regression analysis has several advantages including small sample size and few assumptions about measurement scale and normal distribution (Ahuja and Thatcher, 2005). Using PLS-Graph, the measurement model and structural model testing were conducted. We conducted an additional verification process to identify issues related to responses that online surveys could have (Sax et al., 2003). The following method was used to identify the nonresponse bias that the samples could have between those who participated in our survey and those who did not. During the entire response period, t-test was conducted to compare the responses of the top 10% of the respondents and the top 10% of the latter respondents. There was no significant difference between the two groups (Armstrong and Overton, 1977). In other words, this analysis demonstrated that nonresponse bias is not a significant issue in our study.

5.1. Measurement Model

The adequacy of the measurement model was checked by convergent validity and discriminant validity. According to Bagozzi and Yi (1988) and Hair et al. (2010), convergent validity was checked using three other criteria. First, the standardized path loading of each item had to be statistically significant and greater than 0.7. Second, the composite reliability (CR) and the Cronbach's α for each construct had to be larger than 0.7. Third, the average variance extracted (AVE) for each construct needed to exceed 0.5. As shown in <Table 3> and <Table 4>, the standardized path loadings, the CR, and the Cronbach's α for all constructs exceeded 0.7. The AVE for each construct was greater than 0.5. Therefore, the convergent validity for the constructs was supported.

The discriminant validity of measurement model is checked by using two criteria suggested by Gefen and Straub (2005): (1) item loadings to construct correlations is larger than its loading on any other constructs (Chin, 1998) and (2) the square root of the AVE is greater than the correlations between that construct and other constructs (Fornell and Larcker, 1981). As shown in <Table 4> and <Table 5>, all items exhibited substantially higher loading than on other factors and the square root of the AVE for each construct exceeded the correlations between that construct and the other constructs. Therefore, discriminant validity was established.

5.2. Structural Model

5.2.1. Direct Model

The research model was examined for their explanatory power and path significance using a bootstrapping technique. The size of the bootstrapping

<Table 3> Descriptive Statistics of Constructs

Constructs		Items	Composite Reliability	AVE	Cronbach's α
Online Creativity (CRE)	CRE1	I like to experiment with new ways of doing thing in social media.	0.930	0.769	0.896
	CRE2	I often try new things in social media.			
	CRE3	I like to try different thing in social media.			
	CRE4	I am original in my thought and ways of looking at things in social media.			
Altruism (ALT)	ALT1	I always share with friends and colleagues what I know and the new things that I discover about place to visit.	0.920	0.794	0.868
	ALT2	I have experiences of and/or comments about trips and destinations that may be of interest to others.			
	ALT3	I use the contributions and comments of others about trips and destinations and, to some extent, feel an obligation to contribute as well.			
Social Relationship (REL)	REL1	Using social media better enables me to form interpersonal bonds with others.	0.941	0.841	0.906
	REL2	Using social media helps me maintain my social relationships with others.			
	REL3[a]	Using social media helps me make new friends.			
	REL4	Using social media enhances my social relationships with others.			
Self-image Expression (SEF)	SEF1	Using social media enhances my self image to others.	0.941	0.800	0.916
	SEF2	Using social media improves my self-expression to others.			
	SEF3	Using social media makes a good impression on other people.			
	SEF4	Using social media improves the way I am perceived			
Intention to share travel information (SHA)	SHA1	I will try to share the travel information with other users of social media.	0.946	0.814	0.923
	SHA2	I will share the travel information with other users of social media.			
	SHA3	I intend to share the travel information with other users of social media in the future.			
	SHA4	I will share the travel information using social media.			
Behavioral changes to share travel information (BEH)	BEH1	The way I share for information about travel products/services has changed as a result of my being in the travel community group.	0.917	0.735	0.877
	BEH2	Social media has influenced my behavior in some ways, such as what I share.			
	BEH3	Which social media I use has changes as a result of my being in social media.			
	BEH4	Social media has influence how I share travel information.			

Note: [a] This item was deleted for further analyses

sample that was used in the PLS analyses was 500. In addition, the model accounted for 15.6% - 42.7% of the variance (R^2; squared multiple correlations). The percentages of explained variance for self-image expression, intention to share travel information and behavioral changes to share travel information were 42.7, 15.6 and 35.8, respectively.

As shown in <Figure 2> and <Table 6>, H1, H2,

<Table 4> PLS confirmatory factor analysis and cross-loadings

Abbreviation	CRE	ALT	REL	SEF	SHA	BEH
CRE1	**0.884****	0.425**	0.498**	0.505**	0.409**	0.329**
CRE2	**0.890****	0.498**	0.519**	0.486**	0.461**	0.389**
CRE3	**0.901****	0.422**	0.482**	0.445**	0.410**	0.312**
CRE4	**0.830****	0.416**	0.490**	0.531**	0.371**	0.371**
ALT1	0.448**	**0.890****	0.511**	0.433**	0.608**	0.374**
ALT2	0.484**	**0.903****	0.512**	0.441**	0.524**	0.377**
ALT3	0.414**	**0.880****	0.517**	0.465**	0.515**	0.462**
REL1	0.512**	0.540**	**0.898****	0.464**	0.477**	0.381**
REL2	0.519**	0.515**	**0.937****	0.502**	0.432**	0.423**
REL4	0.532**	0.532**	**0.916****	0.577**	0.466**	0.394**
SEF1	0.536**	0.430**	0.504**	**0.888****	0.341**	0.387**
SEF2	0.487**	0.454**	0.451**	**0.912****	0.333**	0.457**
SEF3	0.504**	0.451**	0.554**	**0.917****	0.343**	0.445**
SEF4	0.492**	0.458**	0.510**	**0.860****	0.391**	0.461**
SHA1	0.454**	0.571**	0.466**	0.416**	**0.916****	0.476**
SHA2	0.437**	0.568**	0.481**	0.353**	**0.910****	0.485**
SHA3	0.400**	0.544**	0.455**	0.343**	**0.895****	0.425**
SHA4	0.403**	0.534**	0.394**	0.302**	**0.887****	0.445**
BEH1	0.305**	0.371**	0.384**	0.408**	0.445**	**0.843****
BEH2	0.399**	0.403**	0.394**	0.415**	0.476**	**0.855****
BEH3	0.315**	0.347**	0.351**	0.412**	0.396**	**0.861****
BEH4	0.354**	0.435**	0.362**	0.444**	0.424**	**0.869****

Note: ** $p < 0.01$

<Table 5> Correlations Among Constructs

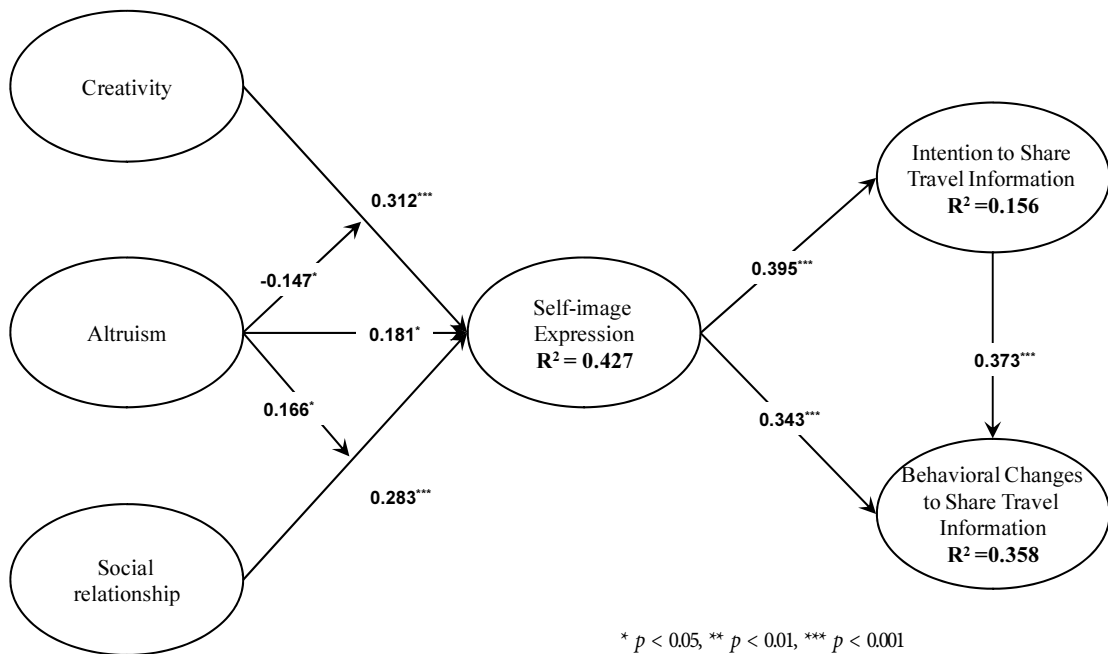|	Mean	STD	CRE	ALT	REL	SEF	SHA	BEH
CRE	5.011	0.964	*0.877*					
ALT	4.830	1.059	0.501**	*0.891*				
REL	4.876	1.005	0.567**	0.577**	*0.917*			
SEF	4.614	1.041	0.563**	0.502**	0.560**	*0.894*		
SHA	4.850	0.940	0.469**	0.615**	0.498**	0.392**	*0.902*	
BEH	4.669	0.925	0.396**	0.452**	0.434**	0.489**	0.505**	*0.857*

Note: The diagonal elements in boldface in the "correlation of constructs" matrix are the square root of the average variance extracted (AVE). For adequate discriminant validity, the diagonal elements should be greater than the corresponding off-diagonal elements.)
    * $p < 0.05$, ** $p < 0.01$

and H3 address the structural relationships among creativity, altruism, social relationship and self-image expression. Creativity ($\beta = 0.312$, $p < 0.001$), altruism ($\beta = 0.181$, $p < 0.05$) and social relationship ($\beta = 0.283$, $p < 0.001$) have significant effects on self-image expression. Therefore, H1, H2, and H3 were supported.

Furthermore, self-image expression was statisti-

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

<Figure 2> Results of SEM Analysis

<Table 6> Standardized Structural Estimates and Hypotheses Tests

Hypothesis	Path			Estimates	t-value	Results
H1	creativity	→	self-image expression	0.312	4.042	Supported
H2	Altruism	→	self-image expression	0.181	2.106	Supported
H3	social relationship	→	self-image expression	0.283	3.291	Supported
H4	self-image expression	→	intention to share travel information	0.395	5.229	Supported
H5	self-image expression	→	behavioral changes to share travel information	0.343	4.447	Supported
H6	intention to share travel information	→	behavioral changes to share travel information	0.373	4.344	Supported

cally significant in predicting intention to share travel information and behavioral changes to share travel information. The relationships between self-image expression and intention to share travel information ($\beta = 0.395$, $p < 0.001$, H4) and between self-image expression and behavioral changes to share travel information ($\beta = 0.343$, $p < 0.001$, H5) were positive and significant, supporting H4 and H5.

Finally, H6 address the relationships between intention to share travel information and behavioral changes to share travel information. Intention to share travel information had a positive effect on behavioral changes to share travel information ($\beta = 0.373$, $p < 0.001$) supporting H6.

5.2.2. Moderating Effect

Next, we examined if altruism will influence the relationship between independent variables (i.e., online creativity, social relationship) and self-image

expression. Frazier et al. (2004) stated that a moderating effect is an interaction between one variable on the level of another variable. Therefore, if the interaction term (i.e., predictor × moderator) is significant, the hypothesis of the moderating effect is confirmed. We tested the moderating effect of altruism using hierarchical regression analysis. The independent constructs (i.e., creativity, altruism, and social relationship) were entered in the first step, and the interaction term (i.e., creativity × altruism, social relationship × altruism) was added in the second step. As shown in <Table 7>, the moderating effect of altruism on the relationship between creativity and self-image expression was negatively significant. The interaction between social relationship and self-image expression had a positive effect on self-image expression. Therefore, H7a and H7b were supported. The change in R^2 values between the two steps was 0.016.

Ⅵ. Discussions and Conclusion

The purpose of this study was to examine empirically the impacts of creativity, altruism, and social relationship on both the intention and behavioral change to share travel information focusing on the self-image expression in SNSs. Our major findings

were that the personal aspects (creativity and altruism) and social value of SNSs were key dimensions of traveler's self-presentation in SNSs. First, the two aspects of human beings in SNSs, creativity and altruism, significantly influence, indeed, the travelers' self-presentation, and the self-presentation continually affects the intention to travel information search. Kim and Tussyadiah (2013) determined that the effect of self-presentation in SNSs use increased social support. They showed that there are positive relationships among tourists' use of SNSs. Travelers may really want to show their experience in a way that is visually appealing (e.g., photo) as well as providing a textual explanation regarding destinations; thus, intending to search and share travel information. According to the analysis results in the main effect, the results of our study verified the theoretical hypotheses of H1 to H6 that was established by this study.

The results of this study are in agreement with the earlier studies related to self-image expression (e.g., Hwang, 2010; Kim and Chan, 2007; Kim et al., 2011; Kim et al., 2012; Parra-López et al., 2011; Wang and Fesenmaier, 2004; Qu and Lee, 2011). In other words, creativity, altruism, and social relationship had a positive effect on self-image expression. This, in turn, had a positive effect on intention and behavioral changes to share travel in-

<Table 7> Results of Testing Moderator Effects

Step	Variables	Model 1	Model 2
Step 1 (Main effect)	CRE	0.314***	0.272***
	REL	0.275***	0.253***
	ALT	0.186**	0.248***
Step 2 (Interaction term)	CRE×ALT	-	-0.147*
	REL×ALT	-	0.166**
F value		49.066***	31.066***
Adjusted R^2		0.415	0.425
R^2		0.424	0.440

Note: † $p < 0.10$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$)

formation using SNSs. Among the independent variables of self-image expression, potential tourist's creativity most highly influenced self-image expression ($\beta = 0.312$, $t = 4.042$), followed by social relationship ($\beta = 0.283$, $t = 2.106$), and altruism ($\beta = 0.181$, $t = 3.291$). These results suggested that potential tourists using SNSs ponder forming an intention and behavioral changes involved in sharing travel information to be creative tourists, which leads to present self-image in SNSs. In addition, the respondents more expressed self-images in SNSs when they have a higher altruistic trait related to travel information. In addition, they presented self-image if SNS offered social values for interpersonal relationships. The self-image expression of a destination significantly influences other travelers' travel information use. From the perspective of image interactionism, travelers' self-images are based primarily on the appraisals of others (Kim et al., 2011). People may be concerned further in online social networking environments where others can readily view the expression of self or identity via public profiles and reputational images.

In addition, self-image expression positively affected both the intention and behavioral change to share travel information. These findings indicated that the more self-image expression in the SNS prospective tourists presented, the greater the likelihood of them expressing their travel information or sharing other's travel information on their SNS, which leads to higher intention and behavioral changes to share travel information. When this self-image expression increases, activity to the SNS and to its members becomes stronger. With more pro-social behavior toward the SNS, individuals increase their knowledge sharing to the community. Likewise, when a person's behavior is inclined to share knowledge in other communities, travelers also tend to consider the projection of self-image as more important than other

regular online communities and wish to establish online social image when they decide to post travel information in the SNSs.

Finally, according to the analysis of the moderating effects of altruism, it was identified that altruism acts as a negative moderator in the relationship between creativity and self-image expression, and as a positive moderator in the relationship between social relationship and self-image expression. This result seems to be due to the fact that self-expression through creative activities of SNS users is closer to action for oneself, as mentioned above. This can be interpreted in the same context as previous studies that creativity has some self-efficacy character, and this feature is based on egoistic motivation in some part (Kollock, 1999). However, the statistical significance of the negative moderating effect of altruism is different from the results of the previous study which argued that the intrinsic features and extrinsic features can coexist (Wasko and Faraj, 2005). On the contrary, it is necessary to stimulate user's altruism in order to encourage presenting themselves on SNSs in people who perceived many advantages of social relationship in using SNSs. In other words, our study re-confirmed altruism is a motivator of strengthening other's welfare in line with the studies of Batson and Powell (2003) and MacIntyre (1967). In addition, it represents the complexity of expressing the self-image to reflect the personal and social aspects of one's own identity.

The findings of this study bear both theoretical and practical implications. The meaningful theoretical contribution of the current study lies in the fact that our study suggested and empirically explained theoretical framework with the perspective of self-image expression that has not been discussed in tourism research regarding the travel information in SNSs. Through the current study, personal aspects (i.e.,

creativity and altruism) and social aspects (i.e., social relationship) lead intention and behavioral change regarding travel information sharing through self-image expression in the SNSs. Also, our study examined the moderator role of altruism, which is that it strengthens the relations between social relationship and self-image expression, but it weakens the relations between creativity and self-image expression. In other words, this study tried to extend a range of tourism study regarding travel information in sharing and applying the perspective of self-image expression.

The results of this study suggest practical implications for tourism marketers. First, the founding of our study highlighted that personal (i.e., tourist's creativity and altruism) and social aspect (i.e., social relationship) have a positive influence on the self-image expression. From the personal aspects, tourism marketers are needed to focus on a potential tourist's creativity and altruism. It is not easy to construct these environments, but the expression of self-image is the result of the complexity of personal and social aspects of one's own identity (Turner et al., 1987). Thus, tourism marketers try to have both ways. From the social aspects, tourism marketers have to put power into offering and promoting social value to attract traveler's participation such as self-image expression. Second, we confirmed self-image expression is an enabler for forming an intention and behavioral changes to share travel information so SNS operators try to develop various services enhancing SNS user's self-image expression such as profile, images, videos, and multi-items. In addition, tourism marketers using SNSs have to interact with travelers in order to draw their stories, opinions, and ideas expressing their identity. Other examples are developing and updating co-create contents, which leads to prospective traveler's responses and self-image regarding travel information.

Ⅶ. Conclusions

We developed a conceptual framework of traveler's self-presentation by examining motivational dimensions along with different aspects of travelers. Based on the three general dimensions of travelers' motivations, we identified the online social environment determinants in SNSs. Our findings showed that personal and social aspects were key dimensions of travelers for self-presentation. Nonetheless, this study has the following limitations and plans to improve the research. First, the study results are specific to one SNS: Facebook cannot be generalized to other SNSs such as Twitter, Instagram or Pinterest. Therefore, future research should consider various samples of SNSs' users in many different types of SNS. Second, this study mainly focused on self-image expressing and its associated intention and behavioral change to share travel information before, during and after travel. However, the current study did not fully take into account factors related to tourist's usage time for travel information (e.g., before travel, during travel, and after travel). Many travelers use SNSs for planning trips, sharing experience, recommending travel products, etc. (Parra-López et al., 2011). Therefore, future studies on SNSs related to travel information should be examined in all stages that travelers use SNSs. Because our study has analyzed with small sample size, caution is required in interpreting the results. Also, this study has a limitation because there is not enough verification of the impact of demographic characteristics.

Acknowledgement

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◆ About the Authors ◆

Heejeong Han

Heejeong Han is a researcher at Korea Culture & Tourism Institute in Seoul, Republic of Korea. She holds a bachelor in Economics and Tourism Management and a master's degree in tourism from Kyung Hee University. Her research focuses on smart tourists' behavior, tourism information and tourism marketing. Her research work has been published in journals that include International Journal of Contemporary Hospitality Management, Computers in Human Behavior, Behavior and Information Technology, and Telematics and Informatics.

Youhee Joun

Youhee Joun is a researcher in College of Hotel & Tourism Management at Kyung Hee University and she is also a researcher of Smart Tourism Research Center (STRC), Kyung Hee Univercity in Seoul, Republic of Korea. She holds a bachelor in Business Administration and a master's degree in MIS from Chosun University. Her research work has been published in journals that include Computers in Human Behavior, Asia Pacific Journal of Information Systems and others.

Taehyee Um

Taehyee Um is doctoral degree student majoring in hotel management at Kyung Hee University, Seoul, Republic of Korea. His research interests focus on the role of information systems on tourists and online travel agency. His research work has been published in Korea Journal of Tourism Research, Journal of the Korea Service Managemant Society and others.

Chulmo Koo

Chulmo Koo is a Professor at the Department of Convention & Exhibition Management, College of Hotel & Tourism Management, Kyung Hee University in the Republic of Korea. He received his PhD in Business Administration from Sogang University in the Republic of Korea and having served as a post-doctorate fellowship in the University of Minnesota, MIS Research Center, as well as serving as a full time instructor in Marshall University. He was an Assistant Professor at Chosun University in the Republic of Korea, and a tenured Associate Professor currently at Kyung Hee University in the Republic of Korea. He is the Editor-in-Chief of the Journal of Korea Service Management and a deputy director of smart tourism research center at the Kyung Hee University. Since Prof. Koo has been managing the special issue of Smart Tourism, which those are Electronic Markets, Computers in Human Behavior, International Journal of Information Management, International Journal of Tourism Cities, Asia Pacific Journal of Information Systems, Information and Management, Sustainability, Tourism Review, Information Processing and Management, and the Journal of Business Research. He is an author of more than one hundred refereed publications and, according to Google Scholar, has an H-index of 17 and approximately 1000 citations. He has received the Paper of the Year 2016 award from Electronic Markets journal.

Namho Chung

Namho Chung, Ph.D., is a Professor at the Department of Hotel Management and the Director of Smart Tourism Research Center at Kyung Hee University in the Republic of Korea. He had received his Ph.D. degree in Management Information Systems from Sungkyunkwan University in the Republic of Korea. Also he had been a Visiting Research Fellow at School of Hospitality and Tourism Management, University of Surrey in UK. His research interests lie in the smart tourism, tourist behaviour & information systems, human-computer interface design and knowledge management. He has been written over 70 international journal papers such as Tourism Management, Journal of Travel Research, International Journal of Contemporary Hospitality Management, International Journal of Information Management, Information & Management and Computers in Human Behavior among others. Currently, he leads smart tourism ecosystem projects in the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea. His name listed in the Hall of Fame at Kyung Hee University for his outstanding achievements.