

# Exploring the Impacts of Bridging and Bonding Social Capital on Travel Experience Sharing Behavior on SNS\*

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## ABSTRACT

Social Network Service(SNS) has fundamentally changed the scope, boundaries, and dynamics of social interactions, becoming an integral part of everyday social communication for individuals and significantly altering the decision-making processes of individuals and organizations. Although prior studies have agreed that individual motivations significantly affect travel experience sharing behavior on SNS, different motivations need to be further examined. Also, there is little empirical study that examines the relationships between social capital and motivations. To address these gaps, this study developed a research model to investigate how two types of social capital (i.e., bridging and bonding) influence individual motivations (i.e., self-enhancement and altruism motivations), which in turn contributes to travel experience sharing behavior on SNS. The online survey was conducted from March 3 to March 17, 2021, and 516 responses were included in the data analysis. Structural Equation Modeling was applied to test the hypotheses in a research model. This research provided a comprehensive exploration of the relationship between motivations and social capital, contributing to a better understanding of why tourists share their travel experiences on SNS.

*Keywords: Social Network Service, Travel Experience Sharing Behavior, Social Capital, Motivations, Structural Equation Modeling*

접수일(2024년 08월 16일), 수정일(2024년 09월 04일), 게재확정일(2024년 09월 21일)

\* This work was supported by Innovative Human Resource Development for Local Intellectualization program through the Institute of Information & Communications Technology Planning & Evaluation(IITP) grant funded by the Korea government(MSIT)(IITP-2024-RS-2023-00260267)

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## 1. Introduction

Social Network Services (SNS) have profoundly transformed the landscape of social interactions, embedding themselves as essential components of daily communication and significantly influencing both personal and organizational decision-making processes (Chang and Chuang, 2011; Lee and Park, 2015; Park and Ha, 2014). As users increasingly share their travel experiences on these platforms, SNS has become crucial in the creation, sharing, editing, acquisition, and dissemination of tourism-related content (Arica et al., 2002; Han and Bae, 2022; Han and Kim, 2021). This shift impacts the tourism and hospitality sectors in several critical ways: it shapes customer decisions through social proof and perceived authenticity of shared content; enhances destination popularity via viral marketing and strategic hash-tag trends; and informs more targeted and effective marketing strategies by providing valuable insights into consumer preferences and behavior patterns (Kang and Schuett, 2013; Wang et al., 2022).

Understanding the mechanisms behind tourists' travel experience sharing behavior on SNS (hereafter, SNS sharing behavior) is crucial, as it directly explains how destinations are marketed and perceived by potential visitors (Han and Bae, 2022; Wang et al., 2022). Prior studies have explored SNS sharing behavior, predominantly focusing on direct motivational factors. For example, research has indicated that both altruistic motivation, such as aiding other tourists in making informed choices, and self-enhancement motivation, like personal prestige or personal

fulfillment and self-actualization motivation significantly influence sharing behavior (Munar and Jacobsen, 2014; Wu and Pearce, 2016).

Munar and Jacobsen (2014) indicated that altruistic motivation plays a crucial role in Scandinavian tourists' decisions regarding SNS sharing behavior. According to their research, participants share their travel experiences on SNS to prevent other tourists from choosing poor tourism products. Wu and Pearce (2016) tested the main motivational factors determining SNS sharing behavior among Chinese tourists, finding that altruistic motivation as well as self-enhancement motivation trigger sharing behavior.

While extensive research has been conducted on these motivational factors, gaps remain regarding the relative impact of different motivations. There is a need for ongoing research into these motivations, and discussions on the relative importance of each motivational factor continue to be highlighted to better understand the sharing behavior, which ultimately guides marketers in tourism destinations and hospitality industries (Arica et al., 2022; Oliveira et al., 2020; Wang et al., 2022).

According to a study by Wang et al. (2022) based in the United States, self-enhancement and altruism motivations significantly explain tourists' SNS sharing behavior, with self-enhancement motivation exerting a stronger influence. However, other studies have found that the impact of altruism motivation is greater. According to research conducted in Portugal by Oliveira et al. (2020), of the two motivational variables affecting SNS sharing behavior, altruism motivation has a higher explanatory power than self-enhancement.

From this research trajectory, this study aims

to explore the two motivational factors explaining SNS sharing behavior and particularly, to empirically demonstrate the differences in the explanatory power between self-enhancement and altruism motivations.

In addition to motivational factors, this research delves into the role of social capital in SNS sharing behavior. As mentioned previously, some individuals are motivated to engage in SNS sharing behavior for personal fulfillment, while others find motivation in the relational aspects with others. The concept of social capital provides a meaningful theoretical framework for understanding motives of human behavior as members of a social community (Nahapiet and Ghoshal, 1998). Social capital, as a framework, helps elucidate why individuals engage in SNS sharing, with different types emphasizing various aspects of social relations.

Social media serves as an online venue where social interactions take place (Han, 2014). In this computer-mediated communication network, people perceive themselves differently. Individuals may view themselves as heterogeneous members loosely connected to their online communities, representing bridging social capital, or they may perceive their relationships as close and dense networks, representing bonding social capital (Putnam, 1995). These different self-perceptions in social interactions enable individuals to express themselves in various ways, and these differences can lead to further explanations of SNS sharing behavior (Akhavan and Mahdi Hosseini, 2016; Chang and Chuang, 2011).

Bonding social capital emphasizes the importance of strong ties, which increase the willingness and ability of network contacts to provide necessary

resources. Therefore, individuals within these strong ties are more likely to act in socially positive ways (Coleman, 1988). Conversely, researchers also suggest that weak ties or bridging social capital facilitate communication and promote beneficial flows of information (Granovetter, 1983). Previous studies have explained that the absence of direct relationships in networks provides a better context for communication (Burt, 1992). Other studies have indicated that depending on the characteristics and context of information sharing behavior, the impacts of bridging and bonding social capital may vary (Cao et al., 2013).

The use of social capital concepts to explain sharing behavior remains a key focus of research, particularly through ongoing discussions on how bridging and bonding social capital influence communication within networks (Ceci et al., 2019). Although the significance of these discussions is well acknowledged, there is a notable scarcity of empirical studies that directly investigate how bridging and bonding social capital contribute to clarifying the mechanisms behind SNS sharing behavior. Recognizing the distinct roles of bridging and bonding social capital, this study aims to empirically investigate how each type influences SNS sharing behavior among tourists.

This study seeks to address the critical gaps in the literature by focusing on two primary research questions: (1) How do self-enhancement and altruism motivations differ in their impact on SNS sharing behavior? and (2) How do bridging and bonding social capital influence tourists' motivations to share travel experiences on SNS? This research aims to provide a comprehensive exploration of the relationship between motivations and the concept

of social capital, contributing to a deeper understanding of why tourists share their travel experiences on SNS.

## 2. Literature Review

### 2.1 Bridging and bonding social capital

While the term ‘social capital’ has been used in various fields since the early 20th century, the first theoretical definition was given by Bourdieu (1986), who stated that social capital is the sum of current and potential resources available to individuals through social relationships. His concept of social capital focused on class distinctions and inequalities of social capital that benefit certain individuals. Coleman (1988) then viewed social capital more as a public good, arguing that social capital is a social structure that facilitates collective action and cooperation to achieve common goals. Building on previous conceptualizations of social capital, Putnam (1995) understood social capital as a positive resource contributing not just to individuals, but also to societies and communities. He defined it to include “features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit” (Putnam, 1995, p. 67).

In addition, Putnam distinguished two types of social capital based on the strength of network ties: bridging and bonding social capital. He used bridging social capital to describe loose connections among dissimilar and heterogeneous members and bonding social capital to describe close and dense networks linking homogeneous members with similar

characteristics. He argued that bridging social capital is an “outward looking” network that consists of “people across diverse social cleavages” and, in contrast, bonding social capital tends to be “inward looking,” characterized by strong ties that “reinforce exclusive identities” (Putnam, 2000, p. 22). It has been widely accepted that the strong ties of bonding social capital contribute to the willingness and ability of the group to interact with each other to provide necessary resources (Sajuria et al., 2015). At the same time, it is also suggested that bridging social capital may offer even more benefits because loose connections can lead to tapping of external and novel resources that are often more valuable for innovation (Batjargal, 2010; Leonard, 2004).

Despite criticism of its dualistic nature, the distinction of bridging and bonding social capital has been widely applied to empirical research in tourism studies and other social sciences in terms of their different consequences, such as for knowledge sharing, community development, and organizational success (Cao et al., 2013; Han and Hovav, 2016; Horng and Wu, 2020). For example, Iwase et al. (2012) examined Japanese residents and found that bonding social capital was more helpful in better self-evaluation of health than bridging social capital for both genders, and that it was particularly beneficial among females. In their study of Korean internet users, Kim et al. (2016) showed that interpersonal and group attachment to social media were increased by both bridging and bonding social capital although the effect of bridging social capital was more influential. Ceci et al. (2019) suggested that bridging social capital was more effective for Italian firms to identify new

opportunities while bonding social capital helped develop and implement the ideas generated.

## **2.2 Sharing travel experiences on social media**

Knowledge sharing has long been a popular subject of social science research although early studies were largely focused on the way knowledge is shared within a particular organization and the values the organization may obtain through sharing knowledge between organization members (Kamasak and Bulutla, 2010; Tsai, 2016). However, recent studies have expanded to examine how people share their knowledge with others in broader contexts like regional communities (Kato, 2021) and industrial clusters (Kim and Shim, 2018) as well as in communications between consumers (Brodie et al., 2013; Cervellon and Wernerfelt, 2012). Furthermore, the emergence of the Internet has allowed knowledge, information, and experience to be more easily and broadly shared online through various websites and virtual communities (Chen and Hung, 2010; Sharratt and Usoro, 2003).

Among others, social media has become one of the most popular channels through which individuals share their knowledge, offering high connectivity, networking capabilities, and an aura of entertainment (Ellison et al., 2014; Leonardi, 2014). Through numerous types of social media, such as Facebook, Instagram, Tweeter, and YouTube, 4.7 billion individual users around the world in 2022 continue to share their personal stories and photos, socio-political views, useful information, and self-generated content about various subjects (Datareportal, 2022). Personal travel experiences

are among the most shared topics on social media, which now serves as a treasure of travel information for those planning trips and vacations, even more popular than TV, travel books, or other websites (Kang and Schuett, 2013; Kim and Fesenmaier, 2017). In general, shared travel experiences by individuals, including stories, reviews, complaints, and personal photos, are considered to be more trustworthy and informative than other public or commercial content accessed through social media (Mangold and Faulds, 2009; Narangajavana et al., 2017). With the spread of smartphones, social media has become even more influential as travelers now use it to exchange travel experiences in real time (Wang et al., 2016).

What drives individuals to document their travels on social media? It has been suggested that people share their travel experiences because they expect to feel positive emotions, want to spread word of mouth, have concern for others, get self-affirmation, seek rewards in return, and entertain themselves (Munar and Jacobsen, 2014; Olivera et al., 2020). The attributes of social media make it easy and fun to share travel experiences and users' particular demographic characteristics also influence their shares (Xiang and Gretzel, 2010; Nadkarni and Hofmann, 2012). Despite many external factors affecting the use of social media, academic attention has largely concentrated on the personal and psychological aspects of social media users (Hur et al., 2017; Wang et al., 2016). For example, based on social influence theory, Kang and Schuett (2013) found that internalization, identification, and compliance contributed to perceived enjoyment, which positively affected the travel-experience-sharing behavior of US social

media users. Altruistic and community-related motivations were found to affect experience-sharing behaviors of Mallorca visitors (Munar and Jacobsen, 2014). Wang et al. (2017) argued that people share travel food experiences based on the type of psychological or functional benefits they seek. More recently, Wang et al. (2022) examined Chinese tourists using WeChat and showed that perceived enjoyment, social interaction, and extraversion all very positively affected social media users' travel experience sharing.

Despite various factors that encourage online sharing of travel experiences, this study focuses on factors identified by Oliveira et al. (2020), namely self-enhancement and altruism motivations. According to their study, altruism motivations are those arising from internal forces that drive people to help others make good choices or to contribute to a worthwhile online community, while self-enhancement motivations aim to reinforce what people want others to think of them or otherwise satisfy their social needs (Oliveira et al., 2020). They showed that these two major motivations positively affected actual travel experience-sharing on social media in the context of Portugal. Similarly, Arica et al. (2022) and Wang et al. (2022) confirmed that self-enhancement and altruism motivations serve as major motivations for travelers to increase sharing of their actual travel experience on social media.

### **2.3 Hypothesis development and research model**

Social capital enhances social interaction,

knowledge sharing, and information transfer (Tsai, 2016; Uzzi and Gillespie, 2002; Yao et al., 2015). The positive relationship between social capital and knowledge sharing has been established in various contexts, such as tourism clusters (Kim and Shim, 2018), R&D teams (Akhavan and Hosseini, 2016), learning networks (Lefebvre et al., 2016), and virtual communities (Chang and Chuang, 2011), and different roles were identified for different dimensions in social capital.

In particular, some studies have focused on bridging and bonding social capital, and suggested that both types of social capital significantly increased knowledge and information sharing between members of project teams (Han and Hovav, 2016), stakeholders of the craft beverage industry (Knollenberg et al., 2022), and various social media communities (Cao et al., 2013; Horng and Wu, 2020). In tourism studies, bridging and bonding social capital was also found to significantly increase senior travelers' involvement in social media (Kim et al., 2019), engagement on social media with travel information (Han and Bae, 2022), and member loyalty to an online event club (Kim et al., 2019). However, there is little consensus about how social capital affects the different types of motivation, namely self-enhancement and altruism motivations. Hence, this study proposes the following hypotheses:

- H1. Bridging social capital positively influences self-enhancement motivations.*
- H2. Bridging social capital positively influences altruism motivations.*
- H3. Bonding social capital positively influences self-enhancement motivations.*

*H4. Bonding social capital positively influences altruism motivations.*

Self-enhancement and altruism motivations have been understood to be key motivations that explain why people share their knowledge with others (Olivera et al., 2020). Many studies have empirically validated the positive impact of altruism motivations (Fang and Chiu, 2010; Ma and Chan, 2014) and self-enhancement motivations (Arica et al., 2022; Oliveira et al., 2020) on experience-sharing behavior on social media, although other studies have rejected or only partially supported positive relationships between these motivations and information sharing (Hosen et al., 2021; Widiana and Novani, 2022). Hence, this study proposes the following hypotheses:

*H5. Self-enhancement motivations positively influence SNS sharing behavior*

*H6. Altruism motivations positively influence SNS sharing behavior*

Figure 2–1 presents the research model, where self-enhancement and altruism motivations are determined by bridging and bonding social capital. Also, the research model proposed that the two motivations affect SNS sharing behavior.

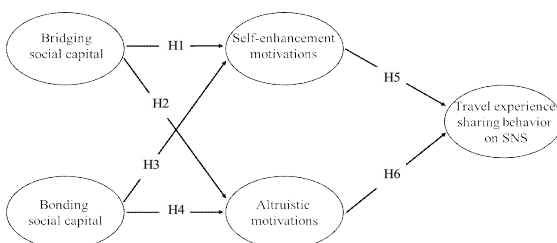


Fig. 2–1 Research model with hypotheses

## 3. Methods

### 3.1 Measurement

The survey questions, meticulously crafted from scholarly sources, were finely tuned to suit the unique requirements of this study. Participants expressed their opinions on a dramatic spectrum, marking their responses on a five-point Likert scale that spanned from "strongly disagree" (1) to "strongly agree" (5). Measurement items for social capital were categorized into two factors—i.e., bridging and bonding social capital—and adapted from previous literature (Ellison et al., 2007; Williams, 2006). This study included two motivation factors—i.e., self-enhancement and altruism motivations, measurement items were adapted from existing literature (Hsu and Lin, 2008; Li, 2020; Munar and Jacobsen, 2014; Oliveira et al., 2020; Wang and Fesenmaier, 2003). Finally, the measurement items for SNS sharing behavior were thoughtfully adapted and inspired by the influential works of Li (2020), Oliveira et al. (2020), and Hsu and Lin (2008), ensuring they were tailored to capture the essence of this dynamic behavior. To validate these adapted measurement items, we conducted an expert review process. This involved soliciting feedback from scholars with expertise in social media behavior and tourism studies. The experts reviewed the items for content validity, ensuring that the measures were not only theoretically sound but also contextually appropriate for analyzing SNS sharing behavior among tourists.

### 3.2 Data collection

The online survey was conducted by a leading online survey company in Korea. Initially, survey links were distributed using a stratified sampling method that targeted individuals based on their gender and age, specifically including panelists over the age of 20. Subsequently, a purposive sampling strategy was employed to target domestic tourists in Korea. Specifically, we focused on individuals who had 'actively posted' their travel experiences on social media. For the purposes of this research, 'actively posted' is defined as sharing travel-related content on any social media platform at least twice over the past year. This frequency was chosen to ensure that participants were regularly engaged in traveling and discussing their travel experiences on SNS, providing a representative sample of users who contribute consistently to travel-related discussions and content on these platforms. The survey was available online from March 3 to March 17, 2021. Out of 520 collected responses, 516 were deemed valid and included in the final data analysis, which was performed using SPSS 26.0 and AMOS 26.0 software.

## 4. Results

### 4.1 Socio-demographic characteristics of respondents

The gender distribution was fairly balanced, with 253 males (49.0%) and 263 females (51.0%). In terms of age, the largest group of respondents was between 20–24 years old, accounting for 33.9%

of the sample, followed by those aged 25–29 at 17.1%. The age groups of 18–19 and 30–34 each comprised approximately 15% of the participants. Regarding educational attainment, the majority of respondents had attended college or university, representing 77.5% of the total. Those with a Master's degree or higher constituted 7.3%, while 14.5% reported having a high school education or lower. Marital status revealed that a substantial majority of the respondents were single (78.5%), with the remaining 21.5% being married.

Tab. 4-1 Respondent's socio-demographic characteristics.

Characteristics		Frequency (N=516)	Percent
Gender	male	253	49.0
	female	263	51.0
Age	18-19	82	15.9
	20-24	172	33.3
	25-29	88	17.1
	30-34	90	17.4
	35-39	84	16.3
Education	High school or below	75	14.5
	College/University	400	77.5
	Master or doctoral	41	7.9
Marriage status	single	405	78.5
	married	111	21.5
Monthly income (KRW)	2,000,000 or below	56	10.9
	2,000,000-3,999,999	174	33.7
	4,000,000-5,999,999	148	28.7
	6,000,000 or above	138	26.7

### 4.2 Measurement model

A confirmatory factor analysis (CFA) using maximum likelihood (ML) estimation was performed to examine the convergent, discriminant, and predictive validity of several key constructs including bridging and bonding social capital, and self-enhancement and altruism motivations, and SNS sharing behavior. Previous research guided the assessment strategies, utilizing various fit indices such as the chi-square ( $\chi^2$ ), root mean square error



of approximation (RMSEA), and comparative fit index (CFI) to evaluate model performance (Byrne, 2001). Overall, the indices reported in the table 4–2 indicate that the measurement model fits the data well. Composite reliability results, as presented in Table 4–2, indicate that all motivational factors achieved a reliability score greater than 0.60, meeting the reliability threshold. To ensure the strength of convergent validity, the average variance extracted (AVE) values were meticulously scrutinized. Remarkably, with just one exception, every construct surpassed the crucial 0.50 threshold set by Fornell and Larcker (1981), solidifying the robustness of the convergent validity. Additionally, the internal reliability of each construct was rigorously tested using Cronbach's alpha, with all constructs exhibiting commendably high levels of reliability.

Discriminant validity was scrutinized by comparing the inter-construct correlations with the square root of the AVE for each construct. As per the data in Table 4–3, all correlation coefficients were below 0.85, which indicates no significant overlap among the constructs, in line with Kline's (2005) guidelines. Following Fornell and Larcker's (1981) criteria, discriminant validity is further substantiated when the square root of AVE for any given factor is greater than the correlations between that factor and others. This condition was met by all constructs except for one, thereby affirming their discriminant validity.

Tab. 4–2 CFA results of the measurement model

Constructs and items	Factor loading	t-value	AVE	CR	Alpha
<b>Bridging social capital</b>			<b>0.605</b>	<b>0.860</b>	<b>0.859</b>
Interacting with people on social media makes me interested in things that happen outside of my daily life boundaries.	0.770	-			
Interacting with people on social media makes me interested in what people unlike me are thinking.	0.775	17.292			
Interacting with people on social media makes me want to try new things.	0.756	16.871			
Talking with people on social media makes me curious about other places in the world.	0.809	18.024			
<b>Bonding social capital</b>			<b>0.689</b>	<b>0.917</b>	<b>0.915</b>
There are several friends on social media I trust to help solve my problems.	0.839	-			
There are friends on social media I can turn to for advice about making very important decisions.	0.842	23.273			
When I feel lonely, there are several friends on social media I can talk to.	0.841	23.242			
If I needed an emergency loan, I know someone on social media I can turn to.	0.776	20.571			
The people I interact with on social media would help me fight an injustice.	0.849	23.585			
<b>Self-enhancement motivations</b> <i>(Reasons for sharing travel content on social media)</i>			<b>0.656</b>	<b>0.919</b>	<b>0.919</b>
I want to be recognized because of my travel experiences.	0.739	-			
I like to transmit what I want people to think of me.	0.827	19.049			
It is important to me that people know I travel.	0.882	20.421			
I want to show off my attractive side.	0.873	20.189			
I want to boost my self-esteem.	0.769	17.584			
I want to present myself in the way I want to be seen.	0.759	17.332			
<b>Altruistic motivations</b> <i>(Reasons for sharing travel content on social media)</i>			<b>0.684</b>	<b>0.928</b>	<b>0.928</b>
I want to share practical travel information with others.	0.804	-			
I want to help others make the right decisions when they travel.	0.847	22.366			
Because I have benefited from others' travel information, I want to help too.	0.879	23.596			
I want to assist others in their travels.	0.868	23.162			
I want to prevent others from having bad travel experiences by sharing my own.	0.728	18.197			
I want to share important travel information with others.	0.828	21.671			
<b>Travel experience sharing behavior on SNS</b> <i>(After or during the travel, I share ...)</i>			<b>0.657</b>	<b>0.851</b>	<b>0.848</b>
reviews (e.g. text, photos, video) of my travel experience on social media.	0.712	-			
useful tourism information from my travel experience on social media.	0.875	17.840			
recommended travel information on social media.	0.836	17.347			

Notes:  $\chi^2=680.042$ ,  $df=242$ , normed  $\chi^2$  (GMIN/df)= 2.810,  $p < 0.001$ , CFI=0.950, TLI=0.943, IFI=0.950, RMSEA=0.059

Tab. 4–3 Correlations among latent constructs.

Constructs	Mean	S.D.	Correlation of constructs				
			(1)	(2)	(3)	(4)	(5)
(1) Bridging social capital	3.862	0.651	<b>0.778</b>				
(2) Bonding social capital	3.397	0.860	0.410	<b>0.830</b>			
(3) Self-enhancement motivations	3.020	0.911	0.412	0.379	<b>0.810</b>		
(4) Altruistic motivations	3.400	0.866	0.457	0.386	0.442	<b>0.827</b>	
(5) Travel experience sharing behavior on SNS	3.492	0.823	0.455	0.434	0.465	0.695	<b>0.811</b>

Notes: all correlations are statistically significant ( $p < 0.001$ ); Values on the diagonal are the square roots of average variance extracted.

### 4.3 Structural model

The structural equation modeling analysis was conducted to evaluate the interrelationships among the constructs in a

research model. The model fit indices validated the structural integrity and appropriateness of the hypothesized model. The chi-square to degrees of freedom ratio was calculated at 2.966, indicating a good fit and falling just below the commonly accepted threshold of 3 for complex models. The Comparative Fit Index (CFI) was 0.945 and the Tucker-Lewis Index (TLI) was 0.938, both well above the acceptance level of 0.90, suggesting a good fit. The Root Mean Square Error of Approximation (RMSEA) was reported as 0.062, aligning with the standards for a good model fit.

The model revealed that all the hypotheses were supported. The analysis indicated that bridging social capital significantly influences self-enhancement motivations with a path coefficient of 0.326, which was statistically significant ( $p < 0.001$ ), supporting H1. Additionally, bridging social capital was found to have a robust positive effect on altruism motivations, with a path coefficient of 0.376 ( $p < 0.001$ ), thereby affirming the H2. bonding social capital significantly influences self-enhancement motivations with a path coefficient of 0.253, which was statistically significant ( $p < 0.001$ ), supporting H3. Similarly, bonding social capital also positively influenced altruism motivations, as evidenced by a path coefficient of 0.246 ( $p < 0.001$ ), supporting H4. This result confirms that close and supportive relationships within one's social capital foster motivations.

Furthermore, self-enhancement motivations had a positive and significant impact on SNS sharing behavior, with a path coefficient of

0.215 ( $p < 0.001$ ), supporting H5. This suggests that individuals who achieve personal growth and self-actualization are more inclined to share their travel experiences on social media. The strongest relationship observed in the model was between altruism motivations and SNS sharing behavior, indicated by a path coefficient of 0.624 ( $p < 0.001$ ), thus strongly supporting H6.

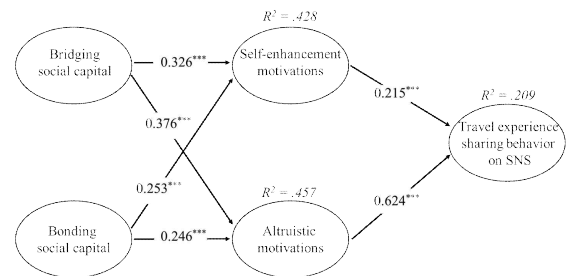


Fig. 4-1 Results of the research model

## 5. Conclusion

There are several theoretical contributions. First, bridging social capital was found to make a significant contribution to the production and dissemination of social media information. bridging social capital refers to open relationships with individuals beyond one's immediate network, facilitating connections with diverse sources of knowledge and resources. In essence, tourists expand novel opportunities and exposure to different perspectives through bridging social capital, which in turn encourages them to share their travel experiences on social media platforms. Moreover, this study emphasizes the distinct yet simultaneous contributions of bonding social capital in SNS sharing behavior. bonding

social capital underscores close-knit, trust-based relationships among individuals, and this study demonstrated its significant role in fostering experience sharing behavior. This suggests that bonding social capital plays a meaningful role in the cyclical relationship of information production and consumption on social media, where travel information is circulated as reliable tourism information.

Second, the present study revealed that SNS sharing behavior stems from two distinct motivations: self-enhancement and altruism motivations. Previous literature has identified various determinants influencing tourists' intention to share their travel experiences on social media, such as personality traits and motivations (e.g., Gonzalez-Rodriguez et al., 2021; Wang et al., 2022). This study empirically evidenced that these two motivations drive tourists to share their experiences. Furthermore, in terms of the strength of these motivations, the study findings indicated that the effect of altruism motivations on sharing behavior ( $\beta=0.624$ ) is approximately three times greater than self-enhancement motivations ( $\beta=0.215$ ). These findings explained that tourists are more strongly motivated to share their itineraries, related tips, or recommendations in order to enhance other users' experiences or provide useful information, rather than seeking personal gain or rewards. In essence, tourists find meaning in sharing tourism information as they can help other travelers plan more enjoyable trips and obtain valuable insights.

There are practical implications. Most of all,

tourism businesses can capitalize on bridging social capital by fostering wider networks that encourage interactions among diverse groups of tourists. Hosting social media challenges or live events that connect people from various backgrounds enhances bridging social capital, which has been shown to significantly influence both self-enhancement and altruism motivations in social media sharing. This strategy can lead to increased sharing of travel experiences, broadening the reach and impact of tourism marketing efforts.

Furthermore, understanding the dual influence of bonding and bridging social capital can guide tourism companies in refining their customer engagement strategies. For instance, by promoting bonding social capital, companies can create more cohesive user communities on their platforms, which can result in a more engaged audience that is likely to share positive travel experiences and reviews. These close-knit communities not only trust the shared content more but are also more effective in disseminating reliable tourism information, acting as a potent tool for organic marketing.

The study's insights into the strong influence of altruism motivations over self-enhancement motivations on SNS sharing behavior should also prompt the tourism sector to emphasize the value of sharing for the greater good. Campaigns can be designed to highlight how users' contributions help improve overall travel planning and experiences for others, appealing to their desire to assist fellow travelers. This approach not only enriches the content on social media platforms but also builds a more altruistic community spirit, enhancing user engagement and satisfaction.

The research underscores the need for further studies to explore the relationship between social capital, motivations, and experience sharing behavior in different cultural contexts, and to investigate the influence of national culture on the process of experience sharing behavior. In addition, this study anticipates ongoing future research that will incorporate additional variables and provide updated findings reflecting more recent trends and developments.

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# 사회적 자본이 SNS에서 여행 경험 공유 행동에 미치는 영향\*

한주형\*\* · 심창섭\*\*\*

## 요약

소셜 네트워크 서비스(SNS)는 사회적 상호작용의 범위, 경계 및 역동성을 근본적으로 변화시켜 개인의 일상적인 커뮤니케이션에 필수적인 부분이 되었으며, 개인 및 조직의 의사결정 과정에도 중대한 변화를 가져왔다. 선행 연구들은 개인의 동기가 SNS에서 여행 경험 공유 행동에 중요한 영향을 미친다는 점에 동의했지만, 다양한 동기에 대한 심층적인 실증연구가 여전히 필요하다. 또한, 사회적 자본과 동기 간의 구조적 관계를 조사한 실증 연구는 아직 미흡한 실정이다. 이러한 연구의 공백을 메우기 위해, 이 연구는 두 가지 유형의 사회적 자본(연결적 사회적 자본, 결속적 사회적 자본)이 개인의 동기(개인적 성취 및 자아실현 동기, 이타적 동기)에 어떤 영향을 미치며, 이것이 SNS에서 여행 경험 공유 행동에 어떻게 기여하는지를 검증하고자 연구 모델을 개발했다. 2021년 3월 3일부터 17일까지 온라인 설문조사를 실시했으며, 데이터 분석에는 516개의 응답이 포함되었다. 구조방정식을 적용하여 연구 모델의 가설을 검증했다. 이 연구는 동기와 사회적 자본 개념 간의 관계를 종합적으로 탐구하여, 관광객들이 왜 SNS에 자신의 여행 경험을 공유하는지에 대한 설명을 확장하였다.

*표제어: 소셜 네트워크 서비스, 여행 경험 공유 행동, 사회적 자본, 동기, 구조방정식*

\* 이 논문은 정부(과학기술정보통신부)의 재원으로 정보통신기획평가원의 지원을 받아 수행된 지역지능화혁신인재 양성사업임(IITP-2024-RS-2023-00260267)

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