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Abstract

Technology changes every day and makes life easier. Related to this, the purpose of this research is to identify the characteristics or behavior analysis of Generation Y in using search engine for travel purposes.By definition, Gen Ys or Millennial Generation are those young people who were born between the year of 1990 to 2000. They are also the first generation to have spend their entire life in the digital environment. Nowadays, we could find Gen Ys actively contributes, shares, searches for tourism purposes. The research is focus on the tendency and preferences of the youngsters who are willingly go to travelling website and looking for information before travel. The research method in this study is survey research. The research object is students who were categorized as Gen Y at Universitas Pendidikan Indonesia (UPI) and Universiti Teknologi Mara (UiTM) Malaysia. The respondents were sent an email message describing the study and inviting them to participate via online questionnaire using Google Form. Through this method the sample and data were collected. Study results would be expected to discover their behaviour in using the search engine before travelling. This study is also expected to give a huge impact on how to spread the information about travel and tourism industry such as tourist attraction, accommodation, transportation and culinary arts preferences. In a separate discussion about the future of the world, it was clear the Gen Ys are generally well equipped to deal with the leadership and societal challenges we all will be facing in the near future.
Key Words: Gen Y, Search Engine, Travel Purposes

I. INTRODUCTION

Search engine marketing is emerging as one of the most important components of an overall Internet marketing program. With the growth of information on all facets of the tourism experience, general search engines such as Google and Yahoo! have become the "Hubble" of the Internet galaxy, enabling travellers to navigate through this space so as to find information that might be useful in the travel planning process (Xiang, Wöber and Fesenmaier, 2008). Indeed, recent studies by the Travel Industry Association of America (TIA, 2008; 2009) and others have shown that the huge majority of U.S. travellers use search engines for vacation planning. Additionally, the general search engines such as Google have developed a variety of systems that enable destination marketing organizations (DMOs) to identify the specific interests as well as the keywords used by potential visitors. As a result, search engines have been recognized as the "first step" in a travel planning process, and therefore, are seen as a critical starting point with which DMOs can communicate with existing and potential visitors.

The research on search engines and information search has largely been based in computer sciences, information sciences and consumer behavior. This research, for example, has documented the use of keywords (Jansen and Spink, 2006; Jansen, Booth and Spink, 2008), while Marchinoni (1997) and others (Knight and Spink, 2008; Pirolli and Card, 1999), have examined the factors affecting nature and structure of navigation through the Internet while others have identified the strengths and weaknesses of various search engines (Ding and Marchionini, 1996; Dong and Su, 1997; Su, 1998). Recently a number of studies on

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search have been conducted within the tourism context (Döring, 2008); for example, Pan and Fesenmaier (2006) and Xiang et al. (2008) found that people follow a reasonably structured process as they use the Internet for travel planning. In addition, Wöber (2006), Xiang et al. (2008); Xiang, Gretzel and Fesenmaier (2008) as well as Xiang and Pan (2009) concluded that search engines provide a simplified view of tourism space (i.e., those websites that are available through a search engine), and this view changes daily. As such, they argue that search engine marketing is a complex and dynamic process which requires a substantial understanding of how potential visitors use search engines as part of the travel planning process (Moran and Hunt, 2005; Murphy and Kielgast, 2008; Sen, 2005).

The goal of this study was to build upon this literature to develop a general framework that links together the stages of search, i.e., the antecedents, the search process, and the outcomes of search, in travellers' use of a search engine for travel planning purposes. It is argued that this framework provides as essential foundation for the development of an effective search engine marketing program. This paper is organized into several sections. Following the Introduction, Related Literature is critically reviewed to provide the foundation for the current study. Then, a General Framework is proposed to describe the basic search process and its constructs. In the Methodology Section, research design involving a national survey of U.S. travellers is described as well as the basic data analysis methods. Research Results are then summarized with respect to the testing of the conceptual framework. Finally, the implications for both theory and practice as well as limitations and future research directions are discussed.

II. LITERATURE REVIEW

Due to the growing importance of online information search in travel, the use of search engines in the travel planning context has become an increasingly important topic in tourism. This section synthesizes the recent literature on consumers and travellers' use of search engines and then proposes a general framework that describes

the various aspects of this process. Studies on the use of search engines generally fall into three categories with the focus on the process of search, the nature of user queries, and the interaction between the user and the search interface, respectively. From the process standpoint, using a search engine can be understood as consisting of three distinct steps: 1) query formulation, wherein the user enters a query into the search engine interface (Levene 2006; Slone, 2002); 2) search results generation, wherein the search engine retrieves a number of search results that "match" the query and then displays them in a pre-defined format; and, 3) search results evaluation, wherein the user evaluates the search results and then navigates back and forth between the search engine interface and the web pages linked to those results (Jansen, Spink and Saracevic, 2000; Jansen and Spink 2005; Jansen and Pooch 2001; Marchionini , 1997; Su, 2002).

With respect to user queries, studies by Jansen and his colleagues, and more recently by Xiang et al. (2008) indicate that users' questions tend to be short, consisting of less than four keywords. Studies by Pan et al. (2007) and Hwang, Xiang, Gretzel, & Fesenmaier (2009) also indicate that searchers usually focus on cities as the geographical boundary instead of states or countries. For example, a search for a city combined with a specific hotel or a hotel brand is one of most common queries that occurs when travellers perform accommodation-related searches. In addition, they conclude that travellers often combine their searches for accommodations with other aspects of the trip, including dining, attractions, destinations, or transportation; additionally, many travellers engage in a switching behaviour that varies between broad and focused search strategies (Hwang et al., 2009).

Several studies have focused on users' interaction with the search engine interface, indicating that the rank of web pages significantly influences Internet navigation. For example the majority of search engine users do not look beyond the first three pages of search results (Henzinger, 2007; Pan et al., 2007), which implies that only a relatively small number of search results are relevant from the marketing perspective.

Studies also show that users trust more organic listings, which, in turn, have a higher conversion rate (Jansen and Spink, 2006). Recently, Pan et al. (2007) found that the order of search results presented by Google, etc. dramatically affects selection of the respective link; specifically, the subjects were significantly more likely to select the first and second suggested links, that the those links presented 8th – 10th were also likely to be chosen, and those links presented 3rd – 7th were very unlikely to be chosen, due to the scrolling effects. Additionally, Kim and Fesenmaier (2008) suggest that the use of search engines has a significant effect on impression formation, and consequently on the selection and overall evaluation of the website of the tourist firm.

While the literature in both computer/information sciences and the tourism field has defined a new research area in travellers' use of new technology, they are limited in a number of ways. First, most studies have narrowly focused on the search process, i.e., the interaction, user queries, and search strategies. A number of potentially important questions remain to be answered. For instance, what factors condition the search process? What factors influence a traveller's search strategies (e.g., choice of query terms) and in what way? How does the search process impact on the traveller's mental state and behaviour with respect to attitude change and learning? Second, many of existing studies are primarily descriptive in nature. Particularly, many of them utilized search engine server transaction logs with the aim to describe user behaviour. While this approach is, of course, useful, it does not allow the researchers gain insights into the big picture with necessary explanatory power. As such, it is argued that a more generaframework is needed to provide a comprehensive understanding of the use of search engines for travel.

MOTIVATION, STATEMENT OF PROBLEM, INTRODUCTION OF GEN Y

Technology and today's youth are synonymous. Generation Y grew up with advanced technology such as computers, gadgets, Smartphone, etc. Increasingly sophisticated world has changed the way individuals close to the outside world. Generation Y refers to the specific generation born between the 1990's to the early 2000's and was the term given to this Generation after proceeding Generation X. But what key characteristics define this generation? Like everything with this generation there is much debate as to the main characteristics to define a whole generation. One would say it's impossible. However as a demographic generation y is the fastest growing generation. Generation Y were born into an emerging world of technology and have grown up surrounded by smart phones, laptops, tablets and other gadgets. As a generation people are constantly plugged into technology and it becomes an essential aspect of the generations life. Generation Y prefer to communicate more quickly and effectively. The generation are also attracted to organizations where technology is are the forefront of the companies ethos. Traditional companies are less of an attraction for the millennial generation . Technology needs to be part of this generations day to day life.

Generation Y epitomize the term 'digital natives', they have grown up in a world where they are surrounded by technology, technology that has developed at a faster rate than ever before. Subsequently, every move they make is punctuated by technology and gadgets are as much a part of their life as food and toilet paper, but this can help as well as hinder the generation. This apparent 'obsession' with technology comes, in reality, from a desire to ensure they aren't missing out on anything. Gen Y are, by far, the most agile, responsive, and informed generation thanks to their internet use, Smartphone and other gadgets. There is also evidence that Gen Y do everything online, from shopping, to reading the news and watching television. It's clear that Generation Y and technology go hand-in-hand and this can only continue to be the case for generations to come. 'Generation Y' is the current cohort of young adults, who have grown up in a period of prosperity and economic growth. According to some marketers, Generation Y is 'smarter, faster and more grown-up'.

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Moreover, this new generation is said to be less footloose and more settled than other generations. According to these marketers young adults do not like moving house. They hate being stuck in commuter traffic and cannot understand that anyone would want to sit in a traffic jam every day. Other research focused specifically on young people shows that Generation Y (the 'limitless' generation) have little interest in inner values, delayed gratification or ethical principles. They are mainly interested in themselves and the short term, and have little concern about the environment. 'The young' do not exist. Generation Y is a heterogeneous group with a variety of preferences, backgrounds and interests.

In our research, we would like to emphasize about the behavior of this generation towards their using of search engines for travel purposes. We want to explore whether Youth often rely on search engines to meet their travel needs. For instance, before the individual moves to the destination they always want to know the details about the place in order to avoid unsatisfactory after purchasing the travel product.

III. METHODOLOGY

In October 2014, 20 students at 2 universities were randomly selected to participate in this study. The participants were sent an e-mail message describing the study and inviting them to participate via an online questionnaire. The segment of Gen Y examined in the present study is –2000 (Tapscott, 2009 Fugate and Phillips, 2010). To ensure that the sample represents this selected Gen Y age demographic, a question was asked of participants: 'Were your age between 14-20 and 21-24?' If the answer was 'no', the respondent was required to exit the survey. In total, 23 responses were collected.

The age range for participants was between 14 and 24 years old, which is a reflective of typical Gen Y American users (Shiu and Lenhart, 2004). Females were 48% and male 52% of the sample. The favorite search engine website of the respondents was Google (96%). In terms of education, 65% of the respon-dents were students, 22% were private sector, 9% were others and 4% were government servant. Of the

respondents, most of the student's from respondent were from UiTM Universiti Teknologi Mara, Malaysia (Main campus and Branches) and also students from UPI (Universitas Pendidikan Indonesia, Indonesia).

We have been using the questionnaire for the respondents to complete the research by disseminate it through Google drive form. We invited them to fulfill the form via email and the data was collected less than a week. This is an excellent approach for the research as we can quickly identify the youth's responses. Both Malaysian and Indonesian respondents are more likely to have the same point of view. As they grew up with technology, so internet and they cannot be separated. Weather us realizing it or not most of people in this world actually have at least one Smartphone and connect to internet every day.

IV. RESULT AND DISCUSSION

Demographic

This section reports the results of analyses of a random survey 23 both Malaysian and Indonesian travellers who used the Internet for travel planning. Almost all (96%) respondents were 21-24 range of age accessed the Internet to use the search engine for travel planning purposes. (In addition, The respondents were equally distributed in terms of gender (52% and 48% men). Based on the result we had knew that both men and women were very interested to search more on travel information using the search engine.

Interestingly, many of the respondents rated themselves as student from both institution that we are discussing before. They were from UPI and UiTM. Based on the respondent result for the occupation the percentage for student is the most largest than others (65%) . For the government servant and private both took (4%) and (22%) and for the others collected just (9%). We were also put some related question if that the respondent said that they were student then the question asked regarding to what institution, in what semester that they were took and also what faculty. Almost the respondent were Tourism students . So that

no wonder they were not interested with travel. They were full with skilled at using the Internet, and agreed that they were relatively successful in finding what they want on the Internet.

General

How much time did Gen Y spend on using internet daily?

Since the internet and other media have been adopted and integrated into the daily lives of an increasing number of young adolescents in Western countries, scholars and commentators are debating the impact of these new media on the activities, social relationships, and worldviews of the younger generations. Controversies about whether technology shapes values, attitudes, and patterns of social behavior are not new. Then, we will describe some important trends in youth activities, attitudes, and behaviors.

Normally Gen Y spend on using internet daily for more than 120 minutes. Base on our result also shown that the respondents which are the Gen Y spend almost (57%) for using internet more than 120 minutes.Apart from that for the uses of internet fo 61-90 minutes recorded as (17%). Meanwhile for the uses for 91-120 minutes and 31-60 minutes both was recorded just (13%). As we can say that both male and female that were categorized as Gen Y are 120 minutes and above. They were loved to spend their daily routine on using internet in searching travel information and also travel planning.

What type of search engine do you use to search for travel purposes on a regular basis

The analyses also indicate that a huge majority of both Malaysian and Indonesian Gen Y travelers (96%) use Google as their main search engines to assist in their travel planning efforts indeed, 4 percent of the respondents indicated that they used other different search engines to assist in travel planning. Also, a majority (96%) indicated that they use search engines "most of the time" or "almost always". Interestingly, however, most respondents rated Google search engines somewhat useful for travel

planning and very few considered them an essential travel planning tool indeed, search engines were seen as essential for finding maps and/or driving and the also for seeking information about a particular destination. Futhermore, based on the result it stated that "mostly" the respondent were prefer Google as their main search engine. The result shown in Google were lots and really helpful. Thats why the Gen Y were most slightly choosing the Google as their main informative searcher.

Do you familiar with Government Tourism portal ?

The result shows that 50% answering of several tourism travel websites and the rest still not familiar. This has to be taken seriously by the travel website to promote aggressively their website as one of the link in travel industry. Even some says they do not know that travel website do exist. We would like to take note on this issue and update the government of both countries to improve the strategy to promote travel packages on the internet.

Did you find that the Government Tourism portal really helps for you to search an information about travel (accomodation, food & beverages ,transportation and etc)

For those responses on the Government Tourism portal they do agree that the website really helps them to search information about travel (accommodation, food & beverages, transportation and etc.) The result are – (70% Agree, 22% Not Agree and 9% Other opinion). From this we can state here that government portal are actually full of information once public reach the page but yet still lack of people know the existence of government travel website. This is the point that travel industry people should take serious. In order to let a lot of tourist and local people to travel to the destination we should react aggressively so that people will reach easily what is the destination offer to customer.

Do you feel that search engine really helps you on searching the travel informations

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This is clearly statement that search engines are really helps consumer on searching the travel information. Search engines that are always been used are Google, Yahoo, Bing, MSN. They are providers that give good quality.

How often did you use search engine when you want to travel

Very Often				*Never*
48%	26%	22%	4%	0%

From the summary response above, it is a sure thing that half of Gen Y are using search engine before they go to travel. It is a good news to hear as technology leads them to do so. Other than word-of-mouth, they tend to do some research before travel like read the comments on blogs. Gen Y are Information technology experts so travel destination should aware with their services as people will state their expression and opinion on blogs and public can read it.

Further, about a third of the respondents perceive themselves as "leaders" or "innovators" in the use of Internet technologies. Questions were also asked regarding their involvement in the travel planning process. The results indicate that most respondents enjoy travel planning very much; about 48% percent of the respondents indicated that they tend to spend on using search engine very often devote "a lot of time to" planning a trip and 26% of the respondents indicated that they become very involved in the travel planning process, and therefore, are unlikely to leave trip planning to others. The other 4% shows that the result for indivdual that are not tend to use search engne for travel planning purpose. It is just sighty smaller than other percentage.

V. CONCLUSION

How can we explain the trends of using search engines for travel purposes among young adults? From the research, we acknowledged and can conclude that Generation Y are more often to go to travel website through search engines provider to fulfill their travel information before go to the destination.

Search engines have become an essential tool in the travel planning process and, thus they serve as one of the most important spaces on the Internet within which online destination marketing can be conducted. A number of recent studies have confirmed the importance of search engines as well have considered various facets of an information search process, an online travel planning process, and various factors affecting the use of search engines. Indeed, the literature clearly documents three important stages of the travel planning process as related to the use of search engines: 1) the pre-search conditions that drive the search process; 2) the actual search process including search strategies and the frames used to evaluate search results; and, 3) the evaluation of the overall search process which culminates in attitude formation toward search engines. It is argued that the first stage (pre-search conditions) is important in that it sets the foundation for the search strategy used by a traveller in terms of types of information obtained as well the Internet tools used to search for this information. The second stage, on the other hand, describes the basic strategies travellers use to navigate through the Internet in search of relevant information so that the various travel decisions (i.e., destination, accommodations, attractions, routing, etc) can be made; as such, these strategies act as "frames" within which the information accessed is evaluated. The third stage, then, focuses on the overall evaluation of the use of search engines within the travel planning process and sets the stage for future use of search engines for travel planning.

The results of this study based upon a survey of online Malaysian and Indonesian travellers confirm that most of them use general search engines quite extensively for travel planning along with many other online tools. The results also show that there are strong and consistent relationships between the respective constructs in the proposed model in that those using search engines tend to be very active and involved travel planners; also, they tend to use a variety of different online tools – websites within the overall travel planning effort. Importantly, the search frame (as defined by the first task of the online planning process and the level of specificity) sets the stage for the keywords used to start the search effort,

which in turn, affects the depth of search. Lastly, the results clearly indicate that most online Malaysian and Indonesian travellers differ substantially in terms of their satisfaction with the results of general search engines such as Google and that this satisfaction is reflected in the extent to which search engines can be trusted, are perceived to provide useful results and the extent to which they enable the traveller to make good travel decisions.

This study contributes to the existing knowledge about the use of search engines in online travel planning in several ways. First and foremost, this study offers a theoretical framework to explain the antecedents, the process, as well as the outcomes in the use of search engines for travel planning by building upon the classic literature on travel information search and the emergent research stream in understanding of online search behavior for travel. As such, this study can be used as the stepping stone for future research endeavorsto explore and empirically test many of the important relationships in online search behavior within a travel planning context. Second, this study examined some of the key relationships in the proposed theoretical framework based upon large-scale empirical data. Different from conventional approach to studying search engine use, which usually relies on server transaction log data, the research design allows the researcher to gain insights into what consumers expect, how they perform, as well as what they learn through the use of search engines for travel. While there are some limitations (as addressed below), this study has certainly established some basic understandings about factors that drive the search process, which further leads to a comprehensive understanding of online consumers' attitudinal and behavioral aspects involved in search engine use.

The findings also have several implications for the design of an effective program insearch engine marketing. First, it is clear from this and past research that search engines often represent the starting (or entry) point for the travel planning process; as such, the design and placement of search engine results is a critical part of the communication process and therefore,

considerable effort should be invested to make this a positive persuasive experience. Second, search engine travellers (SETs) are substantially different from the general online traveling population in that they are much more active and involved in the travel planning process. This suggests that destination marketing organizations can, and should, employ a variety of strategies with which to engage the travel planning including the use of Web 2.0 (i.e., social communities and consumer generated content) to attract and involve potential visitors.

Third, the finding that many people use destination-oriented keywords regardless of the specific planning problem suggests that destination websites should incorporate a range of functions beyond simply providing information about a destination; these functions might include links to travel agencies, accommodations and transportation providers.

How smarter search systems that recognize the goals (and search strategy) of the travel planner. Finally, it is an important finding (and, perhaps not unexpected) that SETs are very positive about the role that search engines play in the overall travel planning process. From this, it seems that DMOs should consider ways to build on this goodwill by co-developing new tools with the search engines to better support tourism products. These tools may include destination-specific recommendation engines, virtual communities, and interactive interpretive systems.

While these findings strongly support the proposed model, it is clear that there are a number of limitations to this study. First, it appears that important constructs are missing including variables describing the user (i.e., Internet expertise) and the nature of the specific trip being planned. Beyond inclusion of these constructs, an important challenge is to identify order or causal linkages between the respective constructs. That is, the issue of structure was assumed and not specifically addressed in this analysis, but future studies should examine the role of each construct in shaping or being shaped. For example, one might argue that the attitudes identified in Stage 3 should be

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included in Stage 1 as they form the basis of one's mental model of the system as well as the online travel planning process. Third, this study used information that was generalized across all trips taken throughout a year; one might expect that while certain aspects of the model are relatively stable across this time period, the role of other aspects especially related to the trip differ substantially. Finally, this exploratory model used constructs that were measured in a variety of formats which limited the use of a variety of statistical analyses and therefore, our ability to assess the relative importance of each component of the model. With these limitations, it is clear that substantial research should be conducted to better identify constructs and their role(s) within the model. With this said, however, it is argued that the results of this study provide a substantial foundation for developing a comprehensive understanding of the role of search engines within the online travel planning process.

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