

The Role of Social Media in Shaping Tourism Decisions: A Study of Instagram and TikTok Influences

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Abstract

The digital landscape has fundamentally reshaped how travel decisions are made, with social media platforms moving from mere communication channels to primary sources of inspiration and validation. This paper investigates the role of Instagram and TikTok in shaping tourism decisions, analyzing how these platforms are used by businesses to influence consumer behavior. Through a qualitative methodology involving a comprehensive literature review and in-depth case studies of Tourism Australia, the viral "Dolphin Quest" TikTok trend, and Visit Iceland's strategy, this research examines the distinct psychological mechanisms each platform leverages. The findings indicate that Instagram operates on a paradigm of curated aspiration, effectively selling a dream through high-quality visuals, while TikTok thrives on authentic, algorithm-driven virality, creating a sense of discoverability and realness. The discussion synthesizes these findings through the lens of consumer behaviour theories, including Social Proof and the Theory of Planned Behaviour, to explain how peer-generated content influences travel intentions. The paper concludes with innovative strategic recommendations for tourism businesses, proposing a Phygital Convergence Strategy to blend online content with offline experiences, an Authenticity Matrix for micro-influencer collaboration, and an Agile Content Funnel tailored to each platform's unique audience and algorithm. This study underscores the necessity for tourism marketers to move beyond one-size-fits-all approaches and adopt nuanced, platform-specific strategies to effectively navigate the modern, social-first travel decision journey.

Keywords: social media tourism, Instagram, TikTok, consumer behaviour, influencer marketing, user-generated content, destination marketing

Introduction

The travel and tourism industry has undergone a seismic shift in the digital age, moving from brochure-based planning to a dynamic, interactive process driven by digital communication. At the forefront of this transformation are social media platforms, which have evolved from simple networking sites into powerful engines that inspire, plan, and validate travel decisions. Among these, Instagram and TikTok have emerged as particularly influential, each cultivating a unique ecosystem that shapes consumer perceptions and behaviours in profound ways.

The central problem this research addresses is the gap between the widespread use of Instagram and TikTok for tourism marketing and a nuanced understanding of their distinct psychological impacts on the consumer journey. While many businesses have a presence on these platforms, their strategies often lack sophistication, failing to differentiate between the curated aspiration of Instagram and the raw authenticity of TikTok. This can lead to ineffective campaigns, wasted resources, and a failure to genuinely connect with potential travellers. The relentless stream of visual and video content creates a new form of social proof, where the travel experiences of peers and influencers carry more weight than traditional advertising, a phenomenon that demands critical examination.

The primary aim of this research is to deconstruct and analyze the mechanisms through which Instagram and TikTok content influences travel decisions, from initial inspiration to final booking. To achieve this aim, the paper will pursue the following objectives:

1. To critically review the theoretical underpinnings of social media's influence, drawing upon established consumer behaviour theories.
2. To investigate and compare the distinct content trends, algorithmic structures, and user engagement patterns on Instagram and TikTok.
3. To analyze real-world case studies of successful tourism campaigns on both platforms to identify effective strategies and common challenges.
4. To formulate innovative, evidence-based recommendations for tourism businesses seeking to harness the power of these platforms to drive engagement, loyalty, and bookings.

Literature Review

The Evolution of Digital Communication in Tourism

The communication channels between tourism providers and consumers have evolved dramatically. The era of printed brochures and travel agents has been supplanted by a digital-first ecosystem where information is ubiquitous, interactive, and peer-driven. The initial shift began with the advent of websites and online travel agencies (OTAs) like [Booking.com](https://www.booking.com) and Expedia, which digitized the transaction process. However, the true revolution came with the rise of Web 2.0 and social media, which transformed the consumer from a passive recipient of information into an active content creator and sharer (Xiang & Gretzel, 2010).

This shift marked a move from a one-to-many communication model to a many-to-many model, where user-generated content (UGC) became a critical source of trusted information. Platforms like TripAdvisor pioneered this space, allowing travellers to review their experiences. The subsequent emergence of visually centric platforms like Instagram and, more recently, TikTok, has further intensified this trend, making travel planning a highly visual, emotional, and socially embedded activity. Modern tourism communication is now characterized by its immediacy, visual richness, and reliance on social validation, creating both immense opportunities for engagement and significant challenges in managing digital reputation.

Theoretical Foundations: Social Proof and the Theory of Planned Behaviour

The powerful influence of social media on travel decisions can be effectively explained by established psychological theories. Social Proof, a concept popularized by Cialdini (1984), is the psychological phenomenon where people assume the actions of others to reflect correct behaviour for a given situation. In the context of tourism, social proof is the digital equivalent of word-of-mouth but amplified to a global scale. When potential travellers see images and videos of others enjoying a destination, a hotel, or an activity, it validates the experience and reduces the perceived risk of travel. A study by Litvin, Goldsmith, and Pan (2008) confirmed that electronic word-of-mouth (eWOM) on social platforms plays a crucial role in reducing uncertainty and building destination trust.

Complementing this is the Theory of Planned Behaviour (TPB) (Ajzen, 1991), which posits that behavioural intention is influenced by three factors: attitudes towards the behaviour, subjective norms, and perceived behavioural control. Social media directly impacts all three:

- *Attitudes*: Stunning Instagram photos and thrilling TikTok videos create a positive attitude towards a destination.
- *Subjective Norms*: When a user sees their peers or admired influencers visiting a location (e.g., "Everyone is going to the Azores this year"), it creates a powerful subjective norm.
- *Perceived Behavioural Control*: Travel vlogs and "how-to" guides on TikTok can demystify a destination, increasing the user's confidence in their ability to navigate the trip, thereby increasing perceived control.

Together, these theories explain how social media content does not merely inform but actively persuades, shaping intentions and, ultimately, driving booking behaviour.

Instagram: Curated Aspirations and Visual Storytelling

Instagram has established itself as the premier platform for visual storytelling in tourism. Its core functionality—sharing high-quality photos and videos—aligns perfectly with the aspirational nature of travel. The platform fosters a culture of curation, where users and brands present idealized versions of their experiences. This "Instagram ability"—the perceived potential of a location to yield aesthetically pleasing photos—has become a significant factor in destination choice for a large segment of travellers (Shao & Gretzel, 2020).

Tourism businesses use Instagram to sell a dream. Their strategy revolves around creating a cohesive and beautiful visual feed that showcases the most appealing aspects of their offering: pristine beaches, luxurious hotel rooms, gourmet meals, and unique cultural moments. Features like Instagram Stories and Reels allow for more spontaneous, behind-the-scenes content, but the overarching theme remains one of aspiration. Influencer marketing is particularly potent on Instagram; partnering with influencers who have a strong visual brand allows tourism providers to tap into their engaged audience and gain credibility through association. The platform's shopping features and direct booking links facilitate a relatively seamless journey from inspiration to transaction, making it a powerful direct marketing tool.

TikTok: Authenticity, Algorithm, and the Viral Loop

TikTok represents a different paradigm. While also visual, its currency is not curated perfection but authentic, engaging, and often unpolished video content. Its algorithm is uniquely powerful in content discovery, pushing videos from creators of any size to a massive audience based on engagement and interest, not just follower count. This creates a "viral loop" where a single video from an ordinary user can catapult a previously unknown destination into the global spotlight, a phenomenon known as the "TikTok Effect" (Marriott, 2022).

For tourism, TikTok's strength lies in its ability to generate FOMO (Fear Of Missing Out) through trends, challenges, and sounds. A destination featured in a viral trend can see visitor numbers surge almost overnight. The content on TikTok feels more genuine and relatable; shaky, selfie-style videos shot on a phone are often more effective than professionally produced commercials. This authenticity builds trust quickly.

The Convergence of Platforms and User-Generated Content

While Instagram and TikTok have distinct cultures, they are not siloed. A trend often starts on TikTok and migrates to Instagram Reels, or a visually stunning Instagram post will be repurposed as a TikTok. The modern social media strategy for tourism must acknowledge this convergence. Furthermore, both platforms are fuelled by User-Generated Content (UGC). For a destination marketing organization (DMO) or hotel, UGC is the most valuable asset, as it provides an endless stream of authentic, trusted, and cost-effective marketing material.

The strategic encouragement and sharing of UGC—through branded hashtags, contests, and features—allows tourism businesses to build community, amplify their reach, and strengthen their brand authenticity. The challenge lies in effectively curating this content and navigating the ethical considerations of repurposing user content for commercial gain. The most successful tourism brands are those that can seamlessly blend their own high-quality content with the authentic UGC of their visitors, creating a rich and trustworthy digital tapestry that guides the consumer from dream to destination.

Methodology

This research employs a qualitative, multi-method approach to achieve a deep and nuanced understanding of how Instagram and TikTok influence tourism decisions. A qualitative design is most appropriate as it allows for the exploration of complex, context-dependent phenomena such as consumer perception, motivation, and the subjective interpretation of social media

content (Creswell & Poth, 2018). This aligns with the research objectives, which require an interpretive analysis of content strategies and their impact on human behaviour.

The primary method of data collection is a systematic and critical review of secondary sources. This includes:

- **Academic Literature:** Peer-reviewed journal articles from fields including tourism management, marketing, media studies, and consumer psychology. Databases such as Scopus, Web of Science, and Google Scholar were utilized with keywords including "social media tourism," "Instagram," "TikTok," "influencer marketing," and "user-generated content."
- **Industry and Grey Literature:** Reports from tourism boards (e.g., UNWTO, Skift), market research firms (e.g., Statista, eMarketer), and case studies published by social media platforms and digital marketing agencies.
- **Digital Ethnography:** A non-participatory observation of selected Instagram and TikTok accounts, analyzing content themes, engagement metrics (likes, comments, shares), and user sentiments in comment sections to gauge perception and impact.

Data analysis followed a thematic analysis approach, as outlined by Braun and Clarke (2006). This involved a iterative process of familiarization with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. The initial coding structure was deductive, derived from the key concepts of the literature review (e.g., "aspirational content," "algorithmic virality," "UGC impact"). As the analysis progressed, inductive codes emerged, such as "FOMO-driven travel" and "the democratization of discovery."

The selection of case studies was purposive, designed to provide illustrative examples of different successful strategies across the two platforms:

1. *Tourism Australia (@Australia)*: Selected as a paradigm of high-quality, aspirational visual storytelling on Instagram.
2. *The "Dolphin Quest" TikTok Trend*: Chosen to exemplify the power of organic, user-driven virality on TikTok and its direct, measurable impact on a specific tourism business.

3. *Visit Iceland*: Represents a holistic strategy that successfully leverages UGC across both platforms to build a powerful and authentic destination brand.

This methodological framework provides a robust foundation for a critical and insightful analysis of the role of Instagram and TikTok in the contemporary tourism landscape.

Findings and Analysis

Case Study 1: Tourism Australia (@Australia) – Mastering Visual Aspiration on Instagram

Tourism Australia's Instagram presence is a masterclass in leveraging the platform's core strength: selling a curated dream. With a feed boasting millions of followers, their strategy is built on a foundation of breathtaking, high-resolution imagery and video that showcases the country's diverse landscapes—from the red sands of Uluru to the turquoise waters of the Whitsundays. The content is meticulously planned to evoke a sense of awe and aspiration, directly targeting the "attitude" component of the Theory of Planned Behaviour by creating overwhelmingly positive associations with an Australian vacation.

Their approach is multi-faceted:

- *Visual Consistency*: The feed maintains a consistent colour palette and aesthetic quality, reinforcing a strong and desirable brand identity. This curated perfection is what users expect from Instagram and what drives the platform's aspirational nature.
- *Strategic Influencer Partnerships*: Tourism Australia frequently collaborates with high-profile influencers and photographers who have a significant reach and a style that aligns with the brand. These partnerships generate vast amounts of high-quality, credible UGC that can be repurposed, providing powerful Social Proof. When a popular travel influencer shares their Australian adventure, it signals to their followers that this is a desirable and worthwhile destination.
- *Feature Integration*: They expertly use Instagram Stories and Reels to offer a more dynamic, "in-the-moment" experience, such as live feeds from wildlife parks or quick guides to hidden beaches. This balances the polished feed content with a sense of immediacy and accessibility.

The results are demonstrable. Campaigns like "Don't Go Small. Go Australia" are designed explicitly for social sharing, encouraging users to envision themselves in these epic landscapes.

The strategy effectively guides users through the consumer journey: inspiration is seeded through the visual feed, desire is stoked through influencer validation, and action is facilitated through geo-tags linking to locations and strategic calls-to-action in the bio. The primary challenge for this model is avoiding a sense of generic perfection and fostering deeper, more authentic engagement that goes beyond a simple "like."

Case Study 2: The "Dolphin Quest" TikTok Phenomenon – The Power of Authentic UGC

In stark contrast to the curated approach of Tourism Australia, the "Dolphin Quest" trend on TikTok exemplifies the raw, unpredictable power of viral UGC. It began when a user posted a shaky, selfie-style video aboard a dolphin-watching tour with Clearwater Marine Aquarium in Florida. The video, set to a popular audio track, simply showed the user's exhilaration as dolphins leaped alongside the boat. There was no professional production, no script, and no influencer involvement—just pure, authentic emotion.

The video went viral, amassing millions of views and spawning a trend where hundreds of other users visited the attraction to create their own versions of the same video. This created a powerful viral loop: each new video acted as an advertisement, validated by the Social Proof of ordinary people having an extraordinary experience. The algorithm on TikTok did the rest, pushing these videos onto the "For You" pages of users who had shown an interest in travel, animals, or similar content.

The impact was direct and substantial. Clearwater Marine Aquarium reported a dramatic surge in bookings for the Dolphin Quest tour, often selling out weeks in advance (Ivanova, 2023). This case study highlights several key distinctions of TikTok's influence:

- *Algorithmic Discoverability:* The destination was discovered by millions who were not actively searching for it.
- *Authenticity as Currency:* The unpolished nature of the content made it more relatable and trustworthy.
- *Trend Participation:* The trend created a sense of urgency and FOMO, directly driving immediate booking behaviour.

The challenge for tourism businesses in the face of such virality is capacity management and ensuring the real-world experience lives up to the hype generated online. This phenomenon demonstrates that on TikTok, influence is democratized; the most powerful marketing agent can be an ordinary tourist with a smartphone.

Case Study 3: Visit Iceland – Leveraging a User-Generated Brand

Visit Iceland has successfully built a destination marketing strategy that seamlessly integrates professional content with a massive volume of UGC, effectively bridging the aspirational gap between Instagram and the authentic discovery of TikTok. Their strategy is not to create the entire narrative but to curate and amplify the stories being told by visitors.

Their approach is platform-aware and holistic:

- *On Instagram:* They maintain a stunning feed (@iceland) featuring both professional photography and the best UGC from travellers, which they credit meticulously. They use hashtags like #IcelandNature and #MeetTheLocals to organize and encourage content creation. Their content focuses on the epic and the serene, appealing to Instagram's aesthetic sensibilities.
- *On TikTok:* Their content strategy shifts dramatically. On @visit.iceland, they share shorter, more dynamic videos that often feature quirky aspects of Icelandic life, behind-the-scenes moments, and, most importantly, they actively participate in trends. They repurpose user-generated videos that show the raw, sometimes challenging, but always beautiful Icelandic weather, or funny encounters with the local wildlife. This content feels native to TikTok—authentic, unpretentious, and engaging.

A key to their success is the strategic use of the branded hashtag #IcelandInspiration. This hashtag serves as a central repository for UGC across both platforms. By featuring this UGC on their own channels, Visit Iceland achieves three things: it rewards creators, provides endless authentic content, and builds a powerful community around the destination brand. This strategy directly influences the "subjective norms" of the Theory of Planned Behaviour; when potential travellers see a constant stream of diverse, real people enjoying Iceland, it normalizes the destination as a must-visit location. They have mastered the art of letting their visitors tell their story for them, creating a trustworthy and compelling digital presence that feels both aspirational and attainable.

Discussion

Synthesizing Influence: From Inspiration to Transaction

The case studies of Tourism Australia, the Dolphin Quest trend, and Visit Iceland reveal a complex but decipherable landscape of social media influence. The modern travel decision journey is no longer a linear funnel but an erratic, multi-platform loop where inspiration,

research, and booking are intertwined. Instagram and TikTok play complementary but distinct roles in this journey.

Instagram often acts as the initial dream factory. It is where aspirational travel goals are seeded through curated visuals. A user might follow Tourism Australia for years, building a latent desire to visit. The platform excels at building top-of-mind awareness and shaping a positive brand attitude over the long term. The path to transaction on Instagram is often more considered; a user might see a post, save it for later, and eventually click a link in the bio when they are in a active planning phase.

TikTok, conversely, operates as the engine of impulsive discovery. Its algorithm driven "For You" page can introduce a user to a destination they had never considered, and the authentic, viral nature of the content can create an immediate and powerful urge to visit. The Dolphin Quest phenomenon shows that TikTok can shortcut the entire consideration phase, moving a user from unawareness to booking in a matter of days or even hours. This is the power of FOMO and real-time Social Proof in action.

The most effective strategies, as demonstrated by Visit Iceland, understand this duality. They use Instagram to build a beautiful, enduring brand image and TikTok to inject energy, authenticity, and a sense of urgent discovery. The convergence of platforms means that these strategies must be integrated, with content cross-pollinating to create a cohesive yet platform-appropriate narrative that guides the consumer from dream to action.

Critical Evaluation of Behavioural Trends and Psychological Drivers

The influence of these platforms can be critically evaluated by delving deeper into the psychological drivers they activate. The Social Proof on Instagram is often "aspirational proof"—validation by influencers and peers who represent a lifestyle to which the user aspires. This can create a "destination mimicry" trend, where users flock to the same photo spots to replicate the images they have seen, sometimes leading to overcrowding and environmental damage. This highlights a significant challenge: the creation of "overtourism" in specific, highly "Instagrammable" locations.

On TikTok, the Social Proof is "democratic proof." It is the validation of the crowd, of hundreds of ordinary people having a fun, interesting, or unique experience. This feels more trustworthy to the modern, sceptical consumer but can also lead to more volatile and unpredictable tourism flows. A destination can become a victim of its own viral success, lacking the infrastructure to handle a sudden influx of visitors drawn by a fleeting trend.

Applying the Theory of Planned Behaviour provides further insight. Instagram is highly effective at shaping attitudes and subjective norms. It makes a destination look desirable and reinforces that it is a popular choice among a desirable peer group. TikTok, with its instructional and "unfiltered" content (e.g., "what to REALLY pack for Iceland"), is exceptionally powerful at increasing perceived behavioural control. By demystifying a destination and showing it through the lens of regular people, it reduces the anxiety associated with travel planning and makes a trip feel more achievable. This combination—Instagram making a destination desirable and TikTok making it feel accessible—is a potent formula for conversion.

Innovative Strategic Recommendations for Tourism Businesses

Based on the critical analysis of the literature and case studies, the following innovative recommendations are proposed to help tourism businesses navigate the complex social media landscape effectively.

Developing a Phygital Convergence Strategy

Tourism is an inherently physical experience, but its promotion is now dominantly digital. The most innovative strategies will bridge this gap through a Phygital Convergence Strategy. This involves creating physical experiences that are explicitly designed for digital sharing, thereby generating organic UGC, while also using digital tools to enhance the physical visit.

Implementation:

- *Create "Shareable Moments"*: Design specific photo-worthy installations or unique, participatory activities (e.g., a special guided tour that ends at a secluded, beautiful spot perfect for a Reel) and promote them with a dedicated hashtag.
- *Augmented Reality (AR) Filters*: Develop Instagram and TikTok AR filters related to the destination (e.g., a filter that adds a mythical creature to a landscape in Iceland or a fun hat from a local festival). This encourages playful engagement and brand diffusion.
- *QR Code Integration*: Place QR codes at physical locations that link to curated TikTok playlists or Instagram Story highlights, offering visitors additional digital content like behind-the-scenes footage, interviews with locals, or historical facts, enriching the on-site experience.

This strategy creates a virtuous cycle where the digital promotes the physical, and the physical experience generates more digital content, fuelling future interest.

Implementing a Micro-Influencer Authenticity Matrix

Rather than focusing solely on macro-influencers with large followings, businesses should adopt a data-driven approach to collaboration using an Authenticity Matrix. This framework evaluates potential influencer partners based on two key axes: Relevance (how well their content aligns with the brand) **and Engagement Ratio** (a measure of authentic interaction, not just follower count).

Implementation:

- *Tiered Collaboration:* Partner with a portfolio of influencers:
 - **Nano-Influencers (1K-10K followers):** High authenticity and niche engagement. Ideal for targeted campaigns and generating genuine, trusted UGC. Offer them familiarization visits in exchange for content.
 - **Micro-Influencers (10K-100K followers):** The sweet spot for value. They offer strong engagement and a dedicated community. Collaborate on specific content series or takeovers.
 - **Macro-Influencers (100K+):** For broad brand awareness campaigns. Ensure their brand values are a perfect fit to maintain credibility.
- *Focus on Content Co-creation:* Move beyond transactional posts. Involve influencers in the creative process, allowing them to tell their authentic story in their unique voice, which resonates more deeply with their audience.

This matrix ensures marketing budgets are spent on partnerships that yield not just reach, but genuine influence and high-quality, authentic content.

Creating an Agile, Platform-Specific Content Funnel

Businesses must abandon the practice of cross-posting identical content. Instead, they should develop an Agile Content Funnel that tailors content to the specific role each platform plays in the consumer journey.

Implementation:

- *Top of Funnel (Awareness - TikTok & Instagram Reels)*: Create short, engaging, trend-based video content designed for discovery. The goal is to stop the scroll. Use trending audio, quick cuts, and captivating visuals to introduce your destination to a new audience.
- *Middle of Funnel (Consideration - Instagram Feed & Stories)*: Develop beautiful, aspirational feed posts that build desire. Use Instagram Stories for deeper dives: Q&As, polls about travel preferences, and longer-form videos that tell a story.
- *Bottom of Funnel (Conversion - All Platforms with Strategic CTAs)*: Use Instagram's link-in-bio tools (e.g., Linktree) to drive traffic to booking pages. On TikTok, utilize the bio link and the "Learn More" button on organic posts in a Business account. Run targeted ads on both platforms retargeting users who have engaged with your organic content.

This funnel ensures that content is not only platform-native but also strategically aligned with moving the consumer from one stage of the decision journey to the next, maximizing ROI and driving measurable results.

Conclusion

This paper has deconstructed the powerful and distinct roles that Instagram and TikTok play in shaping modern tourism decisions. The analysis confirms that these platforms are not merely marketing channels but are transformative forces that have redefined the entire travel planning ecosystem. Instagram's strength lies in its ability to craft and sell a curated dream through visual aspiration, effectively influencing consumer attitudes and subjective norms. In contrast, TikTok's power derives from its algorithmically-driven, authentic virality, which democratizes discovery and significantly increases a traveller's perceived behavioural control by making destinations feel accessible and real.

The case studies of Tourism Australia, the Dolphin Quest trend, and Visit Iceland provide tangible proof of these mechanisms in action, demonstrating both the immense opportunities and the inherent challenges, such as managing overtourism and maintaining authenticity. The discussion synthesized these findings through the lens of consumer behaviour theory, revealing how Social Proof and the Theory of Planned Behaviour work in concert on these platforms to guide travel intentions from inspiration to booking.

The innovative recommendations—the Phygital Convergence Strategy, the Micro-Influencer Authenticity Matrix, and the Agile Content Funnel—provide a strategic roadmap for tourism businesses. These strategies emphasize the need for platform-specificity, authenticity over polish, and the creation of seamless loops between digital content and physical experience.

In conclusion, the future of tourism marketing is social, visual, and video-first. Success will belong to those organizations that can adeptly navigate the nuanced cultures of Instagram and TikTok, leveraging their unique strengths to build brand desire, foster authentic community, and ultimately, guide the new generation of travellers on their journey from a flicker of inspiration on a screen to an unforgettable real-world experience. The conversation between tourism businesses and consumers is now a public, collaborative, and visually rich dialogue, and mastering this dialogue is the key to relevance and growth in the digital age.

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Appendices

Comparative Analysis of Instagram and TikTok for Tourism Marketing

Feature	Instagram	TikTok
Primary Content Format	Curated photos, carousels, Reels	Short-form, vertical video
Core Strength	Visual storytelling, brand building, aspiration	Viral trends, authentic discovery, entertainment
Algorithm Driver	User interest, relationship, timeliness	Content engagement, trend participation
Consumer Journey Stage	Inspiration & Consideration	Discovery & Impulsive Action
Ideal Content Type	High-quality visuals, aesthetic feeds, influencer stories	Authentic, unpolished videos, trend participation, user testimonials
Key Metric	Engagement Rate, Saves, Follower Growth	Video Completion Rate, Shares, Viral Velocity
Primary Psychological Lever	Aspirational Social Proof, Attitude Formation	Democratic Social Proof, Perceived Behavioural Control