<div align="center">**Travel Envy on Social Networking Sites**</div>

Introduction

Social media has fundamentally reshaped the ways in which tourists acquire travel information and plan trips. The travel information generated by users on social networking sites (SNS) plays a crucial role in raising tourists' awareness and influencing destination visit intentions and behaviours (Filieri, Alguezaui, & McLeay, 2015). For instance, TripAdvisor provides a persuasive platform where travellers can share subjective opinions and recommendations and rate their travel experiences, proving to be valuable sources of travel information (Xiang & Gretzel, 2010). Whilst recent research focusing on the role of social media in triggering travel consumption (Luo & Zhong, 2015; Narangajavana, Fiol, Tena, Artola, & García, 2017) has grown rapidly, some significant gaps remain unaddressed within tourism literature.

A recent survey indicates that one in five UK adults post on SNSs with the deliberate intention of eliciting jealousy (Independent, 2017). Anecdotal evidence further shows that most adults are keen to visit to a destination because they are inspired by travel-related content showing their friends' journeys on social media and a significant proportion decide to go travelling out of envious thoughts (Sass, 2017; Murdock, 2015). These investigations recognise the occurrence of envy driven by social media content. Recent research exploring the effects of envy on human behaviours and relationships has appeared in many fields, including psychology (e.g. Lange, Weidman, & Crusius, 2018), organisational behaviour (e.g. Yu, Duffy, & Tepper, in press) and social media marketing (e.g. Taylor & Strutton,

2016; Wallace, James & Warkentin, 2017). Yet, little is known about how the role of envy on an SNS can drive travel intention, particularly in terms of intention to visit a tourist destination previously mentioned by SNS friends. As anecdotal evidence has spoken for the role of travel envy, the relationship between envy and travel intention has not been tested by rigorous research. To fill this research gap, this study aims to conduct an empirical investigation to attest the envy-travel intention link. Specifically, we investigate whether envy can drive individuals' destination visit intention by their peers' travel posts on an SNS, and how such a travel envy on an SNS can be triggered.

Envy on SNSs

Envy is defined as "a negative emotional response to another person's superior quality, achievement or possession, in which the envier either desires the advantage or wishes that the envied person lacks it" (Lange & Crusius, 2015, p.284). Envy can be conceptualised in two types: dispositional and situational envy. Dispositional envy is a type of personality trait that reflects an individual's tendency to experience envy (Smith, Parrott, Diener, & Kim, 1999), while situational envy is a feeling of envy toward others in a specific environment, typically in a group setting where social comparison occurs (Duffy, Scott, Shaw, Tepper, & Aquino, 2012). This research note takes the second view of considering travel envy as situational because this study is subject to a specific situation. In an attempt to better describe situational envy in this study, we coin the term "travel envy on SNS" and define it as a general envy of others in an SNS context, with a particular attention to the envious feelings that can happen when seeing photographs or posts of destinations from their friends' tourism trips on an SNS.

Taylor and Strutton (2016) suggests that customers' propensity to engage in conspicuous consumption may be influenced by their envy towards other peers on SNS. Extending from Taylor and Strutton's (2016) discovery, this study presumes that travel envy on SNS as

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situational envy impacts individuals' decisions to visit a tourist destination previously mentioned by SNS friends. We choose travel intention as the consequence of travel envy on SNS because travelers' intention to visit a tourist destination is considered as an effective predictor of their future travel (Baker & Crompton, 2000). Researchers and practitioners are interested in not only exploring the effect of envy in the tourism context, but also understanding whether such envious feelings can contribute to actual travel consumption.

Social comparison theory provides an excellent anchor to explain the effect of envy on behavioural intention (Duffy *et al*., 2012). Social comparison is defined as "the process of thinking about information about one or more people in relation to the self" (Wood, 1996, p. 520-521). Individuals tend to evaluate their standing by comparing themselves to others before making negative or positive judgments (Duffy *et al*., 2012; Wood, 1996). At the same time, envy may arise when individuals compare themselves unfavourably with others (Smith & Kim, 2007) and is particularly keenly felt by people under 30 years of age (Henniger & Harris, 2015). In other words, it is plausible that individuals with social comparison preference may not unequivocally facilitate their travel intention, but rather it is the feelings of travel envy on SNS that this social comparison preference may evoke that trigger the desire to visit a destination previously mentioned by SNS friends. Thus, we view social comparison as an antecedent of envy in this study and posit that travel envy on SNS mediates the impact of social comparison on the intention to visit a destination.

This research note also views self-presentation as an antecedent of envy. Self-presentation refers to "the value users derive from being able to improve their self-concept in relation to others using online social networks" (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112). Krasnova, Widjaja, Buxmann, Wenninger, & Benbasat (2015) found that when receiving social information (e.g. newsfeeds, posts or photos) from others, individuals relate this user-generated content (UGC) to themselves and, in some cases, may

feel envious and thus adjust their behaviour to increase their reactive self-presentation (i.e. they only post 'positive' and/or status-enhancing content on a SNS). This implies that when individuals experience envy of their friends' activities and lifestyles on SNSs, they are willing to improve their own status based on their belief that they can achieve a better social position. In other words, individuals with high self-presentation concerns may not demonstrate a higher willingness to visit a destination. Rather, self-presentation may evoke a desire to visit a destination when individuals receive envy-inducing travel information on SNSs from other peers. Therefore, travel envy on SNS acts as a mediating role, triggered by self-presentation, and works to enhance the likelihood of intention to visit a destination mentioned by SNS friends. Fig. 1 displays the research model and the proposed effects.

Insert Figure 1 here

Research Method

To examine the antecedents and consequences of travel envy on SNS, a message with a link to the questionnaire was sent to a random sample of 1,200 travel consumers from three online tourism communities administrated by TripAdvisor on Facebook. We randomly selected 400 users from a member list of each online community. After a month, 429 responses were collected, of which 421 were valid. Eight incomplete responses with excessive missing data were dropped. The demographic characteristics of the sample are presented in Table 1.

We developed a series of multi-item measures by adopting scales that had been previously validated from the existing literature and modifying them appropriately to fit our research context. Responses to all the multi-item measures were captured using seven-point Likert-type scales. Table 2 lists the measurement items used. A pilot study was undertaken to appraise and purify the instrument with five researchers and five doctoral students. We

controlled for gender and age. None of the covariates had a significant effect on the intention to visit a destination. We examined the reliability, convergent validity and discriminant validity for the constructs. As shown in Table 2 and Table 3, the requirements of reliability and validity were met.

Our data could potentially suffer from common method bias (CMB), as the survey questions have common scale attributes which might lead to automatic responses (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). To reduce common method bias, we followed the specific guideline proposed by MacKenzie and Podsakoff (2012) to design the questionnaire and collect the data. We then tested for CMB statistically. Harman's one factor test using both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were performed. The results of EFA showed that four distinct factors with eigenvalues greater than one explain 72.45% of the total variance. The first component accounted for 24.08% of the total variance and the unrotated factor solution indicated that no factor accounted for 50% or more of the variance. The results of CFA indicated that the model fit indices of the single factor model (X^2/df = 20.239, CFI = 0.504, GFI = 0.555, RMSEA = 0.214, standardised RMR = 0.1611) are much worse than the suggested criteria. Consequently, these tests suggest that that common method bias is unlikely to pose a significant threat to the validity of this study.

Insert Table 1 here

Insert Table 2 here

Insert Table 3 here

Results

We first performed a series of multiple regression analyses to test the main effects. The indirect effects were tested by using an SPSS macro developed by Hayes (2013). This approach allows for testing mediation effects and uses a boot-strapping technique to assess the significance of indirect effect (Preacher and Hayes, 2008). Specifically, our current study used Model 4 with 5000 bootstrapped samples to carry out the mediation analyses.

Multiple regression analysis was used to examine the relationships among social comparison, travel envy and the intention to visit a destination. As presented in Table 4, the analyses indicate that social comparison on an SNS has a significant positive relationship with travel envy on an SNS and the intention to visit a destination. Furthermore, travel envy on an SNS and self-presentation has a significant positive relationship with the intention to visit a destination respectively. Our result confirms that individuals' intention to travel to a particular destination was induced by their travel envy on an SNS, and social comparison and self-presentation play a key role in triggering individuals' travel envy on an SNS.

As shown in Table 5, results of mediation analysis revealed that the indirect effect of social comparison on the intention to visit a destination was qualified by significant mediations, with a point estimate of 0.23 (Boot S.E.= 0.04; 95% CI: [0.15, 0.31]) for travel envy. The direct effect of social comparison is not significant for intention to visit a destination. Therefore, we conclude that travel envy on an SNS fully mediates the relationship between social comparison and intention to visit a destination. Relationship between self-presentation and intention to visit a destination was found to be mediated via situational envy (indirect effect = 0.20; Boot S.E. = 0.03; 95% CI: [0.14, 0.27]). For the relationship between self-presentation and intention to visit a destination, the direct effect is significant. Thus, we conclude that travel envy on an SNS partially mediates the relationship between self-presentation and intention to visit a destination.

In term of explanatory power, the first mediation model was significant and 25.85% of the variance in intention to visit a destination can be explained (F(4, 416)=36.26, $p < 0.001$). The second mediation model was significant and 28.47% of the variance in intention to visit a destination can be explained (F(4, 416)=41.40, $p < 0.001$).

Insert Table 4 here

Insert Table 5 here

Discussion and Implications

This research note advances tourism research on social media and travel intentions in three primary ways. First, while recent research (Wallace *et al*., 2017) suggests that individuals' situational envy toward others in SNSs can be mainly driven by their personality traits (e.g. openness to experience, conscientiousness and extraversion), this research note finds social comparison and self-presentation on an SNS as antecedents of travel envy. This provides a more complete understanding of how travel envy can be triggered in SNS contexts. Moreover, although it has been widely acknowledged that social comparison emotion has a positive or negative impact on social behaviors, this is not the case for all research contexts, particularly in the tourism context. Instead, our finding reveals that social comparison preference could trigger desire to visit a destination when individuals see envy-inducing contents previously posts by their SNS friends. With this result, we thus add new knowledge to tourism literature and fill an important research gap by exploring feelings of travel envy as a full mediating role in the relationship between social comparison and travel intention.

Second, whilst many studies claim that envy leads to unfavourable feelings and negative outcomes such as annoyance and depression (e.g. Smith and Kim, 2007), some argue that envy may result in positive behavioural intentions (e.g. Krasnova *et al*., 2015; Van

de Ven, Zeelenberg & Pieters, 2012). Our findings reveal that travel envy on a SNS is a new determinant that affects individuals' intention to travel to a destination previously mentioned by SNS friends. Experiencing envy on a SNS, individuals may strive to alleviate this unpleasant emotion by travelling to the destination visited by their friends. This finding adds another contradiction to the popular assumption – positive emotions trigger upward spirals in mood and behaviour (Fredrickson & Joiner, 2002) by highlighting that an aspirational behavioural tendency can be induced by negative feeling of envy.

Third, our findings may advise social media content planners or advertisers that envy-inducing content on a SNS can attract potential customers, particularly amongst younger audiences (under 30), who are more frequent online users and more prone to jealousy of their own peer-groups (Henniger & Harris, 2015). It is also important for destinations/attractions to encourage travellers to post extraordinary content (e.g. selfie pictures) to increase envy in others (Dinhopl & Gretzel, 2016). For example, Australian airline Qantas launched a travel marketing campaign, "Out of Office Travelogue", in 2016. This campaign aimed to encourage their customers to integrate their Instagram feeds with holiday photos into the out-of-office messages. These envy-inducing messages, as a real-time travel journal, inspire their friends and colleagues' travel desire.

Limitations and Directions for Future Research

Our study has several limitations and we suggest possible solutions to minimise those limitations in future research. First, the major limitation of our study is that we used behavioural intention as the ultimate outcome of our model. Users' behavioural intention on an SNS may not endorse the probability of an actual behaviour (Yadav, de Valck, Hennig-Thurau, Hoffman, & Spann, 2013). Future research should address this limitation through conducting experimental research with pre-test and post-test measures to test the impact of

envy on actual travel behaviour over. Second, as the study surveyed users on Facebook, the results may or may not be generalisable to other types of social networking platforms. As users' envy may generate stronger travel intentions using different SNSs, future work is encouraged to consider the comparisons of the envy effect across different types of social networking platforms. In addition, participants in this study were mainly younger online users. The findings may not be applicable to other generational cohorts such as older adults. Future research should compare the effect of travel envy among different age groups. Finally, although the current study has suggested travel envy on an SNS is influenced by social comparison and self-presentation in the tourism context, alternative antecedents should be explored in future research. For example, Lin, van de Ven, & Utz (2018) demonstrate that the type of post (i.e. posts about experiential and material purchases) is associated with feelings of envy. Extending from this finding, future research could consider the different characteristics of travel posts (e.g. luxury v.s. non-luxury travel posts; rational v.s. emotional appeals) as potential moderators in the relationship between travel envy and travel intention.

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