Big Five Factors of Personality and Tourists' Internet Search Behavior

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Abstract

This study aimed at relating tourists' Internet search behaviors and the Big Five Factors (BFF) of personality to identify personality items that better predict tourists' Internet search behaviors. Survey data from domestic tourists to a metropolitan city in South Korea was used to empirically examine the relationships. Results indicate that travel information sought through the Internet vary with the BFF with the exception of extraversion, and the Internet channels used for travel information search also varied with the BFF with the exception of conscientiousness. The Internet is more widely used as a source of travel information but less for travel purchases. The results also suggest that the responses to some BFF items can substantially improve the predictability of tourists' Internet search behaviors. Implications for the use of the BFF in designing travel information systems are addressed.

Keywords

Big Five Factors,
Personality,
Internet search behavior,
Tourist