

Correlation analysis

Table 5

Pearson correlations between demographic variables and two dependent variables related to Gen Zers' trust towards Instagram travel influencers

		Correlations						
		Gender	Birth year	Education level	Birth place	Marital status	Employment status	Income level
<i>8) Information by Instagram travel influencers regarding tourism seems reliable to me.</i>	Pearson Correlation	-,145**	-0,073	0,014	0,021	-0,060	0,058	,137**
	Sig. (2-tailed)	0,003	0,133	0,776	0,673	0,216	0,234	0,005
	N	420	420	420	420	420	420	420
<i>15) I will continue to use Instagram travel influencers and recommend it to friends in search of tourist destinations.</i>	Pearson Correlation	0,003	-,159**	,101*	0,010	-0,072	0,034	0,076
	Sig. (2-tailed)	0,945	0,001	0,005	0,832	0,139	0,490	0,122
	N	420	420	420	420	420	420	420
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								