

Social Media and Travel Planning Behavior: Influencing Content on Facebook, Instagram and Youtube

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ABSTRACT

Keywords:

*Social media,
Technology
Acceptance
Model (TAM),
Theory of Planned
Behavior (TPB),
travel planning.*

The tourism industry is significantly influenced by social media, as it serves as a primary resource for travelers to seek information about various places. This study has been conducted to examine the interrelationships among factors that impact individuals' willingness to use social media platforms for trip planning and the desire to engage in travel activities. The current investigation incorporates the theoretical frameworks of the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), while also examining the impact of travel-related material on social media platforms such as Facebook, YouTube, and Instagram. The study used a sample of 388 domestic tourists who were active users of social media platforms. The findings of the study indicate that the components of TAM, specifically perceived usefulness and perceived ease of use in the context of social networks has a favorable impact on individuals' intention to engage in the social media's platform and their desire to visit destination. In addition, the aspects of TPB, specifically the attitude and perceived behavioral control, demonstrate a substantial impact on behavioral intention. The findings indicate that there is a direct and positive relationship of Instagram and YouTube travel content towards behavioral intention. While, there is no significant influence of subjective norms and Facebook's travel content on behavioral intention. This study suggests that Destination Marketing Organizations (DMOs) can enhance their marketing strategies by leveraging social media platforms, influencer marketing, and user-generated content to attract more tourists.

INTRODUCTION

Tourism is a multifaceted phenomenon encompassing economic, cultural and social dimensions. It is the movement of individuals from their typical surroundings to unfamiliar environments, typically in other countries or regions, with the intention of seeking enjoyment, relaxation, recreation, or engaging in commercial activities (World Tourism

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Organization 2008). The tourism sector has experienced significant growth and has emerged as an economically successful sector on a global scale, exerting a profound impact on a country's economy (Ali & Xiaoying, 2021). Because of the growing popularity of eTourism, the travel and tourism sector has been using the internet for almost 20 years (Xiang et al., 2015).

Social media refers to various online platforms that enable user interaction and content sharing within online communities. It includes blogs, social bookmarking sites, and wikis (Dewing, 2010). The global internet user population reached 5.18 billion in April 2023, accounting for 64.6% of the total. Around 4.8 billion interact with various social media sites, including popular ones like WeChat, YouTube, Facebook, WhatsApp, Sina Weibo, TikTok, Instagram, Telegram, Snapchat, and Twitter (Statista, 2023). Social media is a crucial resource for both business and governmental sectors, promoting destinations, distributing products or services, and facilitating interactions between tourism sites and travelers (Yuan et al., 2022). Social media facilitates rapid sharing and widespread broadcast of messages, allowing businesses to effectively engage with diverse audience segments (Rafiq et al., 2022).

According to an in-depth study conducted by (Zeng & Gerritsen, 2014), social media plays a pivotal role in the tourism sector, especially in terms of obtaining travel-related data and engaging in decision-making processes. Studies by Amaro et al. (2016) and Ashfaq et al. (2021) highlighted the significant role of social media in shaping tourist's decision-making processes, particularly in trip planning. Utilization of social networking sites and advancement of information technology has brought about substantial change in consumer behavior within the travel and tourist industry (Paul et al., 2019).

Facebook is utilized by travel and tour operators to promote and sell their offerings, including services, intermediates, products, sales directly, brochures, advertisements, and promotion of sales (Jamil et al., 2022).

Instagram is another well-known social media site that enables users to share visual content, such as photos and reels, as well as express their ideas through messages (Erkan & Evans, 2016). Instagram's visual nature, allowing easy photo and video sharing, has made it a popular social networking and advertising platform. Its widespread adoption has led to increased engagement with businesses and influencers, necessitating effective advertising strategies (White, 2021).

YouTube, a platform fostering global interaction (Sarmiento et al., 2021). YouTube remains a vital space for content dissemination. Notably, travel vlogs have surged in popularity, driven by YouTube's impact on consumer behavior, especially within the tourism industry (Silaban et al., 2022; Damiasih et al., 2021).

The Technology Acceptance Model (TAM), introduced by Davis (1989), outlines the factors influencing technology utilization and visitor attitudes, emphasizing attention to informative purposes and benefits. Harb et al. (2019) integrate the Theory of Planned Behavior (TPB) to explore self-tourism behavior and individual values in social encounters. Widely adopted in various fields, including social psychology, destination, and accommodation choice, TPB considers both social and psychological factors in decision-making (Lam & Hsu, 2006; Demirel & Ciftci, 2020). Research applying TPB to social media usage in vacation planning reveals that a user-friendly display positively influences attitudes (Cheunkamon et al., 2020). This study focuses on social media's impact on tourist behavior during trip planning, aiming to provide insights for marketers and stakeholders. Pakistan relies significantly on tourism for economic contributions (Arshad et al., 2018), emphasizing the importance of a strong image for market attractiveness (Kim et al., 2017). Social networking sites are crucial promotional tools for destination advertising by tourism corporations, DMOs, and other entities in the public and private sectors (Kiralova & Pavlicecka, 2015). Recognizing limited knowledge on social media's influence on travel planning, Yuan et al. (2022) call for comprehensive research. To address this, the study employs TPB components attitude (ATT), subjective norms (SN), perceived behavioral control (PBC) and TAM components perceived ease of use (PEoU) perceived usefulness (PU) to understand user motives, attitudes, and decision-making processes in trip planning. The integration of these two frameworks enhances our understanding of factors shaping behavioral intentions.

Social media platforms, such as Facebook, Instagram, and YouTube, have become significant tools for travelers in accessing information and making travel decisions. However, there is a lack of research on the influence of social media on travel planning behavior, particularly on these platforms (Nguyen et al., 2023). Understanding the influence of social media platforms on travel planning can help develop effective strategies for attracting and engaging travelers with travel-related content.

Limited research has been conducted on the influence of social media platforms on the process of planning vacation, particularly in Pakistan. Fotis et al. (2011) proposed the requirement for more study on the impact of social media on trip planning, specifically

focusing on cultural variations. Djafarova and Kramer's 2020 study explores YouTube advertising's effectiveness in the travel industry, suggesting replicating content on Instagram and similar platforms. The study suggests that a comparative analysis could help tourism marketers understand the strengths and potentials of each platform, as well as optimize resource allocation, to enhance marketing effectiveness. This would help them better understand the potential of online video advertising. Yuan et al. (2022) suggest further research is required to investigate the impact of social media usage on the change of BIN or actual behavior among individuals visiting various sites. Research on Facebook and YouTube's influence on tourists' travel planning is limited, highlighting the need for further study on their potential influence on User-Generated Content (UGC) and its potential to influence travel decisions (Nguyen et al., 2023).

The below discussion, is a concise review of the literature it focuses on the role of social media in travel planning behavior. Two theories are explored: the Technology Acceptance Model (TAM) with perceived ease of use and perceived usefulness as variables, and the Theory of Planned Behavior, encompassing attitude, subjective norms, perceived behavioral control, and behavioral intention. Additionally, the impact of Facebook, Instagram, and YouTube on travel content is discussed.

Social media in the context of travel planning

Kaplan and Haenlein (2010) stated that SM have "a variety of internet-based platforms that build upon the core principles and technological foundation of Web2.0, these platforms enable to develop and distribute content produced by users themselves". According to Wikipedia (2022), Kaplan and Haenlein (2010), Xiang and Gretzel (2010), and Alalwan et al. (2017) collectively offer a definition of social media as the combination of actions, behaviors, and engagements within social networks, which facilitate the exchange of ideas, information, and knowledge through diverse communication channels. Statista reports a global internet user population of 5.18 billion (64.6 %) in April 2023, with 4.8 billion (59.9%) frequently using social media (Statista, 2023). In Pakistan, 87.35 million people about 36.7% of the population uses the internet, while 71.70 million about 30.1% of the population is active on social media (Datareportal, 2023). Mariani et al. (2019) claim that the emergence of social media resulted in remarkable transformations in the manner in which consumers interact with brands and businesses, facilitating user ratings of products and services, and sharing of ideas, opinions, and experiences.

Prospective travelers increasingly use the internet for vacation planning, with 95% relying on web-based sources. However, there is a lack of studies on information-seeking and decision-making behavior (Cox et al., 2009). Tam et al. (2022) stated that electronic word-of-mouth (eWOM) acts as a platform for customers to express their viewpoints and share personal experiences, encompassing positive feedback, remarks, and recommendations.

Dai et al. (2021) emphasize the importance of social media in travel activities, emphasizing the need for tourist administrators to consider consumers' perspectives on its utility and user-friendliness, using the TAM. The TAM and TPB suggest that an individual's desire to engage in a particular behavior is influenced by factors such as PEOU, PU, ATT, SN, and PBC.

Technology Acceptance Model (TAM)

Davis et al. (1989) introduced the TAM as a theoretical framework rooted in social psychology. Focused on technology acceptance and utilization, TAM emphasizes assessing PU and PEOU. PU gauges users' belief in technology enhancing job performance, while PEOU measures how easily a technology is perceived (Davis et al., 1989).

The integration of information and communication technology (ICT) is of paramount significance in diverse businesses, as customers rapidly adopt novel technological advancements in order to fulfill their requirements (Cheunkamon et al., 2020; Ukpabi & Karjaluoto, 2017). PU refers to individuals' belief that using a system can improve their efficiency in completing tasks. Research shows PU influences the adoption of new technologies, while PEOU is less significant for prolonged usage (Hasni et al., 2021).

Perceived Ease of Use (PEoU)

As stated by Davis et al. (1989), the term "PEoU" describes a user's estimation of how simple and easy a particular kind of technology is to use. This statement pertains to the subjective perception of the level of cognitive and physical effort an individual deems essential when interacting with online platforms specifically designed for travel purposes. In this research, the construct PEOU is the degree to which a visitor perceives social media (SM) sites to be user-friendly and easy to utilize. When seeking information to select a holiday destination, individuals are more inclined to utilize social media platforms due to its ease of use (Tandon et al., 2020; Ayeh et al., 2013).

A number of recent studies have investigated the direct impact of PEOU on users' BIN to utilize consumer-generated content (Tandon et al., 2020; Filho et al., 2018; Ayeh et al., 2013). The adoption of a particular behavior was found to be significantly influenced by the individual's perception of the ease with which the behavior may be executed. The purpose of

employing a certain item or concept and then influencing its usage through the adoption of receptive actions.

Hypothesis 1: PEOU of social media positively affects BIN.

Perceived usefulness of social media:

PU, as defined by Davis et al. (1989), refers to the extent to which an individual believes that the utilization of a specific approach would enhance their performance. PU indicates that individuals perceive social media as more beneficial than traditional information sources for informed travel decisions, reducing trip failure risk (Singh & Srivastava, 2019). Hou et al. (2019) demonstrate that SM networks contain various user sites, such as travel websites, bookmarking services and social media-sharing portals.

The correlation between the widespread usage of these websites and the ease with which users can acquire information customized to their individual interests, needs, and expectations (Hasni et al., 2021). Previous investigations on SM have justified the direct association between PU and intentions (Rauniar et al., 2014; Tandon et al., 2020; Ayeh et al., 2013; Mariana et al., 2019).

Hypothesis 2: There is a significant and positive relationship among PU and BIN.

Theory of planned behavior:

Icek Ajzen, a well-known psychologist, introduced the TPB in 1985, it has subsequently gained significant prominence as a prevalent framework within the field of social psychology for investigating human behavior. Ajzen and Madden (1986) as well as Ajzen (1985, 1991) Icek Ajzen, an advocate of the TPB, further elaborated on the Theory of Reasoned Action to establish a comprehensive theoretical framework for understanding human behavior. According to Ajzen's (1991) TPB, an individual's behavior is influenced by their desire to engage in a specific activity.

Intention is influenced by three elements: ATT, SN and PBC. ATT refers to an individual's disposition towards a behavior, SN involve their perception of social pressure, and PBC measures their level of control over their actions (Ajzen, 1991). According to Soliman, 2019; Demirel and Ciftci, 2020 the TPB has been widely used in several study settings pertaining to consumer behavior.

Soliman (2021) study used the TPB model to analyze factors influencing visitors' intention to revisit Egypt, finding a significant positive relationship. ATT plays a crucial role in shaping tourists' BIN (Han & Kim, 2010; Bianchi et al., 2017), particularly in deciding to revisit a

destination (Huang & Hsu, 2009). PBC and SN have been found to positively influence individuals' visit behavior (Demirel & Ciftci, 2020; Soliman, 2021).

Demirel and Ciftci (2020) conducted an analysis of 259 articles and determined that the majority of research conducted in the field has focused on consumer behavior and BIN within the context of the TPB.

Behavioral intention

Based on the TPB, a fundamental component of the model is BIN, which pertains to an individual's level of intention to engage or stop from engaging in a specific behavior (Ajzen, 1991). The concept of "BIN" in research refers to the degree of conscious choice or intention that an individual demonstrates in relation to their preference to either participate in or abstain from a specific conduct that is planned for the future (Devis & Warshah, 1985).

Many research studies have provided empirical data indicating that the accessible availability of information via social media platforms not only leads to savings in terms of effort, time, and costs but also yields positive outcomes on traveler's desire to interact with these platforms (Fotis et al., 2012; Jadhav et al., 2018; Singh & Srivastava, 2019). Previous research has demonstrated that the reliability of online sources has played an essential role in influencing tourist's desire to participate in particular behavior towards the destination of their choice (Amaro & Duarte, 2015; Cheunkamon et al., 2020). The BIN of a prospective traveler is associated with their willingness to utilize social media platforms in order to explore a tourist destination.

Attitude (ATT)

An individual's ATT, shaped by their behavioral beliefs and experiences, serves as an indicator of their willingness to engage in specific actions, hence influencing their BIN in relation to potential outcomes (Ajzen, 1991). According to Bianchi et al. (2017), individuals might develop either positive or negative ATT based on their emotions and beliefs regarding a certain behavior. These intentions encompass both the initial decision to visit a destination and the subsequent desire to revisit it (Han et al., 2010; Bianchi et al., 2017). The phenomenon of word-of-mouth (WOM) is well acknowledged for its substantial influence on the formation of consumer attitudes and intentions (Jalilvand & Samiei, 2012).

Jalilvand and Samiei (2012) study highlights the importance of ATT in the tourism sector, as it influences travel intentions. A positive ATT towards social media platforms enhances an individual's willingness to engage in a specific activity, based on potential benefits and drawbacks.

Hypothesis 3: ATT has a major influence on BIN.

Subjective norms

As per the TPB, the construct denoted as a SN pertains to an individual's sense of societal impact in relation to the carrying out of a particular action (Ajzen, 1991). According to (Oliveira and Huertas 2019), there is no stronger influence on consumers than a recommendation from a friend or family member. Expectations are societal pressures imposed by individuals who aspire to behave according to a certain behavioral norm, which might or might not be consistent with the truth as a whole (Demirel & Ciftci, 2020). SN are sociocultural influences that pressure individuals to conform to societal expectations and behaviors, influenced by their perception of others' opinions and values (Fishbein & Ajzen, 1980; Moutinho et al., 2011). Based on the research conducted by Zhou (2011), it was determined that the SN exerts significant impact on the intention of those who participate in online communities to engage in various actions.

Hypothesis 4: SN have significant effects on BIN.

Perceived behavioral control (PBC)

The concept of "PBC" refers to a person's personal evaluation of the degree of ease or difficulty involved in performing a certain activity (Ajzen, 1991). Jalilvand and Samiei, 2012 study found that PBC positively influences travel intention, highlighting the influence of electronic word of mouth on decision-making in trip destination selection. Chen's 2021 study utilized the TPB to examine backpackers' intentions to use self-service travel websites, revealing that PBC significantly influenced their behavior. According to Hsieh et al. (2016), PBC exerts a considerable influence on BIN. Soliman (2021) claims that one's willingness to engage in revisiting is impacted in a good manner by the perception of behavioral control.

Hypothesis 5: There is a substantial relationship between PBC and BIN.

Facebook's travel content and behavioral intention

Facebook, founded by Mark Zuckerberg in 2004, is an internet-based social media network that has grown significantly since its inception. With 2.989 billion monthly active members, Facebook is the leading global social media network (Wikipedia). Users can express their thoughts and feelings through text, photographs, and videos, and establish connections with others. The utilization of Facebook as a communication tool has experienced a notable surge in popularity (Tariq et al., 2017). Kumar et al. (2022) found that Facebook is commonly employed by destination marketing organizations for the purposes of promotion, market analysis, and customer assistance, therefore establishing it as the primary choice for

destination promotion. Moreover, Facebook is considered to be the most extensively utilized platform for social networking.

Facebook is utilized by travel and tour operators as a means to promote and sell their offerings, including services, intermediates, products, sales directly, brochures, advertisements, and promotion of sales. (Jamil et al., 2022). Jadhav et al. 2018 study explores Facebook's impact on trip preparation, highlighting its role as a primary communication tool and its influence on leisure travel arrangements he concluded that Facebook offers users with personal accounts and advice, thereby facilitating the process of making well-informed selections and organizing holidays to maximize overall satisfaction. Ali and Xiaoying (2021) discovered that Facebook is a major source of tourism information, with technology enhancing blogging and travel experiences through vlogging. This practice can enhance a destination's reputation and attract more travelers.

The present study aimed to examine the correlation between individuals' exposure to travel-related information on the social media platform Facebook and a subsequent expansion of their desire to visit a certain place. The findings of the study will demonstrate a statistically significant and favorable correlation between the availability of travel information and individuals' intention to engage in actual visits.

Hypothesis 6a: Facebook's travel content has a significant influence on BIN.

Instagram's travel content and behavioral intention

Instagram is a US-based social media platform run by Meta Platforms that enables users to share photos, videos, and reels (Wikipedia, 2022). Instagram is a widely utilized social networking platform that enables individuals to share glimpses of their everyday life with other people, acting as a channel for electronic word-of-mouth (eWOM) communication (Gumpo et al., 2020).

Instagram users are increasingly using the platform to search for travel destinations and share their experiences, with followers which are likely to see travel-related posts on their feed (Silaban et al., 2023). Instagram is recognized as an ideal platform for individuals to interact with each other and share their ideas on subjects that are important to them, like travel and leisure. Instagram users believe the Reels shared are significant, educational, and visually pleasing in terms of travel content; it may assist individuals in planning their future trip (Bahtar, 2023; Anuar et al., 2021).

Instagram's visually appealing interface and diverse content creation capabilities offer significant marketing potential, capturing user's attention, stimulating interest, and

motivating action in promoting tourism destinations (Brezinova, 2021). According to previous researches (Tsai & Chu, 2017; Li, 2019; Anuar et al., 2021), Instagram users perceive Reels content as both visually captivating and intellectually valuable, as it aids them in organizing their vacation plans.

Tesin et al. (2022) found Instagram's travel-oriented content significantly influences younger demographics, particularly those exploring new destinations, and the influence of friend's vacation and influencer's posts on intention to visit is noticeable.

Hypothesis 6b: *Instagram's travel content has a significant impact on BIN.*

YouTube's travel content and behavioral intention

YouTube, a global video-sharing platform, has been found to significantly impact the quality of information, data sharing, and consumer intention to visit recommended destinations (Arora & Lata, 2020). Vlogs operate as a form of word-of-mouth communication, effectively stimulating travel tendencies (Cheng et al., 2020). YouTube is a popular social media platform for global video-sharing, allowing individuals to express their views and viewpoints. In recent years, travel-related films have gained popularity, ranking second-highest on YouTube search results. These travel vlogs have a significant impact on the expansion of the tourism industry (Roy et al., 2020).

Vloggers use video to document their travels, serving as a strategic marketing tool for tourism marketers. They provide immersive destination experiences on YouTube, enhancing the tourism sector through engaging content ((Silaban et al., 2022). Le and Hancer (2021) highlight the significant role travel vlogs play in promoting destinations, stimulating visitor interest, and effectively communicating their experiences through captivating narratives and historical insights. Studies show that digital films on YouTube are highly popular, attracting more audience engagement and influencing website visits, with internet reviews also showing significant influence on users (Kim et al., 2014 & Arora, 2020). Furthermore, Djafarova and Kramer (2020) found that a significant proportion of participants reported employing YouTube as a research tool prior to embarking on a vacation. Vloggers with large followers are often admired and pursued by users, who often emulate the behavior of respected media figures to gain attention and raise awareness (Le & Hancer, 2021). Lodha and Philip's 2019 study found that travel vlogs significantly influence viewers' travel intentions, providing valuable information and motivating them to visit the destinations shown in the vlogs.

Hypothesis 6c: *YouTube's travel content significantly influences behavioral intention.*

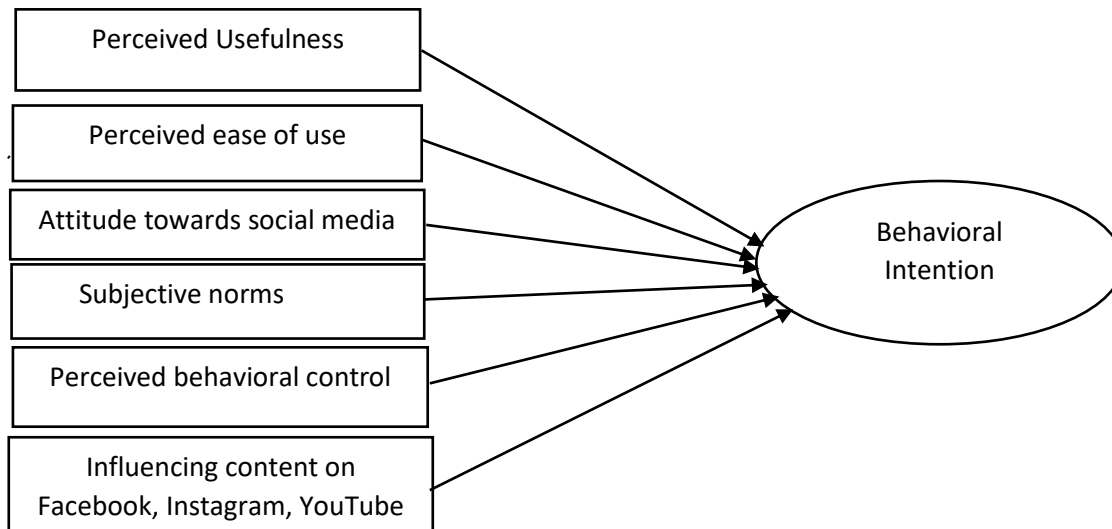


Figure 1: Research Proposed Model
Source: Author developed

METHODOLOGY

The present study focuses on examining the ability of TAM and TPB to predict BIN within the context of social media. Furthermore, this study examines the influence of content on Instagram, YouTube, and Facebook and on individuals' behavioral intents to sustain their usage of social media and their intention to visit these platforms.

Considering the inherent qualities of the research objectives, adopting a positivist approach seems most appropriate. It is widely acknowledged that in order to examine a theory and generate data that can be applied to a broader context, researchers often employ a positivist method (Bryman, 2007).

The study's target population consists of persons who have participated in tourism activities at any stage in their lives. This includes individuals of both genders who engage in the use of social networking sites, which are Facebook, Instagram, YouTube and Instagram.

Measurement

The TAM consist of two constructs, namely PEOU and PU. The measurement tool adapted from (Tan et al., 2018; Cheunkamon et al., 2020; Hew et al., 2014).

The present indicator comprises three items that assess the perceived value of social media platforms in the specific domain of travel arrangement. The questions have been formulated based on the research by (Ayeh et al. 2013 & Cheunkamon et al. 2020).

The TPB comprises four key components, specifically ATT, SN, PBC and BIN.

The inquiries has been adapted from (Casalo et al. 2010; Cheunkamon et al. 2020; Bhatiasevi & Yoopetch 2015; Sullivan & Koh, 2019).

The assessment of an individual's ATT towards using social networking platforms for the purpose of trip preparation comprises three questions. The questions are adapted from the study of (Casalo et al. 2010 & Cheunkamon et al. 2020).

The conceptual framework of behavioral intention encompasses a series of five questions designed to evaluate the sustained utilization of social networking platforms and a tendency to participate in visits to a particular location. These inquiries have been derived from the studies conducted by (Tan et al. 2018; Cheunkamon et al. 2020; Lam & Hsu 2004; Lopez et al., 2011; Lee et al., 2012; Chang et al., 2016).

The assessment of PBC in relation to social networking sites for travel planning consists of a series of three inquiries. The questioning has been modified in accordance with the investigations carried out by (Cheunkamon et al., 2020 & Casalo et al., 2010).

The survey questions utilized in this study have been adapted from two primary sources (Tessin et al., 2021; Terttunen, 2017), specifically examining the influence of travel-related material on behavioral intention. The sources include six items for Facebook, Instagram, and YouTube 6, 6, and 6, respectively.

Data collection

The present study encompasses a participant sample including 384 persons. The determination of this sample is based on the consultation of Krejcie and Morgan's (Krejcie & Morgan's, 1970). A survey questionnaires were distributed in printed and also in digital form, utilizing Google Forms. Printed surveys were sent to tourist sites in Khyber Pakhtunkhwa, Pakistan, targeting visitors engaged in tourism. Data collection occurred from May to June 2023, 200 questionnaires were distributed yielding 176 returned printed surveys and 217 responses through Google Forms. After eliminating incomplete responses, 171 printed surveys were considered for analysis, total of 388 responses forming the basis for the study's results.

ANALYSIS

Demographic characteristics

As per data provided in Table 1 the sample consisted of 388 respondents, with 197 males accounting for 51% and 191 females representing 49% of the total. 258 respondents, which represents 66.5%, reported being single, while 130 respondents, representing 33.5%, reported being married. The data shows that the demographic group aged 21-25 has the largest proportion of respondents, 20 or younger (86 respondents; 22.2%), 26-30 years (72; 18.6%), 31-35 years (43; 11.1%), 36-40 years (14 respondents, 3.6%), and individuals above the age

of 40 (16; 4.1%). The study shows that most of respondents have a bachelor's degree (218; 56.2%), with 218 individuals 24% have a master's degree, intermediate students (37; 9.5%), doctoral degree (20; 5.2%), secondary or high school education (18; 4.6%), 2 respondents or 0.5%, reported having attended primary or elementary school. The study examined the occupational group, data indicates that a significant proportion of the individuals surveyed were students (220; 56.7%), private sector employees (62; 16%), government employees (49; 12.6%), business owners (38; 9.8%) and housewives (19; 4.9%).

Table 1 Demographic Characteristics

Demographics Characteristics		Frequency	Percent
Gender	Male	197	51.0
	Female	191	49.0
Marital status	Single	258	66.5
	Married	130	33.5
Age	20 years or below	86	22.2
	21-25	157	40.5
	26-30	72	18.6
	31-35	43	11.1
	36-40	14	3.6
	above 40	16	4.1
Education	primary/elementary school	2	.5
	secondary/high school	18	4.6
	Intermediate	37	9.5
	bachelor's	218	56.2
	master's	93	24.0
	Doctoral	20	5.2
Occupation	Government employees	49	12.6
	Private sector employee	62	16.0
	Student	220	56.7
	Business owner	38	9.8
	Housewife	19	4.9

Social media usage

The study found that the largest proportion of respondents, corresponding to 136 individuals (35.1%), utilize social media for a duration of 3-4 hours on a daily basis, 5-6 hours daily (131; 33.8%), 1-2 hours (61; 15.7%), 7-8 hours (44; 11.3%) and 4.1% (16 respondents) reported utilizing more than 8 hours.

The majority of respondents use Facebook 1-2 hours daily (186; 47.9%), not using Facebook at all (124; 32%), respondents spend 3-4 hours on Facebook daily (65; 16.8%), using Facebook for 5-6 hours daily (10; 2.6%), 7-8 hours (1; 0.3%), more than 8 hours (1; 0.3).

The study found that 194 (50%) respondents spend 1-2 hours on Instagram daily, with 107 (27.6%) not using it, 64 (16.5%) use it for 3-4 hours, 17 (4.4%) for 5-6 hours, and 4(1%) respondents spend 7-8 hours.

The majority of respondents, 246 (63.4%), spend 1-2 hours daily on YouTube, 65 (15.5%) do not use YouTube, and 60 (15.5%) spend 3-4 hours daily, 11 (2.8%) spend 5-6 hours daily, while 3 (0.8%) spend 7-8 hours and 3 (0.8%) more than 8 hours.

Most respondents use social media for getting travel-related information, accounting for 285 (73.5%) of the total, while 103 (26.5%) do not engage in pre- or during-trip destination searches.

The study found that 118 (60.8%) respondents use Instagram and YouTube for seeking travel-related data, while 83 (9.4%) use Facebook, 43 (11.1%) use Google, 21 (5.4%) use TikTok, and 2 (0.5%) use Google Maps, only 3 (0.8%) do not use any platform for information search.

Table 2 Social media usage frequency

Social media usage frequency		Frequency	Percent
Social media	1-2 hours	61	15.7
	3-4 hours	136	35.1
	5-6 hours	131	33.8
	7-8 hours	44	11.3
	More than 8 hours	16	4.1
Facebook	Not using	124	32.0
	1-2 hours	186	47.9
	3-4 hours	65	16.8
	5-6 hours	10	2.6
	7-8 hours	1	.3
Instagram	More than 8 hours	1	.3
	Not using	107	27.6
	1-2 hours	194	50.0
	3-4 hours	64	16.5
	5-6 hours	17	4.4
YouTube	7-8 hours	4	1.0
	More than 8 hours	2	.5
	Not using	65	16.8
	1-2 hours	246	63.4
	3-4 hours	60	15.5
Search for destination	5-6 hours	11	2.8
	7-8 hours	3	.8
	More than 8 hours	3	.8
	Yes	285	73.5
	No	103	26.5
Which social media platform use for search	Facebook	83	21.4
	Instagram	118	30.4
	YouTube	118	30.4
	Google	43	11.1
	TikTok	21	5.4
	None	3	.8
	google maps	2	.5
Facebook			

Reliability Test

The study used Cronbach's alpha test to assess the internal consistency of components in a survey. Results showed each item had a Cronbach's alpha value within the acceptable range

of reliability, ranging from 0.70 to 0.911. This test is crucial for assessing the dependability and accuracy of outcomes, especially when variables consist of multiple elements. The Cronbach's Alpha coefficient for all variables was 0.791, indicating high reliability and adequate association.

Table 3 Reliability Test

Cronbach's Alpha	N of Items
.791	9

Descriptive Statistics of Variables

The descriptive data are shown in Table 4 for a number of factors. The variable exhibiting the highest mean value is PEOU had a mean score of 3.73. ATT has a mean value of 3.69, PU is 3.51, BIN is 3.50, PBC is 3.41, whereas the mean values for INCIG and INCYT are 3.36 and 3.19, respectively. INCFB has a mean of 3.17, whereas subjective standards have a mean of only 2.89. Standard deviations (SDs) ranged from 0.861 to 1.019, accordingly.

Table 4 Descriptive statistics of variables

Characteristic	Descriptive Statistics				
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
PEoU	388	1.00	5.00	3.7371	.88121
PU	388	1.00	5.00	3.5155	.94860
ATT	388	1.00	5.00	3.6950	.89760
SN	388	1.00	5.00	2.8952	1.02196
PBC	388	1.00	5.00	3.4188	.93673
BIN	388	1.00	5.00	3.5077	.86137
INCFB	388	1.00	5.00	3.1735	1.03038
INCIG	388	1.00	5.00	3.3605	1.02435
INCYT	388	1.00	5.00	3.1924	1.01993

Correlation

The study used IBM SPSS 20 for data analysis and correlation analysis to assess the interrelationships between nine factors. The Pearson correlation coefficient was used to compute correlation statistics. The results showed positive and statistically significant relationships among all constructs, indicating a significant impact on user behavior.

Table 5 Correlation

	Correlation								
	BIN	PEoU	PU	ATT	SN	PBC	INCFB	INCIG	INCYT
Behavioral Intention	1.000	.489	.468	.500	.260	.507	.195	.260	.053
PEoU	.489	1.000	.480	.542	.218	.372	.125	.262	.148
PU	.468	.480	1.000	.558	.359	.434	.117	.287	.224
ATT	.500	.542	.558	1.000	.361	.485	.249	.220	.153
SN	.260	.218	.359	.361	1.000	.424	.245	.365	.361
PBC	.507	.372	.434	.485	.424	1.000	.380	.284	.190
INCFB	.195	.125	.117	.249	.245	.380	1.000	-.124	.214
INCIG	.260	.262	.287	.220	.365	.284	-.124	1.000	.294
INCYT	.053	.148	.224	.153	.361	.190	.214	.294	1.000

R² model summary

The coefficient of determination (R²) measures the ability of the study to predict or explain the variability in the dependent variable, indicating that the included explanatory variables account for 41.8% of the observed variance in Behavioral Intention, indicating significant independent variable variability.

Table 6 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 ^a	.418	.406	.66404

a. Predictors: (Constant), PEU, PU, ATT, SN, PBC, INCFB, INCIG, INCYT

b. Dependent Variable: Behavioral Intention

Anova

ANOVA, or Analysis of Variance, is a statistical technique used to determine the presence of a linear association between variables in a regression model. The F-test evaluates the null hypothesis, indicating no variation. The regression model, with eight degrees of freedom, has a significant F-test, with a calculated value of 34, supporting a p-value of 0.000. This indicates that the model effectively accounts for significant variability in relation to social media platforms, specifically Facebook, Instagram, and YouTube, in influencing behavioral intentions.

Table 7 Anova

Model	Sum of Squares	ANOVA			
		df	Mean Square	F	Sig.
Regression	120.016	8	15.002	34.022	.000 ^b
1 Residual	167.121	379	.441		
Total	287.137	387			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), PEoU, PU, ATT, SN, PBC, INCFB, INCIG, INCYT

Regression analysis (Coefficient)

The researchers used a linear regression approach to evaluate the validity of eight hypotheses and found six connections with statistical significance. The table of coefficients considers variables like PEoU, PU, ATT, PBC, SN, and INCFB, INCIG, INCYT. These independent variables highlight their statistical significance in influencing behavioral intention.

The table shows a strong relationship between PEoU of social media in travel planning and behavioral intention to continue using social media and visit intention, with a t-value of 4.494, indicates statistical significance at the $p < .001$ level, confirming the H1 hypothesis.

The relationship between "PU" and "Behavioral Intention" is significant, with a standardized coefficient of 0.162 and a t-value of 3.179, with the p-value < 0.01 , confirming the validity of hypothesis H2.

The t-value of 2.834 with the standard coefficient of 0.153, each of which exhibit statistical significance at the $p < 0.01$ level, provide evidence of a substantial correlation between the variables "ATT" and "Behavioral Intention." Hence, hypothesis H3 is confirmed.

The coefficient -0.016 does not show statistical significance for the relationship between "SN" and "behavioral intention" at standard levels of significance ($p > .05$), indicating that the influence of "SN" on "behavioral intention" may not be relevant. Therefore, H4 is not supported.

The standardized coefficient for the correlation between "PBC" and "Behavioral Intention" is 0.264. The t-value of 5.162 is considered to be statistically significant at the $p .001$ level. Therefore, the evidence supports the hypothesis H5.

The coefficient of significance has a value of 0.052. However, the t-value of 1.138 associated with "INCFB" does not exhibit statistical significance at the conventional levels of significance ($p > .05$). This implies that there may not be a significant effect of "INCFB" on "behavioral intention" within this particular model. Therefore, hypothesis H6a is not supported.

The t-value is 2.059 and standard deviation is 0.096, each of which demonstrate statistical significance at the $p < .05$ level, providing evidence of a significant relationship among the variables "INCIG" and "Behavioral Intention". Therefore, the hypothesis H6b is supported.

The standardized coefficient for the variable "INCYT" and "behavioral intention" is -0.123. The t-value associated with this finding is -2.810, indicating statistical significance at the $p < .01$ level. Therefore, the hypothesis H6c is confirmed.

Table 8 Coefficient

Path		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
(Constant)		.777	.204		3.801	.000
PEoU	BIN	.215	.048	.220	4.494	.000
PU	BIN	.147	.046	.162	3.179	.002
ATT	BIN	.146	.052	.153	2.834	.005
SN	BIN	-.014	.041	-.016	-.335	.738
PBC	BIN	.243	.047	.264	5.162	.000
INCFB	BIN	.044	.038	.052	1.138	.256
INCIN	BIN	.081	.039	.096	2.059	.040
INCFB	BIN	-.104	.037	-.123	-2.810	.005

a. Dependent Variable: Behavioral Intention

Discussion

This study examines the TAM and TPB to predict technology usage in online travel. It examines the correlation between TAM components like PU and PEoU and TPB elements

like SN, ATT, and PBC with additional factor INCFB, INCIG, INCYT with BIN of continued social media usage and destination visit intention.

This research provides empirical evidence in support of the TAM and affirms that the constructs of PU and PEOU are valid predictors of exploration of the application and adoption of social media platforms in the context of tourism. The findings of the study indicate that the PEOU and PU of social networking sites have a significant impact on users' behavioral intentions. Our study results are in accordance with previous research conducted in the domain of travel and tourism management (Casalo et al., 2010; Cheunkamon et al., 2020; Singh & Srivastava, 2019; Tandon et al., 2020; Hasni et al., 2021). Research has indicated a significant association between the PU and the level of convenience associated with the use of social media platforms and individuals' behavioral intention (Mariana et al., 2019; Ayeh et al., 2013). Research shows that the components of TPB significantly influence an individual's behavioral intentions, particularly when using social media for travel planning. Tourists have a positive ATT towards social media platforms and actively engage with them to access relevant information about their trips. The result aligns with the outcomes reported in previous studies (Casalo et al., 2010; Amaro & Duarte, 2015; Nath et al., 2019; Cheunkamon et al., 2020). SN are considered to be one of the contributing aspects of the TPB that influence individuals' perceptions of their actions or behavior. However, this study found no significant association between SN and BIN. Social media platforms are often used by individuals without societal pressures, despite their influence. The study provides evidence that PBC has a beneficial influence on behavioral intention, in relation to the continuous use of social media and visitation intention. The statement suggests that travelers have a tendency to utilize social media platforms for the purpose of arranging their journeys. The findings are consistent with the studies (Cheunkamon et al., 2020; Amaro & Duarte, 2015; Casalo et al., 2010).

The research aims to explore the impact of travel-related content on social media platforms like YouTube, Facebook, and Instagram on consumer's behavioral intentions for future use of these platforms, as well as their plans to visit featured destinations. The findings indicate that there is no significant impact of Facebook material on the behavioral intention of visitors in terms of continued usage and visit intention. aligning with previous research (Enter et al., 2013). Based on the findings of our study, it has been observed that the travel-related content, specifically reels, shared on the Instagram platform has a significant impact on the audience's inclination to engage in travel activities (Li, 2019; Tsai & Chu, 2017; Anuar et al., 2021;

Bahtar, 2023). Cheng et al. (2020) and Lodha and Philip (2019) found that travel vlogs can act as word-of-mouth marketing, encouraging viewers to explore destinations. Their findings align with the present study, as they provide essential informational content that significantly boosts travel intentions.

Conclusion

The objective of this study was to investigate the prevalence of social media utilization in the context of trip planning, as well as to determine the platforms that possess the most impact on forming visitors' behavioral intentions. It examines the Technology Acceptance Model components, such as perceived ease of use, perceived usefulness, and behavioral intention to use social media. The Theory of planned behavior components include attitude, subjective norms and perceived behavioral control. The research also considers the influence of popular social media sites like Facebook, Instagram, and YouTube on users' behavioral intention to engage in travel-related behaviors. The study examines the social media adoption for travel planning, by giving significant results of perceived ease of use and perceived usefulness. Our study also explored the TPB elements, concluding the significant results of attitude, perceived behavioral control except subjective norms. The study shows positive results of influencing travel content of Instagram, and YouTube towards users' behavioral intentions to engage in travel-related behaviors with exception of the influence of Facebook's travel content.

Implications

This study enriches understanding by examining electronic communication network adoption in Pakistan for trip organization via social media. Findings underscore online tools' significance in decision-making, revealing factors influencing social media use for travel information. Emphasizing Facebook, Instagram, and YouTube, the research examines travel-related information's impact on tourist intention, spotlighting influencer marketing and user-generated content.

Social media's rapid growth proves advantageous in industries resistant to traditional methods. A study reveals a substantial reliance on platforms like Instagram and YouTube for travel information, highlighting the efficacy of user-generated content and influencer marketing. Collaboration with authentic content providers is emphasized, presenting an avenue for businesses to elevate brand image and expand clientele. These findings offer a strategic roadmap for stakeholders in Pakistan's tourism sector, enabling DMOs, marketers, and data developers to refine social media strategies for optimal economic impact.

Limitation and Future Research

This study has notable limitations. It exclusively relies on quantitative data, neglecting qualitative research elements. Findings indicate that SN and INCFB insignificantly impact individuals' intention to continue using social media platforms. The research, confined to domestic Pakistani tourists, suggests potential variations in destination influence based on personal interests. A lack of focus on specific tourist sites and a limited range of social media platforms may limit the study's breadth. Future research should explore diverse platforms like TikTok and Snapchat for a comprehensive understanding, considering cross-cultural and longitudinal studies to unravel the intricate links between social media usage, travel content, and behavioral outcomes.

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