Using Facebook for travel decision-making: an international study of antecedents

Table 1. Reliability, AVE and correlation matrix (CFA results)

Construct	Cronbach's α	AVE	ITU	ATT	PEOU	PU	ENJ	TRU
Intention to use (ITU)	.879	.661	(.813)					
Attitude (ATT)	.928	.722	.434	(.850)				
Perceived ease of use (PEOU)	.882	.718	.018	.112	(.847)			
Perceived usefulness (PU)	.962	.836	.835	.506	.021	(.914)		
Enjoyment (ENJ)	.919	.740	.206	.271	.260	.234	(.860)	
Trustworthiness (TRU)	.936	.783	.074	.218	.152	.092	.183	(.885)

Note: Diagonal values (in parenthesis) represent the square root of AVE.

Table 2. Sample characteristics

		Italy *n*=141	**Sweden** *n*=285	**Total *N*=426**
Gender (%)*	Male	31.9	46.7	41.8
	Female	66.7	52.3	57.0
	N/A	1.4	1.1	1.2
Age (%)**	16-24	58.6	41.3	47.0
	25-40	41.4	58.7	53.0
Occupation (%)**	Student	76.4	43.9	54.6
	Working	16.4	40.0	32.2
	Unemployed	2.9	7.4	5.9
	Other	4.3	8.8	7.3
Travel experience (mean, 1-7) [n.s.]		4.34	4.48	4.43
Facebook use frequency (mean, 0-4) [n.s.]		1.94	1.74	1.80
No. of Facebook friends (mean, 1-7)**		5.57	3.95	4.49

Differences between countries: *) significant at $p<.05$; **) significant at $p<.01$ (two-tailed); n.s. = non-significant ($p>.05$)

Table 3. Results of hypothesis testing

Hypotheses	**Path coefficient**	***t***	**Supported?**
H1a PU → ATT	.571	17.747**	Yes
H1b PU → ITU	.897	19.063**	Yes
H3a ATT → ITU	.019	.594	No
H4b ENJ → ATT	.145	4.567**	Yes
H4c ENJ → ITU	.017	.699	No
H4d ENJ → PU	.434	11.505**	Yes
H5a TRU → PU	.117	3.259**	Yes
H5b TRU → ATT	.231	7.950**	Yes
H5c TRU → ITU	-.016	.679	No

*) Significant at p<.05; **) significant at p<.01 (one-tailed)

Note: H2a, H2b, H2c, and H4a are excluded as they relate to Perceived Ease of Use, which was dropped from the model.

Table 4. Multigroup analysis – Italy vs. Sweden

Path	**Standardized path estimates (Unconstrained model)**		**Significance of difference between path estimates under constraint**	
	Italy (*n*=141)	**Sweden (*n*=285)**	**Change in χ^2**	***p***
PU → ATT	.590**	.542**	2.883	.090
PU → ITU	.930**	.869**	.409	.522
ATT → ITU	**-.125 (ns)**	**.095***	**4.743**	**.029**
ENJ → ATT	.067 (ns)	.217**	1.676	.195
ENJ → ITU	.080 (ns)	-.012 (ns)	1.111	.292
ENJ → PU	.461**	.458**	.142	.706
TRU → PU	.223**	.066 (ns)	1.834	.176
TRU → ATT	.232**	.218**	.196	.658
TRU → ITU	-.011 (ns)	-.004 (ns)	.003	.955
Model fit indexes				
χ^2/df (*p*)	1.594 (.00)	1.874 (.00)		
CFI	.953	.973		
RMSEA	.065	.055		
Squared multiple correlations				
Perceived usefulness	.297	.246		
Attitude	.534	.627		
Intention to use	.786	.869		

*) Significant at $p<.05$; **) significant at $p<.01$; ns) non-significant ($p>.05$) (one-tailed)

Table 5. Multigroup analyses of Attitude → Intention to use

Groups compared	**Change in χ2**	***p***
Italy vs. Sweden	**4.743**	**.029**
16-24 years vs. 25-40 years	.035	.851
Men vs. women	.138	.711
Students vs. non-students	1.024	.312
Fewer vs. many Facebook friends	.232	.630

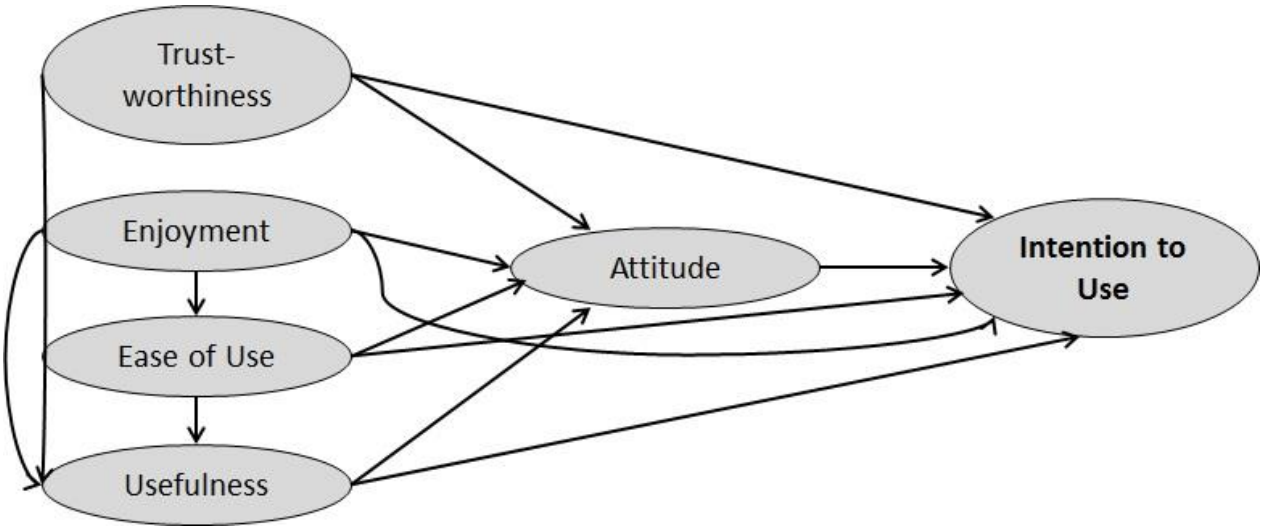

Figure 1. Proposed Model of Online Travel Consumers' Intention to Use Non-Travel-Specific SM for Travel Planning

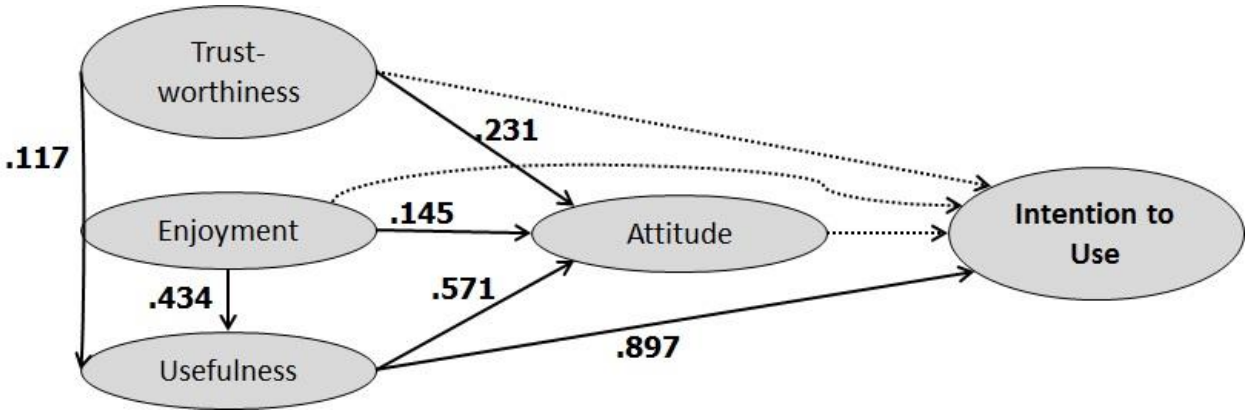

Figure 2. Revised Structural Model