

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

Article

Accepted Version

Tables

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

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

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

**Table 2.** Sample characteristics

		<b>Italy</b>	<b>Sweden</b>	<b>Total N=426</b>
		<b>n=141</b>	<b>n=285</b>	
<b>Gender (%)*</b>	Male	31.9	46.7	41.8
	Female	66.7	52.3	57.0
	N/A	1.4	1.1	1.2
<b>Age (%)**</b>	16-24	58.6	41.3	47.0
	25-40	41.4	58.7	53.0
<b>Occupation (%)**</b>	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
<b>Travel experience (mean, 1-7) <sup>n.s.</sup></b>		4.34	4.48	4.43
<b>Facebook use frequency (mean, 0-4) <sup>n.s.</sup></b>		1.94	1.74	1.80
<b>No. of Facebook friends (mean, 1-7)**</b>		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

<b>Hypotheses</b>	<b>Path coefficient</b>	<b><i>t</i></b>	<b>Supported?</b>
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.

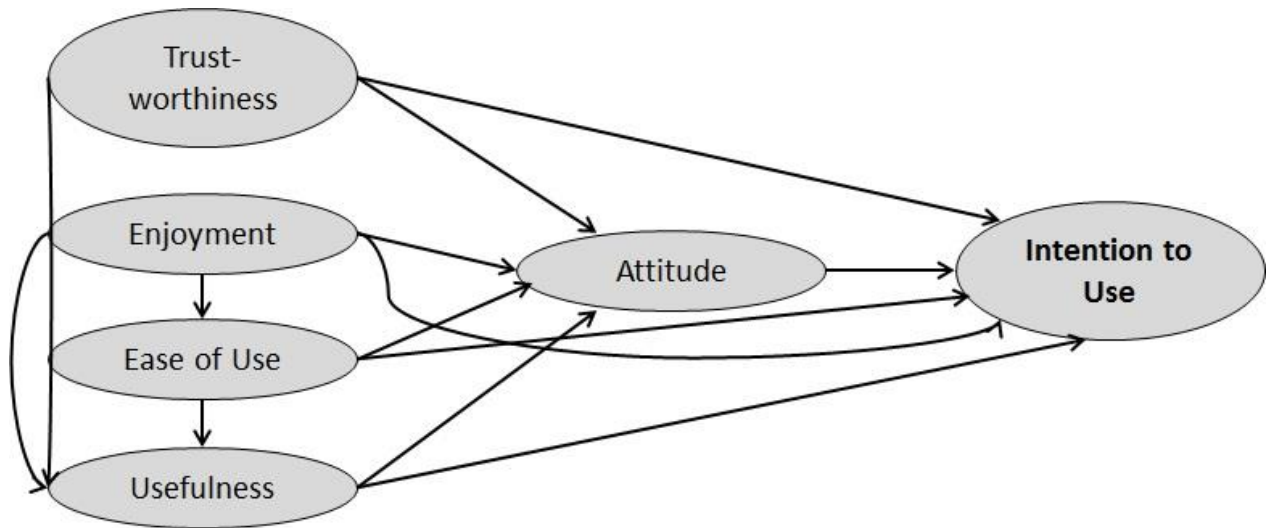
**Table 4.** Multigroup analysis – Italy vs. Sweden

Path	Standardized path estimates		Significance of difference between	
	(Unconstrained model)		path estimates under constraint	
	Italy (n=141)	Sweden (n=285)	Change in $\chi^2$	<i>p</i>
PU → ATT	.590**	.542**	2.883	.090
PU → ITU	.930**	.869**	.409	.522
ATT → ITU	<b>-.125 (ns)</b>	<b>.095*</b>	<b>4.743</b>	<b>.029</b>
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
<b>Model fit indexes</b>				
$\chi^2/df$ ( <i>p</i> )	1.594 (.00)	1.874 (.00)		
CFI	.953	.973		
RMSEA	.065	.055		
<b>Squared multiple correlations</b>				
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)

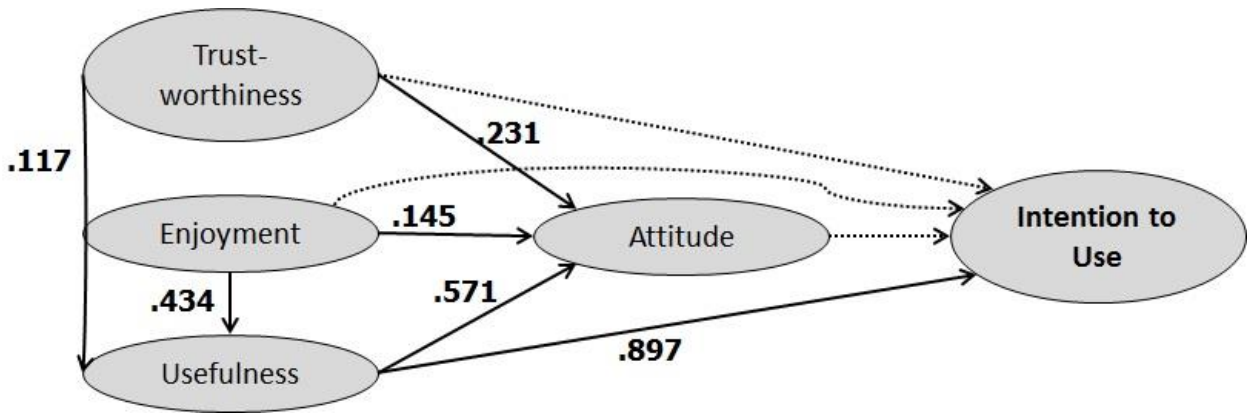
**Table 5.** Multigroup analyses of Attitude → Intention to use

<b>Groups compared</b>	<b>Change in <math>\chi^2</math></b>	<b><i>p</i></b>
Italy vs. Sweden	<b>4.743</b>	<b>.029</b>
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