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

Article

Accepted Version

Tables

**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 $\chi^2$** | ***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** | | | | |
| $\chi^2$/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 |

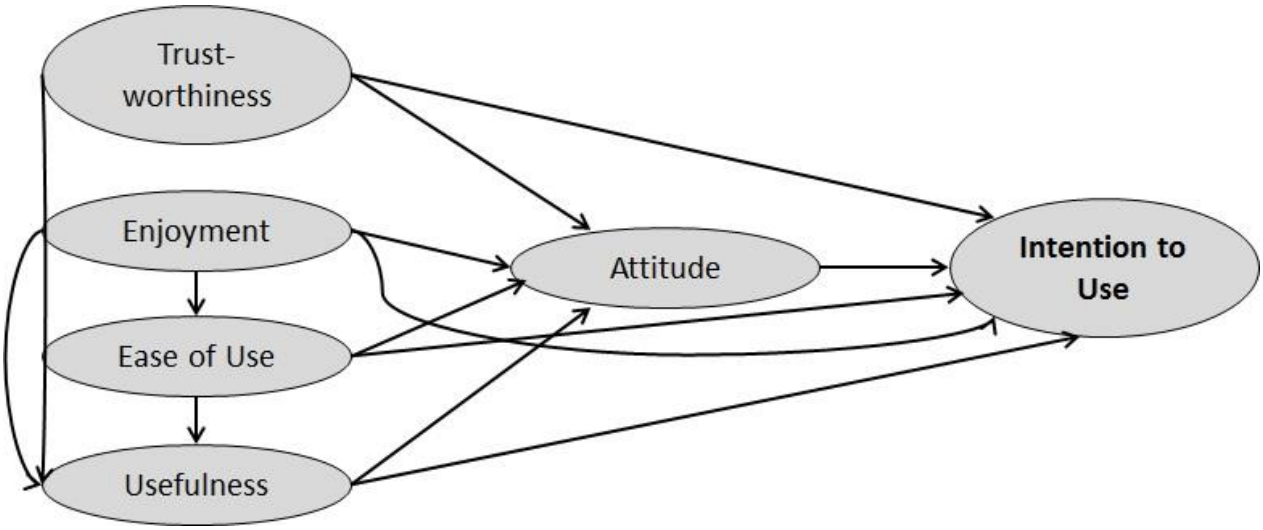


**Figure 1.** Proposed Model of Online Travel Consumers' Intention to Use Non-Travel-Specific SM for Travel Planning

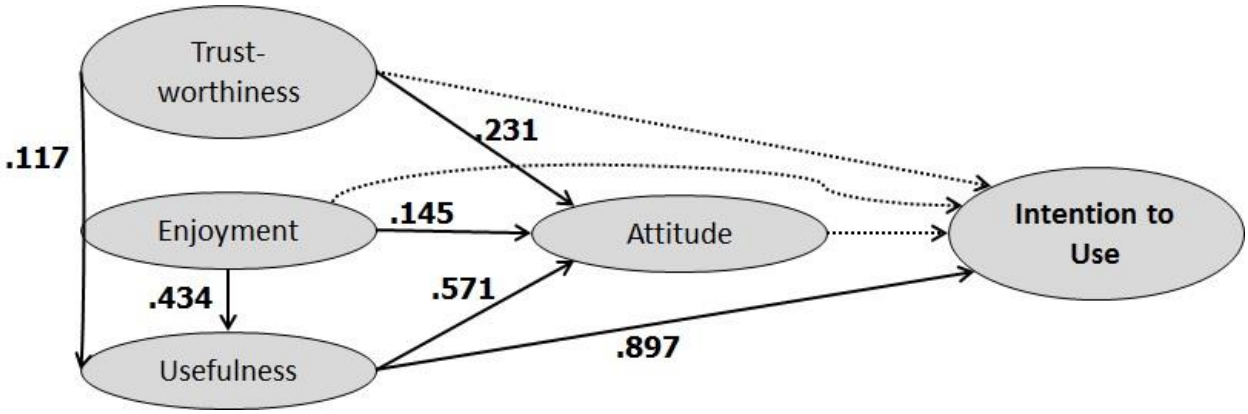


**Figure 2.** Revised Structural Model