Intention to Use Facebook for Travel Planning: An Investigation on Generation Z Users in Ho Chi Minh City

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Abstract

With the expansion of Internet and digital media, especially for the social networking sites, there are extreme changes of global hospitality and tourism industry. The current study aims to investigate the intention to use Facebook - an online social network (OSN) for travel planning by examining the effect of Perceived Usefulness, Perceived Ease Of Use and Enjoyment. Secondary data are from the journals, books and other sources of information from websites and published reports of businesses and primary data are from the consultations with 5 experts, 2 group discussions and 4 in-depths structured interviews and survey by questionnaires with 200 Gen-Z users. Findings explain the influence of these perceived values on Gen-Z users' intention to adopt Facebook as a means of travel planning. The study has demonstrated the TAM model's applicability to the setting of the usage of Facebook for travel planning in Gen-Z. Furthermore, sampling and study scope limitation can lead to further researches.

Keywords

Facebook, Travel Planning, Enjoyment, Ease of Use, Usefulness, Intention to Use, Vietnam.

Introduction

Internet expansion and social media increase have changed not only the way people interact with others but also the way firms communicate with consumers. Especially, in

hospital and tourism industry, there have been considerable developments due to the spread of social media as well as information and communication technologies (ICTs) (Choe, King & Matsushima, 2017). While social network is one among 7 different types of social media, Facebook, which attracts 2.50 billion monthly active users counted to December 31, 2019, is seen as the largest social network worldwide (ONECMS, 2019). Having more than 57% of 94 million population using Facebook, Vietnam ranks seventh worldwide for the number of Facebook users (ICTNEWS, 2019). All kinds of businesses and organizations, including tourism and travel enterprises, believe that social media becomes essential for their business strategy and development when customers search for trips and decide to choose their destinations and post their experiences of a specific hotel, restaurant, or airways through social networks, hence, in many organizations, social media has been developed to communicate and attract with potential customers (Styyen & Ayeh, 2019.

In Viet Nam, a report of Nielsen (2017) reveals that social media has become important platforms to obtain the information, entertain and remain relationships with relatives, friends and others. Also from the statistics of ASEAN Travel in 2019, the number of Vietnamese tourists traveling abroad has also increased with an average growth rate in 2019 and for 3 consecutive years (2016 - 2019) reached 22% per annum and ranked in the top ten nations with the fastest growth rate of tourism in the world according to a World Tourism Organization report (Thuy Ha, 2019). Therefore, businesses should essentially and urgently explore and understand consumers' behavior on social media, especially on Facebook. Regarding the studies of the social media and traveling behavior, to date, in Viet Nam, there are some studies (i.e Khuong & Huong, 2016; Bich & Lien, 2017). On contrast, there are a few studies on a specific purpose of traveling planning, and rare studies investigating the direct relationship between Facebook and consumers using intention for travel planning. Therefore, this paper aims to focus on the impacts of perception of customers toward Facebook on their intentions to make traveling planning and decision. Also, implications, conclusions with limitations, and suggestions for future research are also presented.

Literature Review

Online Social Network and Facebook

According to Boyd and Ellison (2007), online social networks (OSNs) or social network sites (SNSs) means Internet-based services which enable people to create online profiles which are only available inside the network, formulate a list of connections with other

users, and view and approve the connection lists made by them and others. The nature and classification of these connections are dependent on the site.

The aforementioned user-generated profile – unique pages that allow people to ''type oneself into being'' (Sundén, 2003) is the defining characteristic of social network sites. In those profiles, the content creators (the users) give details regarding characteristics that they believe would define and distinguish themselves or a group from another. Besides text, photos, and videos uploaded by the users themselves, there are also comments by other users and an articulated list of friends who are also users of the site in the public profiles.

### The Theory of Technology Acceptance Model (TAM)

Davis's Technology Acceptance Model (TAM) theory (1989) is adopted popularly and developed in various disciplines by many scholars to presage the individual's usage and the information systems acceptance (Kim, 2012; Hajli, 2014). On the other hand, the majority of scholars point out it is effective in foretelling and describing users' behaviors and a new technology application's adoption. In TAM, the Perceived Usefulness (PU) serves as one of the key constructs (Davis, 1989). This perceived value serves as one of the principal motivations behind the receptiveness of people to new technology (Davis, 1989). PU describes prospective travelers' expectations using non-tourism social networks to enhance their travel plans. Several studies have identified this premise as a fundamental motivation of technology implementation in the travel environment (Huh, Kim & Law, 2009). However, in line with Xiao and Smith (2007), since usefulness is often evaluated in specific contexts, the system's usefulness can be lost when moving out of the those context. For potential travelers, the usefulness of a non-tourism social network is applicable to the extent that specific social media helps people plan travel and make decisions. Hence, PU is supposed to impact the potential travelers' intention to use non-tourism OSN for planning travel. Regarding Perceived Ease of Use (PEOU), it is supposed to be the extent to which an individual's belief to use a peculiar system (or the social network in this context) without effort or with minimal effort (Davis, 1989). The influence of PEOU in the TAM's setting has been validated in several pieces of research (Huh, Kim & Law, 2009). Social networks are often thought to increase the convenience of information search and travel planning. Additionally, Venkatesh and Davis (2000) depict that, when compared with PU, PEOU shows a less consistent impact on behavioral intent.

Beyond Perceived Usefulness, Enjoyment is one-factor having a great influence on the acceptance of technology (Davis, 1989). Also, the Motivational Model of Davis et al. (1992) postulates that Internet user's behaviors vary depending on the intrinsic or extrinsic motivation. As for the travel-related information search, Luque Martínez et al. (2007) propose that the traveler could be less interested in the searching process result (extrinsic motivation) but motivated more by the intrinsic factors. 'Perceived Enjoyment' (PE) is utilized to encapsulate the aforementioned intrinsic motivation. In recent decades, PE has been examined as one of the foretold variables to investigate a multitude of IT usage in relation to TAM. However, PE has shown a weak impact on user acquiescence compared to Perceived Usefulness and Ease of Use in several research contexts (Mathieson, Peacock & Chin, 2001).

Previous Studies of Social Media and User Behavior in the Tourism and Travel Sector

In fact, social media and user behaviors' relationships exist in many recent studies, significantly in the tourism and travel sector. Kasim et al. (2019) analyze the influence of social media contents on destination decisions of Gen-Y tourists in greater Jakarta, as well as their perceptions toward the information about the tourism destinations gathered from social media. Finding that social media impacts significantly on the millennial tourists' decision on their choice for holiday destinations and it should be seen as a significant tool in tourism marketing and promotion. Furthermore, Ayeh, Au and Law (2013) prove that travelers' perceptions of Usefulness, Ease of Use, Enjoyment, and Trustworthiness are shown to have the impact on not only their attitude but also behavioral intention to adopt social media for their travel plans. In addition, PE and PEOU affect more considerably. Souzaa and Machadob (2017) measure the social media usage and its influence on the travel planning and travellers' trust to these online tools compares with other sources of information. The findings present social media is frequently used in all stages of trip planning and it is considered as one of the most reliable information sources. More of that, Kaperonis (2018) identifies a theoretical conceptual model of Information, Enjoyment, and Perceived Value in social media and their potential connections to the customer attitude and purchase intention in travel/ tourism services. This finding is consistent with the results shown in the study of Matikiti-Manyevere and Kruger (2018). Specifically for Facebook-related studies, Kim and Fesenmaier (2017) confirm that Facebook is underscored as the place for travelers sharing travel photos, videos, and experiences of their trips. In addition, some scholars have observed and recognized the rising roles of Facebook in relation to the support for travel planning or decision-making (Lee et al., 2012).

Suggested Research Model and Hypothesis Establishment
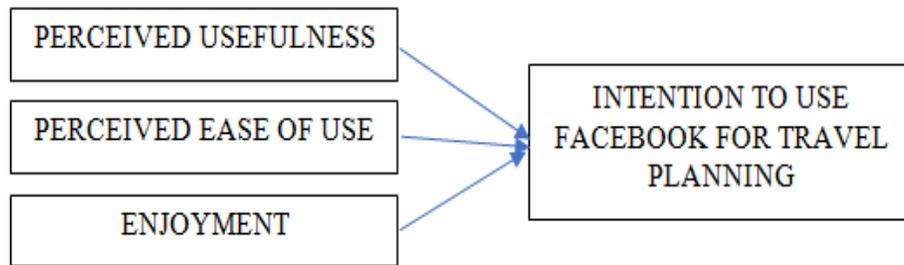
Source: Own (2020)

Hypothesis H1. The Perceived Usefulness impacts positively on the intention to use Facebook for travel planning.

Hypothesis H2. The Perceived Ease of Use affects positively the intention to use Facebook for travel planning

Hypothesis H3. Enjoyment has a positive influence to the intention to use Facebook for travel planning

Research Methodology

In this study, two sets of data (the secondary and primary data) have been worked to obtain the objectives.

- In the aspect of the secondary data, content analysis has been employed to explore and determine the concepts and factors influencing consumer perception toward Facebook on their intention to make traveling decision in the related theories in the journals, books and other sources of information from websites and published reports of businesses, etc.

- Concerning the primary data, the authors possess the consultations with 5 experts consisting of university and academy researchers, tourism-related business owners, and managers to clarify the hidden issues and explore measurement scales for the study. Furthermore, two group discussions and 4 in-depths structured interviews have been done with Facebook users (also as tourists) to gain a deep understanding of their viewpoints and the measurement scales on the related study matters. All of the results gained from the experts' consultation, interviews, group discussions, and analysis of previous studies are set as foundations to the establishment of questionnaires which is used as the key tool to collect data. As presented, the questionnaire content is in line with previous studies on usage intention and the TAM-related measures, etc. such as the studies of Davis (1989), Venkatesh and Davis (2000), Mathieson, Peacock and

Chin (2001), Lee et al. (2012), Ayeh, Au and Law (2013), Foxe (2016), Kim and Fesenmaier (2017), Souzaa and Machadob (2017), Kaperonis (2018), Matikiti-Manyevere and Kruger (2018), and Mariani, Styyen and Ayeh (2019). Before implementing the official survey, pilot tests have been done with 10 travelers to check comprehensibility and deliver feedback to improve the clarity of the questionnaire

The sampling of this study consists of people belonging to the older generation Z who were born from 1996 to 2002. The purposive sampling technique has been used to embark on the study objectives and strengthen the study results, namely, the respondents must have been using Facebook for more than 1 year, and spend from 1 hour per day on the platform. These imply they not only get used to it but also have high interactivity. Also, respondents have more than 200 friends on Facebook. This can increase the diversity of content uploaded by their network on Facebook. More of that, it is noted that questionnaire has been distributed online in Ho Chi Minh City, Vietnam. The authors then received 235 responses totally, but 25 were screened out because the respondents were non-users of Facebook or not in the age range of 18-24; resulting in a final sample size of 200. This size is suitable for analysis because as nature, this study belongs to the post-positivism paradigm, hence, this sample size is suitable to be the representative for the population to be analyzed (Hair et al., 2010). After all, the data is processed with statistical techniques and results are discussed based on Cronbach's Alpha Coefficient Analysis, Exploratory Factor Analysis EFA, KMO and Bartlett test, Pearson Correlation Analysis, and Multiple regression analysis.

Results

The results of the demographic analysis are shown in the Table 1 below:

Table 1 Demographic results

Items	Frequency	Ratio (%)
Years using Facebook	200	100
> 5 years	116	58
2-5 years	82	41
≤ 2 year	2	1
Respondents' Facebook friends (person)	200	100
>1.000	37	18,5
700-1000	32	16
500-700	37	18,5
200-500	67	33,5
<200	27	13,5
Duration of Facebook usage (hour/ per day)	200	100
> 5	38	19
3-4	54	27
>1-2	98	49
At least hours	10	5

Source: Own (2020).

The below result depicts that, all Cronbach's Alpha coefficients of the observations are higher than 0.6 and Corrected Item – Total Correlation coefficient of all factors is higher than 0.3, meaning that the 16 observed variables all meet the criteria and reliability. Thus, all of the observations will be processed with Exploratory Factor Analysis (EFA).

Table 2 Cronbach's Alpha of the measurement scales

Items	Scale's Mean if deleted	Scale's Variance if deleted	Corrected Item –Total Correlation	Cronbach's Alpha if deleted
Perceived Ease of Use (PEOU): Cronbach's Alpha = 0,843				
PEOU 1	8,62	2,238	0,688	0,802
PEOU 2	8,89	1,917	0,718	0,780
PEOU 3	8,64	2,253	0,734	0,764
Perceived Usefulness (PU): Cronbach's Alpha = 0,877				
PU 1	15,17	8,343	0,667	0,861
PU 2	15,17	8,259	0,738	0,844
PU 3	15,11	8,108	0,733	0,845
PU 4	15,16	8,242	0,664	0,862
PU 5	15,08	8,164	0,740	0,843
Enjoyment (ENJ): Cronbach's Alpha = 0,856				
ENJ 1	11,04	5,476	0,669	0,829
ENJ 2	11,47	5,064	0,701	0,816
ENJ 3	11,37	5,129	0,714	0,810
ENJ 4	11,47	5,024	0,714	0,810
Intention to Use (ITU): Cronbach's Alpha = 0,639				
ITU 1	10,20	5,377	0,403	0,581
ITU 2	9,83	6,125	0,386	0,596
ITU 3	10,11	5,110	0,578	0,465
ITU 4	10,84	4,862	0,358	0,636

Source: Own (2020).

However, the EFA has been processed in 2 times. In the first EFA, some of the observations have been removed and the second result of EFA show that for independent variables creates 03 groups of factor, including Group 1 of Perceived Usefulness (PU) includes 5 observed variables from PU1 to PU5; Group 2 of Enjoyment (EN) comprises

of 4 observed variables from EN1 to EN4 and Group 3 of Perceived Ease of Use (PEOU) consists of 3 observed variables from PEOU 1 to PEOU 3

Table 3 Exploratory Factor Analysis (EFA) for independent variables

	Component		
	1	2	3
PU 2	.841		
PU 5	.833		
PU 3	.831		
PU 4	.779		
PU 1	.777		
EN 3		.845	
EN 4		.829	
EN 2		.824	
EN 1		.787	
PEOU 2			.870
PEOU 3			.870
PEOU 1			.853

Source: Own (2020)

Moreover, the result shows that, the Sig. Value (in Bartlett's Test) = 0.000 < 0.05 and the KMO value =0.819 > 0.5 are indicating the appropriateness of EFA

Table 4 KMO and Bartlett's Test result for independent variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	1138.201
	df	66
	Sig.	.000

Source: Own (2020)

Table 5 KMO and Bartlett's Test of dependent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	Approx. Chi-Square	121.257
	df	6
	Sig.	.000

Source: Own (2020)

The above results of the Sig. Value (in Bartlett's Test) = 0.000 < 0.05 and the KMO value = 0.643 > 0.5 reach the criteria for the statistical significance of the EFA.

Table 6 Exploratory Factor Analysis (EFA) for independent variables

	Component
	1
ITU 3	.809
ITU 1	.702
ITU 2	.657
ITU 4	.633

Source: Own (2020)

The results depict that all observable variables ITU1, ITU2, ITU3, ITU4 have Factor Loading value > 0.5, proving that it is appropriate to use these variables to explain the scale Intention to Use Facebook as a travel planning tool. In addition, the results from Cronbach's Alpha Analysis and EFA identify that all scales of independent and dependent factors meeting the statistical value and reliability.

Table 7 Results of Pearson's Correlation Coefficient Analysis

		ITU	PEOU	PU	EN
ITU	Pearson Correlation	1	.245[**]	.615[**]	.307[**]
	Sig. (2-tailed)		.000	.000	.000
PEOU	Pearson Correlation	.245[**]	1	.119	.256[**]
	Sig. (2-tailed)	.000		.094	.000
PE	Pearson Correlation	.615[**]	.119	1	.261[**]
	Sig. (2-tailed)	.000	.094		.000
EN	Pearson Correlation	.307[**]	.256[**]	.261[**]	1
	Sig. (2-tailed)	.000	.000	.000	

Source: Own (2020)

According to Pearson correlation analysis results, Sig. value of the correlation coefficient between the dependent and independent factors is 0.000 <0.01 with a significance level of 1% to ensure statistical significance. Dependent factor ITU is correlated with all independent factors with weak to strong correlations (ranging from 0.245 to 0.615). On the other hand, this dependent variable has the strongest correlation with PU (0.615) and the weakest correlation with PEOU (0.245). The majority of the independent factors have a weak or no correlation. In particular, the correlation between PU and EN is the strongest (0.261). There is no correlation between PEOU and PU (0.119). Thus, we can conduct a

regression analysis of the research model and pay attention to the collinearity between the independent factors.

Table 8 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,649	0,421	0,412	0,55942	2,072

Source: Own (2020)

The above results show that the R2 coefficient is 0.421 and Adjusted R2 is 0.412, which means 41.2% of the variance of dependent factors is explained by independent factors, and 58.8% is due to measurement errors and is also explained by other absent elements in the model.

Table 9 ANOVA Analysis

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	44,612	3	14,871	47,518	0,000[b]
	Residual	61,338	196	0,313		
	Total	105,950	199			

Source: Own (2020)

According to the ANOVA test results, the statistical value F calculated from the value of R2 of the full model is different from 0 (F Statistics = 47.518) and the Sig. equals 0.000 < 0.05, therefore, H0 is acceptably rejected. This proves that the linear regression model fit the model data and can be used for further analysis.

Table 10 Results of regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0,085	0,326		0,260	0,795		
	PEOU	0,152	0,058	0,147	2,610	0,010	0,932	1,073
	PU	0,584	0,058	0,565	10,025	0,000	0,929	1,077
	EN	0,120	0,057	0,122	2,108	0,036	0,880	1,136

Source: Own (2020)

The above results display the relationship between 3 influencing factors towards dependent factors and identify all the independent factors having significant impacts on dependent factors. The VIF score for each variable is shown as <10, showing no multicollinearity. The regression equation can be shown as below:

$$ITU = 0,085 + 0,152\ PEOU + 0,584\ PU + 0,120\ EN + 0,55942$$

All the independent factors have a positive impact on dependent factors, meaning that all three hypotheses H1, H2 and H3 are accepted. Among factors, PU with β= 0.584 has the most impact on intention to use Facebook for travel planning. Accordingly, Gen-Z travelers might use Facebook for making travel plan if they see this site useful. The finding is consistent with which of prior researches (Mathieson, Peacock & Chin, 2001; Foxe, 2016; Mariani, Styyen & Ayeh, 2019), in the term that Perceived Usefulness is shown to be the most affecting factor for behavioral intention. PEOU with β= 0.152 and FEN with β = 0.120 mean that these predictors have weaker effects on Gen-Z's intention to use Facebook for travel planning. These results are consistent with those of Mathieson, Peacock and Chin (2001) in the context that Perceived Enjoyment is the weaker driver of user acceptance compared to Perceived Usefulness and Ease of Use in several research contexts. However, these findings contrast to findings of Ayeh, Au and Law(2013) looking atthe case of Trip Advisor, suppose Perceived Enjoyment and Ease Of Use have greater impacts in the similar context. It can be interpreted that Facebook is mostly used for social networking, instead of travel planning (Mariani, Styyen & Ayeh, 2019).

Implications and Discussion

The study contributes to the study results based on TAM and motivation theory, as well as social media and Gen-Z by exploring the influence of Perceived Usefulness, Perceived Ease Of Use and Enjoyment on Gen-Z's intention to use Facebook for traveling planning. Those influences caused by perceived value encourage tourist/travel firms to sustain investing on their Facebook content since this not only serves social needs for users to open networks with other users but serves consumers' functional needs as well. Also from the findings, there are some of the recommendations as follows:

In terms of the Usefulness, businesses should not only develop a Facebook page to advertise their products and services but also utilize the use of those Facebook pages as a powerful support tool for travelers, or operate as a travel guide vividly through pictures, sounds, and information of the destination as the weather, local traffic, the characteristics of the destination, recommend good hotels, cuisine specialties, unique and special places

of entertainment and sights, the appropriate time for travel, cost-saving tips, etc. This useful information will help users detail their travel plans. In addition, the posts should be done in multi-languages to easily introduce and attract foreign tourists. Besides, collaborations with review platforms like Trip Advisor should be done to develop the related content linking to posts on their own homepage. Usefulness can also be increased if businesses can encourage users' friends, idols, other users to share experience concerning the destination on their page to improve the attractiveness of their services (Suet al., 2015).

As for the issue of Enjoyment, social media should offer information, which are pleasurable, enjoyable, and fun. Travel experiences are shown to be very emotional (Chung & Koo, 2015). The user Enjoyment factor in using Facebook can be effectively enhanced by promotional images that catch up with new trends and relevant trending content to attract readers and increase exposure to promotional posts. In particular, one of the special experiences that Facebook users can feel is the fever of sharing with a specific message line (hashtag). Businesses can launch out unique campaigns with appropriate hashtags to easily access articles. More specifically, partnerships with celebrities should be developed among businesses to become ambassadors for their businesses or contract Key Opinions Leaders for arousing the interest in users.

Regarding Ease of Use, businesses should offer easy searches, convenient transactions, speedy contact and delivery information, updated travel information via social media. This has been presented in the study of Chung and Koo (2015). Some features that businesses should enhance the experience and simplify the use process such as shortcuts creation, direct button call on the page, price lists availability, direct quotation and order, and other direct interacting functions, etc. are the focus of Facebook for further update and completion. It is commonly acknowledged that Facebook is progressively changing and adding more functions to facilitate users. Hence, businesses owners or policymakers should utilize and develop their own corporate Facebook pages to increase the number of tourists search information and make travel-related decisions via these pages

Conclusion and Limitations

The authors chose three factors provisionally including Perceived Usefulness, Perceived Ease Of Use, and Enjoyment to set up the survey and to formulate variables in the model building. The results show that Perceived Usefulness has the strongest positive effect, meaning that Facebook influences users' choice of travel destinations mainly because users feel the information on the social network is useful to them. The next two variables,

Perceived Ease Of Use and Enjoyment, also have a positive impact but not as strong as Perceived Usefulness. Though the study has both theoretical and practical implications, shortcomings are unavoidable. Firstly, other variables beside the above three factors might influence Facebook using intention for travel planning. Secondly, the data for this study were collected from Facebook users in Ho Chi Minh City only. Therefore, using respondents all over the country would develop the findings. Finally, the sample is limited and the probability-sampling method should be replaced by a non-probability sampling method to select more suitable survey participants for the research topic as well.

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