



Exploring the Shifting Landscape: Analyzing How Social-media Modifies Consumers' Travel and Tourism Purchase Intentions

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Abstract

Social-media, a global collective of online platforms, significantly impacts travel and tourism decisions by influencing perceptions, disseminating information, and fostering cultural exchange through text, images, and videos. This study primarily examines the profound changes in the influence of social-media on the consumers' purchasing intentions in the Travel and Tourism industry. To understand this, we've incorporated Davis's Technology Acceptance Model (TAM) from 1989, adding two variables: Trust and Electronic Word-of-Mouth (E-WOM). Data was collected from Indian customers via a questionnaire survey and analyzed with PLS 4.0 software. The results demonstrate that the integration of TAM with Trust and E-WOM provides a robust framework for explaining how Social-media's changing impact affects consumers' intentions to purchase in the Travel and Tourism Industry. This paper offers an overview of research on purchase intention within travel and tourism through social-media, highlighting key findings that suggest promising areas for future exploration. It also emphasizes the need for further investigation in the field, advancing the understanding of the factors influencing an in-depth analysis of how Social-Media is transforming consumers' purchase intentions in the Travel and Tourism Industry.

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Keywords- Social-media, Social-media Marketing, Consumer Purchase Intention, Technology Acceptance Model (TAM), Travel and Tourism.

1. Introduction

Over the past decade, social-media has evolved into a crucial aspect of adults' daily routines, remaining widely used despite fluctuations in device and app popularity (Auxier and Anderson, 2021). "Social-media" refers to online Web 2.0 apps facilitating user-to-user interaction. In the tourism industry, it's recognized as a useful tool for sharing info with consumers and service providers, influencing decisions, and connecting them (Agyapong and Yuan, 2022). According to Salem (2018), the customer's decision-making process is a complex series of steps which include- recognizing needs, investigating options, assessing alternatives, and ultimately selecting a product or service. Factors like what, when, who, model, payment, and cost often come into play. Decisions are influenced by a company's image, previous interactions, and product fit. Emotional marketing can impact decisions, amplified by online media channels. The growth of technology has introduced many communication channels (Aswani *et al.*, 2018). In recent times, there has been a remarkable surge in the utilization of social-media for discussions and marketing of both new and existing products and services.

This remarkable growth can be attributed to its significant impact on shaping customer purchasing behavior, as highlighted by Park *et al.*, (2021). The proliferation of mobile-friendly internet media platforms has caused a decline in viewership for more traditional forms of media (Chatterjee *et al.*, 2021). Kushwaha *et al.*, (2021), argue that customers now rely on social-media as a trusted source of company information, with mobile and wireless device usage making it their primary business information source. Despite its popularity, limited research explores social-media marketing's influence on final purchase decisions (Hasan and Sohail, 2021).

Marketers have employed digital strategies, notably using Social-media Influencers (SMIs) on platforms such as Instagram and YouTube. SMIs promote products and share experiences, gaining credibility in specialized communities (Jain 2021). Having a large following doesn't

always mean influence. Social-media influencers impact specific target audiences, and companies use their content and interactions to boost exposure, revenue, and social connections (Sharma *et al.*, 2022). Presently, marketers utilize social-media influencers to enhance customer involvement and sales and to increase brand exposure. Interestingly, micro-influencers, despite fewer followers, outperform in audience engagement and trust-building (Vrontis *et al.*, 2021).

The term “tourism” refers to a wide range of activities that are undertaken by tourists and are assisted by a variety of resources and amenities that belong to the authorities’ businesses, and the local government (Thirumaran *et al.*, 2021). In modern tourism marketing, tourist destinations rely on both traditional and internet marketing strategies, e.g., Social-media Influencers (Magno *et al.*, 2018). Influencers change purchase decisions and subconsciously urge prospective customers to visit the site (Kim and Park, 2023). Visitors’ impressions of the SMI are an important variable in determining how they will respond to and evaluate the location (Cheung *et al.*, 2022). “Tourist experience” denotes customer perceptions, whether from direct or indirect interactions, be it a single transaction or multiple engagements (Cuomo *et al.*, 2021). Recent media tech advances enhance public expression, impacting social-media trends based on content, demographics, and influencers’ market value (Vrontis *et al.*, 2021).

Social-media is now essential for many, leading to its substantial role as a marketing platform in the modern world (Ibrahim *et al.*, 2020; Kumar *et al.*, 2020). Websites for social networking have gained appeal as a tool for businesses to advance relationship marketing objectives and raise brand value (Mato-Santiso *et al.*, 2021). In India, a lot of people use different social-media platforms including Facebook, YouTube, Instagram, Twitter, Snapchat, etc. Social-media’s widespread appeal is evident in India given that there were 467.0 million users as of January 2022.

Travel information and use have been profoundly impacted by the increase in information technology and the advent of the Internet (Choe *et al.*, 2017). The role of Social-Media in travel extends beyond information provision; user-generated content (UGC) shapes others’

travel decisions. Exploring new places carries inherent risks (Tandon et al., 2020), but this vulnerability multiplies greatly for those who are going abroad. They rely more on Social-Media as an information source due to the increased uncertainty that characterizes their decision-making process.

Based on these observations, this study intends to investigate how social-media influences consumer intentions regarding travel and tourism purchases. It aims to address the following inquiries:

R1: How does Social-Media Modify Consumers' Travel and Tourism Purchase Intention?

R2: What role does trust play in How Social-media Modifies Consumers' Travel and Tourism Purchase Intention?

The Technology Acceptance Model (TAM) was formulated by Davis et al., (1989). Its purpose is to apprehend and forecast the consumers' intention to embrace new technology. Although TAM has been used to investigate the usage of technology as a whole (Ranellucci et al., 2020), the acceptability and adoption of social-media were under-reported in the research that was done on the topic (Al-Qaysi et al., 2020). Dumpit and Fernandez (2017) evaluated individuals' utilization of social-media technologies by employing TAM as the framework for their research. They discovered that TAM is a reliable predictor of the use of social-media platforms (Thanomsing and Sharma, 2022). Some previous studies related to social-media are shown in Table 1. As per the authors' knowledge, this research stands among the pioneering studies forecasting Indian consumers' intentions in the Travel and Tourism Industry, analyzing the evolving influence of Social-media on purchasing decisions.

2. Literature Review

Technology Acceptance Model

TAM is a prominent technique for understanding the use of new technology. The theory of reasoned action (TRA) helped people understand how to accept information technology (Davis, 1989; Lee et al., 2003). TRA's basic model can be modified to show how Consumer involvement and dedication have an impact on how technology is

used (Hartwick and Barki, 1994). Unlike the TRA, the TAM lacks attitude. TAM studies in various types of research in education (Al-Qaysi et al., 2023; He et al., 2023), social-media (Song 2023; Mesbah and Alfaiakawi 2023; Gwala and Mashau 2023), tourism (Go et al., 2020; Nguyen et al., 2023; Tang et al., 2023; El Archi and Benbba 2023; Gupta et al., 2023) hotel & restaurant (Kao and Huang 2023; Lee et al., 2023; Shaker et al., 2023). TAM is altered by two key circumstances: its perceived usefulness and perceived ease of use (Abdullah et al., 2016; Yu and Huang, 2020). Useful and instructive technology is more likely to be liked (Hartwick and Barki, 1994). “How much a person believes that utilizing a particular technique would enable them to perform their work more effectively” is PU (Davis, 1989). “How easy a person believes it would be to use something” (Davis, 1989) is PEOU. (Davis et al., 1989) PU and PEOU influence technological perception. In some research, PU and PEOU have a substantial impact on attitude (Alma Çallı, et al., 2023; Dogr. and Kaushal 2023). While being pragmatic to digital marketing and social-media contexts, TAM offers a structured approach in measuring consumers’ attitudes towards various digital platforms, tools, and campaigns. Marketers gain valuable insights by evaluating users’ perceptions of the usefulness of social-media platforms for information discovery, product engagement, or brand interaction, and evaluating the ease of use of digital marketing strategies such as mobile apps or online advertising. These perceptions allow for the modification of marketing strategies to better align with consumer preferences and needs. Additionally, TAM helps in identifying potential barriers to technology adoption or resistance among consumers, empowering marketers to address challenges and enhance adoption rates. Ultimately, the integration of TAM into digital marketing and social-media strategies provides a solid foundation for making informed decisions, improving user experiences, and achieving desired outcomes in the dynamic digital era (Bashir et al., 2022; Chocarro et al., 2023; Johnpaul, 2024).

Within the perspective of the present investigation, we present the subsequent hypotheses:

H1: PEOU has a positive influence on PU in the Travel and Tourism Industry.

H2: PU has a positive influence on ATT in the Travel and Tourism Industry.

H3: PEOU has a positive influence on ATT in the Travel and Tourism Industry.

E-WOM (electronic – word of mouth)

E-WOM was a personal influence process where the communication between the communicator and the receiver had the power to impact the consumer's purchasing decision (Cheung et al., 2009). Tourist enterprises greatly benefit from e-WOM, which includes social-media. Travel plans and decisions may result from information shared on Instagram, Electronic Word-of-Mouth (e-WOM) had a notable impact on people's attitudes (Gosal et al., 2020). Several studies on e-wom impact on attitudes (Gosal et al, 2020; Tandon 2023; Adam et al., 2023; Simay et al., 2023). TAM traditionally assesses individuals' perceptions of a technology's usefulness and ease of use to predict their adoption intentions. By integrating e-WOM, which includes the sharing of opinions, recommendations, and experiences about products or services through digital channels, TAM gains depth in measuring consumer attitudes. E-WOM acts as a significant influencer in consumers' perceptions of a technology's usefulness, as positive reviews and recommendations shared online can strengthen perceived benefits. Likewise, ease of use perceptions can be influenced by e-WOM, as user-generated content often provides insights into the usability and functionality of digital platforms or tools. Therefore, within TAM, e-WOM serves as a complementary factor that increases the perceived usefulness and ease of use of technologies, ultimately shaping consumers' adoption intentions. This integration allows marketers to better understand the role of e-WOM in technology acceptance and adapt strategies to influence positive online word-of-mouth effectively (Al Kurdi et al., 2023; Madi et al., 2024; Prasetyo et al., 2024). The sighting that electronic word-of-mouth (e-WOM) has an unfavorable impact on consumer attitudes toward social-media presents a significant challenge to predominant assumptions. This finding suggests a nuanced understanding of the role of e-WOM in shaping consumer perceptions within digital contexts. Factors such as the prevalence of misinformation, intellectual overload due to the absolute volume of e-WOM content, and individual differences

in information processing mechanisms contribute to this adverse effect. Exploring these complexities is imperative for advancing our comprehension of e-WOM dynamics and developing effective strategies to mitigate its negative consequences, thereby fostering more positive consumer attitudes toward social-media platforms (Gvili and Levy, 2018; Wakefield and Wakefield, 2018; Abedi et al., 2020) only a few studies exist in previous works of literature. From the standpoint of the current study, we present the subsequent hypotheses:

H4: E-WOM has a positive influence on ATT in the Travel and Tourism Industry.

Attitude

Consumer attitude encompasses positive and negative opinions toward social-media influencers. These influencers can influence consumer preferences and ultimately generate a willingness to make a purchase (Lim et al., 2017). Attitude toward social-media refers to an individual's overall evaluation, perception, and feelings regarding the utilization of social-media platforms. Studies on attitudes toward purchase intention (Won and Kim 2020; Peña-García et al., 2020; Lestari et al., 2020; Gosal et al., 2020; Popy and Bappy 2020). Attitudes influence consumer purchase intentions in the travel and tourism sector, by shaping consumers' perceptions of products or services that are related to traveling. When consumers hold positive attitudes, they perceive greater value in the offerings, have higher levels of trust in the service provider, and exhibit satisfaction with past experiences. These attitudes create a favorable situation that increases the probability of consumers intending to make purchases, thereby driving demand and contributing to the growth of the industry, previous studies on this (Lim et al., 2022; Sadiq et al., 2022; Dogra et al., 2023; Tam et al., 2024). Within the perspective of the present investigation, hypotheses are formed:

H5: ATT has a positive influence on PI in the Travel and Tourism Industry.

Trust

Trust is defined as a feeling of safety and reliance on someone or something. It consists of three key components: competence, altruism, and honesty. Mobile service providers need to demonstrate their ability, integrity, and kindness to prioritize consumer interests. Trust is crucial in e-commerce due to the personal and sensitive nature of transactions (Chung and Kwon, 2009; Benamati et al. 2010; Beldad et al., 2010; McCole et al., 2010; Zimmer et al., 2010). Trust has a significant impact on attitude (Ouyang et al., 2017; McLean et al., 2020; Li et al., 2020; Poon and Koay 2021). TAM enhances the depth of its analysis of consumer attitudes by incorporating trust, which includes customers' confidence and dependence on a technology or platform. Trust is a critical component in determining perceived usefulness because humans are more likely to see technology as advantageous if they trust it to provide its promised consequences reliably and safely. Similarly, trust influences ease of use perceptions, as users are more likely to find technology easy to use if they trust it to function smoothly and intuitively. Therefore, within TAM, trust acts as an essential element that enhances both perceived usefulness and ease of use, ultimately shaping consumers' adoption intentions. This integration allows marketers to better understand the role of trust in technology acceptance and modify strategies to build and maintain trust effectively, thus nurturing higher levels of adoption and usage (Tian et al., 2023; Kim et al., 2023; Xing et al., 2024). In this context, Trust is a key factor in determining how customers feel about making purchases in the travel and tourism sector. When consumers trust a travel service provider, they are more likely to develop positive attitudes toward the product, its offerings, and the overall travel experience. Trust fills confidence in the reliability, quality, and safety of the services provided, leading to favorable perceptions. These positive attitudes, influenced by trust, contribute to consumers' intentions to purchase travel products or services, thereby lashing business growth within the industry (Sadiq et al., 2022; Shen et al., 2022; Della Corte et al., 2023). From the perspective of the present investigation, we introduce the hypotheses:

H6: Trust has a positive influence on ATT in the Travel and Tourism Industry.

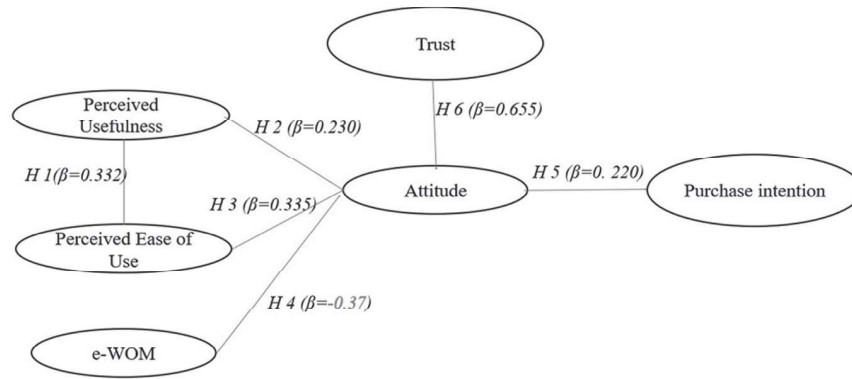


Figure 1: Proposed Model

Author	Country	Theory/ Constructs	Objective	Findings
Feng Ming Tsai & Tat-Dat Bui (2021)	Taiwan	Information reliability, Enjoyment, WOM praise, WOM activities, and Purchase Intention	This study examines how social-media travel information affects customers' purchasing intentions through WOM (WOM praise and WOM actions).	WOM improves social-media cruise research. WOM experiences also influence consumers' choices.
Md. Nekmahmud <i>et al.</i> , (2022)	Hungary (Hungarians & non-Hungarians), Europe	TBP	This study examines customers' green product purchase intentions and how SMM and SMUs actively impact sustainable consumption.	Social-media green product purchases are positively influenced by attitudes, subjective norms, perceived behavior control, green thinking, and social-media marketing.

Author	Country	Theory/ Constructs	Objective	Findings
Leong <i>et al.</i> , (2021)	Malaysia	Extended Information Acceptance Model.	This study explores consumers' electronic word-of-mouth behaviors concerning newly favored bubble tea, considering information quality, credibility, task fit, needs, attitude, and purchase intention within an extended Information Acceptance Model.	Quality, credibility, and task fit account for information usefulness and attitudes toward information. Information usefulness predicts information uptake and purchase intention.
Rahaman <i>et al.</i> , (2022)	Chattogram city of Bangladesh	IAM and TAM theory	(IAM) and (TAM) are used to examine how eWOM information affects social-media users' purchasing intention.	The study's findings provide marketing managers with insight into the importance of eWOM information on online purchase intentions among social-media users.

Author	Country	Theory/ Constructs	Objective	Findings
Joo <i>et al.</i> , (2020)	South Korea	Theory of Planned Behavior Model	This study examined key aspects that influence rural tourism tourists' behavior.	Subjective norms and perceived behavior control influenced tourists, with subjective norms having a bigger effect. SNS users strengthened the link between the intention to visit and subjective norms.

Table 1: Previous studies on social-media

3. Research Methodology

Sample and Data Collection

In this study, 483 Indian consumers participated in a questionnaire survey to investigate the research hypotheses. The researchers excluded questionnaires with missing or repetitive responses, resulting in a final response rate of 96.60% (483 out of 500 questionnaires). Participants were informed about the questionnaire's purpose and estimated time for completion. To ensure data confidentiality, respondents were assured that their answers would remain strictly anonymous and confidential. To evaluate the hypotheses, this study employed the quantitative approach of data gathering and analysis. The sample was chosen using a method of systematic random sampling that gave each investigator in the target population an equal chance of being picked. Table 2 shows the demographic data of the respondents.

In this study, the demographic components were broken down into categories based on aspects such as gender, age, level of education, and income. There were a total of 483 respondents. On the question of gender, there were 379 male respondents and 104 female respondents, which corresponds to percentages of 78.5 and 21.5 respectively. The respondents' age distribution was as follows: 5.2% were below 20 years old, 76% were between 20-30, 16.7% were between 30-40, and 2.1% were above 40 years old. In terms of the marital status of the population, 347 people (71.9% of the total) were single, and 136 (28.1% of the total) were married. Less than intermediate education was represented by 10 respondents (2.1%), intermediate education by 15 respondents (3.0%), graduate education by 116 respondents (24%), post-graduate education by 241 respondents (50%), and Ph.D. education by 101 respondents (20.8%). 234 of the respondents or 48.4% had an annual income of less than 2.5 lakhs, 147 (30.5%) of the respondents had an annual income of between 2.5 and 5 lakhs, and 102 of the respondents, or 21.1%, had an annual income of more than 5 lakhs.

Data Analysis

In this study, the researchers employed path modeling using structural equation modeling (SEM) and partial least squares (PLS) to examine and validate the relationships between variables. The decision to use the PLS methodology was based on its flexibility in model estimation and its minimal data requirements, as suggested by (Hair et al., 2021).

The scale constructs demonstrated strong internal consistency, with Cronbach's alpha values ranging from 0.798 to 0.896, indicating high reliability (Hair et al., 2019). Additionally, the composite reliability scores for all constructs were between 0.868 and 0.927, surpassing the recommended threshold of 0.7 (Hair et al., 2019), Table 3 to Table 8 explain the results of the analysis.

4. Results

4.1 Measurement Model

Above the critical value of 0.5, the average variance extracted from the data demonstrated reliable convergence, as reported by Hair

et al. in 2019. Additionally, the standardized loadings of the items surpassed 0.739, indicating strong convergent validity of the data. The convergence reliability and validity are displayed in Table 3, where Table 4 confirms that the suggested model fits the dataset appropriately.

To detect multicollinearity, the “variance inflation factor” (VIF) was calculated, following the methodology described by Hair et al., (2019). The results in the Table indicate that no multicollinearity exists between the dependent variables since all independent variables have VIF values below 5.

To evaluate discriminant validity, Fornell and Larcker (1981) suggested employing the square root of AVE in combination with correlations. Upon inspection of Table 5, it is evident that the values fall within an acceptable range, thus validating discriminant validity. Furthermore, the HTMT (Heterotrait-Monotrait) ratio criterion, as proposed by (Henseler et al., 2015), was also applied for the test of discriminant validity. A cutoff value of 0.85 is considered suitable for this criterion, and Table 6 reveals that all HTMT values are below 0.85, consistent with the findings of the Fornell and Larcker criterion test shown in Table 5.

Structural Model and Hypothesis Testing

The PLS-SEM analysis is utilized to estimate and assess the proposed hypotheses. Out of the six hypotheses (H1 to H6), five of them are supported by the data (H1, H3, H4, H5, and H6), while only H2 is not supported. The path analysis is presented in Table 8, showing the standardized path coefficients and the path diagram for the SEM model in Figure 1. The determination coefficient (R²) is used to measure the predictive power of the research model shown in Table 7, measuring independent variables’ explanatory power on the dependent variable’s variance.

Variable	Categories	Frequency	Percentage	Cumulative Percentage
Gender	Male	379	78.5	78.5
	Female	104	21.5	100.5

Variable	Categories	Frequency	Percentage	Cumulative Percentage
Age	Less than 20 years old	25	5.2	5.2
	20-30 years old	367	76	81.2
	30-40 years old	81	16.7	97.9
	more than 40 years old	10	2.1	100.0
Marital Status	Single	347	71.9	71.9
Education	Less than Intermediate	10	2.1	2.1
	Intermediate	15	3.1	5.2
	Graduation	116	24.0	29.2
	Post-Graduation	241	50.0	79.2
	PhD	101	20.8	100.0
Monthly Family Income (In Rupees)	Less than 2.5 lakhs	234	48.4	48.4
	2.5-5 lakhs	147	30.5	78.9
	More than 5 lakhs	102	21.1	100.0

Table 2: Demographic Profile of Respondents

Constructs	Items	VIF	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
ATTITUDE	ATT1	0.774	0.803	0.871	0.629
	ATT2	0.767			
	ATT3	0.815			
	ATT4	0.815			
EWOM	EWOM1	0.669	0.800	0.870	0.627
	EWOM2	0.750			
	EWOM3	0.784			
	EWOM4	0.740			
PEOU	PEOU1	0.804	0.806	0.870	0.627
	PEOU2	0.843			
	PEOU3	0.805			
	PEOU4	0.812			

Constructs Loadings	Items	VIF	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
PI1	1.534	0.770	0.803	0.871	0.629
PI					
PI2	1.518	0.765			
PI3	1.769	0.817			
PI4	1.780	0.819			
PU1	1.513	0.757	0.801	0.870	0.627
PU					
PU2	1.701	0.806			
PU3	1.521	0.756			
PU4	1.836	0.844			
T1	1.110	0.772	0.800	0.875	0.526
TRUST					
T2	1.474	0.770			
T3	1.909	0.880			
T4	1.478	0.797			

Table 3: Convergent Reliability and Validity Tests

Fit index	Recommended value	Actual value
SRMR	< 0.08	0.073
NFI	> 0.9	0.657

Table 4: Model fit

	ATT	EWOM	PEOU	PI	PU	T
ATT	0.815					
EWOM	0.820	0.773				
PEOU	0.810	0.750	0.860			
PI	0.779	0.837	0.699	0.836		
PU	0.790	0.790	0.797	0.742	0.863	
T	0.840	0.791	0.760	0.755	0.493	0.867

Table 5: Fornell and Lacker (Discriminant validity)

	ATT	EWOM	PEOU	PI	PU	T
ATT						
EWOM	0.850					
PEOU	0.848	0.827				
PI	0.845	0.818	0.820			
PU	0.828	0.682	0.764	0.819		
T	0.772	0.820	0.574	0.772	0.588	

Table 6: Discriminant Validity (HTMT Ratio Criterion)

	R-square	R-square adjusted
ATT	0.575	0.785
PI	0.598	0.889
PU	0.414	0.708

Table 7: Results of R²

Paths	Coefficient β	T statistics	P value	Results
ATT -> PI	0.220	1.501	0.000	Supported
EWOM -> ATT	-0.37	2.615	0.179	Unsupported
PEOU -> ATT	0.335	2.253	0.003	Supported
PEOU -> PU	0.332	2.258	0.000	Supported
PU -> ATT	0.230	3.448	0.000	Supported
T -> ATT	0.655	2.540	0.011	Supported

Table 8: Path Analysis

Discussion

The research model is supported by an adequate empirical investigation, and the findings offer a number of keynotes along with important contributions to the progression of theory regarding An In-depth Analysis of the Changing Impact of Social-media on Consumers' Intentions to Purchase in the Travel and Tourism Industry. Using SPSS and PLS 4.0, six hypotheses were formulated and verified. According to the results of our investigation, five of the six hypotheses were adopted and only one was rejected. This was accomplished by developing hypotheses and looking into the effect of Technology Acceptance Model (TAM) components, PU & PEOU, E-wom, and trust with the integrated variable Attitude on Purchase Intentions. Specifically, the study focused on Indian consumers. Research conducted in the past has unequivocally demonstrated the impact of various social-media platforms. As a consequence of this, it is important to evaluate the predictability of the model that was discussed earlier following with attitude toward utilizing social-media. The current study concluded that the major variables PU & PEOU of the TAM model were relevant in predicting attitudes towards the usage of social-media.

The analysis revealed that PEOU had a positive impact on PU and also PU & PEOU both have a positive influence on ATT. Therefore,

H1, H2 and H3 are accepted. H1 ($\beta = 0.332$) implies that the Perceived ease of use positively influences perceived usefulness, suggesting that when individuals perceive a particular technology or system as easy to use, it increases their perception of its usefulness. This relationship suggests greater ease of use leads to increased perception of technology as useful and relevant to their tasks or objectives, The findings corroborate prior research (Cheunkamon et al., 2020; Chen and Aklikokou 2020; An et al., 2023).

Next, H2 ($\beta = 0.230$) and H3 ($\beta = 0.335$) imply that when individuals perceive a technology or system as easy to use and believe it is useful, it leads to a more positive overall attitude toward that technology, The results support previous studies (Mailangkay et al., 2019; Mohd Amir et al., 2020; Liesa-Orús et al., 2023; Di Stefano et al., 2023).

Moreover, the current study finds no significant association between E-wom and attitude, H4 ($\beta = -0.37$) is not accepted. The result is extremely unexpected since it suggests that Indian customers are not influenced by recommendations, reviews, or experiences shared by others on social-media platforms. The novelty of the study is that this is the first study in the tourism sector that analyzes how e-wom negatively impacts attitude, previous studies show the positive impact of e-wom on attitude (Gosal et al., 2020; Choirisa et al., 2021; Purwianti and Niawati 2022).

H6 ($\beta = 0.599$) shows significant results when users trust the platform, they are inclined to hold a favorable perception of using social-media and engage with it more confidently and willingly and the results support previous studies (Salehan et al., 2018; Irshad and Ahmad 2019; Lin et al., 2019; Zagidullin et al., 2021).

The last H5 ($\beta = 0.220$) also shows favorable results which means Positive attitudes toward using social-media for travel purchases drive engagement, participation in online travel communities, sharing experiences, seeking recommendations, and ultimately leading to an increased likelihood of making travel-related purchases, results are supported by (Hua et al., 2017; Handayani and Arifin 2017; McClure and Seock 2020; Chetioui et al., 2020; Kurdi et al., 2022; AL-Sous et al., 2023). Social-media usage has rapidly grown in all industries, with the travel and tourism sector experiencing significant adoption.

Advancements in technology will further enhance social-media's potential within the travel and tourism industry.

The research model's overall explanatory capacity was evident in the variance explanation: R² of (0.598) for PI adaptation, (0.414) for PU, and (0.575) for attitude. This indicates the comprehensive framework's effective elucidation of variables. Meeting substantial and moderate criteria, each variable is influenced by external factors, as suggested by R². Consequently, the integrated model, combined with trust, empirically showcases the substantial explanatory prowess of Social-media's impact on consumers' purchasing intentions within the Travel and Tourism Industry.

Theoretical Implications

The model and conceptual framework put forth in this study constitute a significant contribution to the research paths of social-media impact and consumer purchase intention within the travel and tourism industry. This study conducts empirical testing of the TAM model, incorporating Trust, Electronic Word-of-Mouth (e-WOM), Attitude (ATT), and Purchase Intentions (PI) within the sphere of social-media's influence on purchasing intent. The current investigation establishes a robust theoretical foundation for comprehending purchase intentions in the travel and tourism sector under the impact of social-media. The findings underscore the pertinence of the TAM model when augmented with additional variables like e-WOM and trust for conducting a thorough examination of the evolving impact of social-media on consumers' purchase intentions in the travel and tourism industry. This research makes several noteworthy contributions to the existing literature. Firstly, it broadens the scope of literature on purchase intention in the travel and tourism industry using social-media by integrating trust and e-WOM into the TAM model. Notably, no prior study has explored the influence of trust and e-WOM on consumer purchase intention within this industry, especially in the Indian context. Consequently, this study fills this void, providing a robust theoretical foundation for future researchers and academics. Secondly, the results affirm the necessity of incorporating trust and e-WOM into the TAM model to enhance the comprehension of the primary determinants of purchase intention. Thirdly, the expanded

model furnishes a detailed description of the crucial determinants of purchase intention, offering valuable insights for future researchers and academics to better understand the details of the trust factor. From an economic standpoint, this study holds potential utility, presenting a more nuanced perspective for travel and tourism companies to discern consumers' intentions. A remarkable change was noticed in that consumers are more likely to be dependent on social-media and also get motivated.

Managerial Implications

Understanding the formation of the influence of social-media on buying intent is crucial for creating effective marketing strategies in the travel and tourism sector, as trust and E-wom with TAM variables have been identified as the most important factors in this study. This study conducted a comprehensive literature review and investigated factors influencing purchase decisions among Indian customers through social-media. The findings corroborated the theory that there are critical mechanisms by which social-media factors influence purchase intention. Effective use of social-media aspects such as communication, secrecy, confidentiality, and web designing could aid in establishing and enhancing consumer trust. Thus, the website's credibility can be enhanced, resulting in a boost in purchasing intention. This study highlights the significance of social-media in travel and tourism purchase intent, which can help build an effective business. This study also discovered that e-wom has attitude, negative effect on attitudes toward to use of social-media" that electronic word-of-mouth (e-WOM), which includes negative reviews, comments, or recommendations online, has a detrimental impact on individuals' attitudes towards using social-media platforms. The negative e-WOM influences their perception, trust, and overall willingness to engage with social-media. Managers in the travel and tourism industry need to address negative e-WOM effectively to minimize its impact on consumer attitudes and purchase intentions. This involves actively monitoring online reviews and social-media discussions, promptly addressing customer complaints and concerns, and engaging with customers to understand their feedback. Additionally, efforts should focus on fostering positive e-WOM by providing exceptional customer experiences and encouraging satisfied customers to share

their experiences online. By handling e-WOM effectively, managers can mitigate its negative influence on consumer behavior and enhance brand reputation.

Besides this, given the global aspect of social-media, the website must support various languages to effectively serve a wide variety of target consumers. By incorporating these elements into their marketing techniques and website quality, social-media vendors can enhance the online purchasing experience of their consumers and increase their social-media purchase intent. This study highlights the importance of establishing user-friendly and accessible social-media marketing platforms in the contemporary worldwide marketplace. The changing impact of social-media on consumers' intentions to purchase in the travel and tourism industry necessitates actionable recommendations for marketers and social-media strategists. Devoting to targeted advertising campaigns that influence user data to personalize content can enhance engagement and adaptation rates. Encouraging reliable interactions with consumers through user-generated content and influencer partnerships can promote trust and credibility. Continuously monitoring and adapting to evolving social-media trends and algorithms is crucial for staying relevant and competitive in the dynamic digital landscape. Implementing these recommendations empowers marketers and strategists to navigate the shifting terrain of social-media effectively, driving positive outcomes for the travel and tourism industry.

In the Indian context, cultural, social, and economic factors significantly influence the changing impact of social-media on consumers' intentions to purchase in the travel and tourism industry. Cultural diversity, language preferences, and regional distinctions shape consumer behaviors and engagement patterns on social platforms. Social factors such as the influence of family and peer networks on decision-making play a crucial role in shaping travel preferences and purchase intentions. Additionally, economic considerations, including income levels, affordability, and value perceptions, impact consumer spending habits and choices. Understanding and addressing these contextual factors are essential for marketers and strategists to develop tailored social-media campaigns that resonate with Indian consumers and drive positive outcomes in the travel and tourism sector.

Limitations and Future Scope of the Study

Systematic random sampling approach was utilized in this study; nevertheless, this method has certain drawbacks. Certain areas contribute to the collection of information. As a direct consequence, the results cannot be generalized. In addition, further research involving socio-psychological or demographic characteristics can be carried out in other areas of the country or any other developing nation of your choice.

The research mainly focuses on Indian consumers, potentially limiting the generalizability of findings to a broader global audience. Future studies could address this limitation by conducting cross-cultural studies to explore differences in social-media usage and its influence on purchasing intentions across different cultural contexts.

Despite the comprehensive collapse of demographic components, the study's sample size may limit the generalizability of findings, especially considering the disproportionate representation across certain categories. For instance, the gender distribution skewed heavily towards male respondents, potentially influencing the study's outcomes. Moreover, the study mainly focuses on younger age groups, with limited representation from older demographics, thereby overlooking potential variations in behavior across different age cohorts. Future studies could address these limitations by employing larger and more varied samples that exactly reflect the demographic composition of the target population. Additionally, researchers could delve deeper into specific demographic segments, such as exploring the distinct preferences and behaviors of different age groups, genders, and income props. Comparative studies across various cultural contexts could also provide valuable insights into how demographic factors interact with socio-cultural dynamics to influence consumer behavior in the context of social-media and travel-related purchases. This survey is based solely on the responses to the questionnaire. To gain a deeper comprehension of the trends of actual purchase decisions, additional research could be conducted on the purchase behaviors of social-media. Another limitation of this study is in the Indian context. Future studies could examine different countries' contexts with different cultures. This study has a surprising result that e-WOM has an unfavorable impact on attitude, so in future

research Exploring moderating or mediating factors could provide additional clarity.

This study's reliance on a questionnaire survey may introduce response bias and limit the generalizability of findings due to the small sample size of 483 Indian consumers. Additionally, the quantitative approach used overlooks qualitative insights, potentially missing nuanced perspectives. Future research could employ mixed-methods approaches to triangulate data and provide deeper insights. Expanding the sample size and diversity of participants would enhance external validity. Longitudinal studies could explore the evolving dynamics of social-media's impact on consumer behavior in the Indian travel and tourism industry.

Declarations

Competing Interests: The authors declare no competing interests.

Disclaimer: We hereby declare that the given information overhead is correct and truthful to the best of our understanding

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