INTENTION TO USE ONLINE SOCIAL NETWORKS FOR TRAVEL PURPOSES: A CASE STUDY AT THREE BANGKOK-BASED UNIVERSITIES

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Abstract

This study aims to identify how differences in terms of college students' characteristics affect these students' perception of the use of Online Social Networks (OSNs) and intention to use OSNs for travel purposes. The conceptual framework and its hypotheses have been tested by means of three approaches based on Independent Sample T-test, One-way ANOVA and Pearson correlation. A research survey was conducted on a sample of 383 students at three Bangkok-based universities, who are members of OSNs and have taken a trip in the previous 12 month. The findings reveal that females perceived higher benefits (functional and social) using OSNs for travel purposes than their male counterparts. And differences in the respondents' nationalities, gender and disposable money result in perceived differences with regard to trust incentives to use OSNs for travel purposes. Moreover, the intention to use OSNs for travel purposes are directly influenced by the perceived benefits of that use (functional, social and hedonic); it was also determined that incentives such as trust, altruism and the socio-technical environment facilitate and promote the use of OSNs when organizing and taking vacation trips.

Key Words: *Online Social Network (OSN), User Generated Content (UGC), Electronic Word of Mouth (eWOM), Travel 2.0, Travel Planning, Information Sharing, Perception*

Introduction

Online Social Networks (OSNs) have gained significant popularity on the Internet landscape in recent years. Unlike the Web, largely organized around content, OSNs are organized around users (Alan et al. 2007). Since the introduction of Social Networking Sites (SNSs) such as Facebook, MySpace and Twitter in the early 2000s, millions of people have taken to them as SNSs' users can introduce themselves, set their own social networks and establish or maintain connections with others.

In tourism, OSNs are also referred to as "Travel 2.0." They have introduced a wide range of new advanced technology applications which include, among other, media, content syndication, tagging, customer ratings and pod-casting (Xiang & Gretzel 2009). These OSNs applications allow travelers or potential ones to search, update, organize, comment or share travel information with friends, family, colleagues - or even strangers - in a collaborative way. The use of OSNs among travelers has been growing fast, prompting a number of tourism businesses and organizations to start using OSNs as part of their online advertising or promotional activities to take advantage of this "electronic Word of Mouth (eWOM)," get feedback from tourists and increase their loyalty.

OSNs have been recognized as an important information source for consumers and as such are more and more influencing the trip planning of travelers nowadays (Gretzel & Yoo 2008). It is therefore critical for tourism organization marketers or business owners to understand travelers' use and adoption of OSNs for travel purposes; all the more as these collaborative behaviors on SNSs are more likely than not to influence travelers' decision making with regard to every element of a trip (destination, hotel, accommodation, activities, restaurants, etc.).

Unsurprisingly, social networking has become a large part of college students' lives today. A 2009 Community College Survey of Student

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Engagement (CCSSE) reports that 95% of the 18-24 year old students and 68% of the older ones use social networking tools each day. They use SNS informally with their friends and classmates as a way to share, obtain information and knowledge which might have a potential impact on the way they organize vacation trips and share travel information.

With the OSN market fast-growing, tourism marketers and destination policy makers should pay more attention to college students who use OSNs for traveling purposes, as the college market can be substantial and lucrative.

This study focuses on this market segment, specifically on students-respondents at three Bangkok-based universities. Its objective is to determine the perception of the use of OSNs for traveling purposes among these students and investigate how different demographics among them may affect their perception of use. It also seeks to identify the relationship between the respondents' perception using OSNs and their intention to use them for travel purposes.

Literature Review

- OSN Implementation in Tourism and Hospitality

In the travel industry, the OSN is becoming a collective "travel square" as more and more travelers are turning to SNSs to perform their travel-related tasks, which range from seeking and giving travel information and advice, fostering relationships with other travelers from far away or sharing travel experiences with other peers to finding travel companions (Wang 2008). Thus, many experienced travelers have gone on SNSs and provided feedback or shared their travel information, which might influence other travelers' decision-making.

The tourism industry needs to take advantage of OSNs as a tool to attract potential visitors. If destinations, hotels or even restaurants were using OSNs at all or using them more often, it would be easier for them to reach potential visitors. It would also have a beneficial effect on

tourism. For example, when a tourist takes photos of a nice restaurant and posts them on a SNS, let's say Facebook, which connects with his/her friends' networks, the photos may turn out to be more effective than advertising.

There are success stories about tourism organizations and businesses that are already using SNSs such as, for example, Tourism Australia or Starbucks. Their activities on Twitter and Facebook are getting those customers or tourists to talk and tweet about their experiences. It is amazing how the power of both consumer and business organization engagement and transparency can be captured in real-time on OSNs platforms.

- Perceived Benefits of OSNs

Providing benefits to travelers on SNSs is of vital importance to attract potential users and encourage involvement in SNSs. Wang and Fesenmaier (2002) argued that three fundamental benefits have a great impact on users' participation in the online community and determine the extent to which participants get involved: (i) functional benefits, (ii) social benefits, and (iii) hedonic benefits.

(i) Functional benefits – These two scholars noted that regardless of the online community type, they are functional since they enable the exchange of information or transactions and allow social communication and friendship build up as those participating in these websites share information with others, view pictures, or just entertain one another.

The way users exchange travel information has become more efficient as OSNs and the travelers using them are able to have access to a greater amount of travel information which they may need to plan a trip. Functional benefits are perceived as the most important factors influencing members' participation in the online community (Vogt & Fesenmaier 1998). In short, users perceive functional benefits as one of the key elements to determine the intention to use OSNs in travel planning and travel information sharing.

(ii) Social benefits - Social benefits refer to communication with other members, building relationships and exchanging information and opinions online (Angehrn 1997; Preeco 2000). Travelers sharing their travel stories with other online friends may find a travel companion or obtain trusted information from experienced travelers; all considered as social benefits derived from using OSNs. Additionally, Chung et al. (2008) argued that social benefits are linked to the level of participation in the use of social media when planning a vacation trip. Therefore the social benefits of using OSNs for travel purposes also include relationships and interactivity among travelers, since OSNs provide travelers with an opportunity to get together – albeit virtually at least at first - and communicate with each other. Kavanaugh et al. (2005) also found that people's attachment to a community is greater when they have strong ties to friends, neighbors or family in that place. With strong social interaction ties, users tend to be more easily satisfied. Thus, these social ties facilitate users' relationship development, which in turn might influence their intention to travel.

(iii) Hedonic benefits - Wang and Fesenmaier (2004) considered hedonic benefits as factors generating great benefits in terms of using social media for organizing and taking vacations, while also having a strong impact on the visitor's participation in those technologies. OSNs play an increasingly bigger role in travel as most people join an OSN for enjoyment and entertainment purposes. As Rosen and Sherman (2006) pointed out, OSNs can be perceived as purely hedonic platforms, making enjoyment is a powerful predictor of participation. Many aspects of the website include a social component which helps raise the enjoyment level.

The OSN environment gives tourists the opportunity to come together and also discuss destinations or provide travel service products, as well as entertainment where everything seems possible. The hedonic perspective thus views tourists as pleasure seekers engaged in activities eliciting enjoyment, entertainment, amusement, and fun (*Ibid).* Thus, hedonic consumption on the Internet is a form of emotive stimulation; the positive emotions it can generate being closely affiliated with feeling good and with enjoyment, excitement, happiness, and enthusiasm (Hoffman & Novak 1996). Clearly, tourists' perceived hedonic benefits have become an important component of travel information searching and behavior sharing, as well as product consumption.

- Perceived Incentives to Use OSNs

The intention of travelers using OSNs with regard to traveling is driven by a series of incentives grouped into three types of incentives: (i) trust, (ii) altruism and (iii) socio-technological environment incentives.

(i) Trust incentives - According to Hitlz and Passerini (2007), trust is an important factor in respect of the amount of information gathered or shared. On SNSs, travelers gather and exchange information because they have the same comments and opinions about travel. Traveler perceiving sources to be useful was found to be an influential factor for trust in online information (Briggs et al. 2002). Trusting the information circulating on SNSs is important as it increases the benefits of travelers using them to obtain travel-related information to plan a trip. Trust is not between individuals but between all those who contribute interesting information (Wang & Fesenmaier 2004). For the OSNs environment to function, travelers must trust what they do and what others do for them. It is not the individual but the group as a unit that is important (Kollock 1999).

(ii) Altruism incentives - OSNs allow users to contribute actively by sharing and commenting information. Even though Internet users who rely on social media to share their opinions and ideas often do not know who is listening to them, they will still make their contributions with much consideration (Chen 2006). This behavior partly stems from the fact that individuals who provide information have at some time in the

past benefited from the contributions of others and feel that they too must help (Cothrel & Williams 1999). Travelers might feel that if they have previously received travel information and help on SNSs, they should now repay that benefit, which increasingly motivates them to participate in and contribute to SNSs. Moreover, As Bock, Zmud, Kim, and Lee (2005) argued, in virtual communities, participants are conscious of their improvement in terms of individual knowledge, due to their relationships with other members of the network, which helps in the sharing of knowledge. But with regard to the use of OSNs for travel purposes, tourists must value altruism and have sharing travel-related information interesting to others as an objective.

(iii) Socio-technological environment incentives - The level of adoption and use of OSNs, like the influence of social references or special interest groups, will also have a positive or negative influence on their use. To the extent that as organization, business, school and celebrity use the existing SNSs, there could be a suitable socio-economic space to increase the intensity of the adoption or use of OSNs (Chung et al. 2008). It must also be taken into account that the socio-technological environment is continuously evolving as tourism organizations or individuals influence the use of social media technologies. Thus, in this study, the technological environment around college students and the level of future acceptance in travel must be taken into account.

- Intention to Use OSNs

In this study, intention to use OSNs for travel purposes refers to travelers' perception of how contributing travel information is going to be and their intent to continue to use these OSN tools with regard to traveling and recommend them to other people to use.

Studies about TAM (Technology Acceptance Model) (e.g. Davis & Venkatesh 2000; Zhang et al. 2008) have mentioned that one's behavioral intention to use OSNs is influenced by one's perception of, for example, perceived enjoyment, the perceived ease of use and perceived usefulness, both of which have has an impact on behavior intention. However, perceived values of using OSNs for travel purposes are found to be one of the most influential factors of travelers' loyalty, satisfaction and intention to reuse (Lee et al. 2007). Travelers' perceived value of OSNs with regard to traveling is essential as it can provide significant guidelines on how OSNs providers and tourism marketers can design travel information sources, and develop the functionalities and structure of OSNs in order to increase SNS traffic and usage.

Conceptual Framework

The conceptual framework (Figure 1) is based on the literature review and on the fact that one might have different perceptions when using OSNs for travel purposes, depending on one's nationality, gender and disposable money.

This study will thus examine how the different demographics among students influence perceived benefit of use and incentive to use. The respondents' demographic profile and their perception toward the use of OSN is the independent variable in the conceptual framework. The intention to use OSNs with regard to traveling is the dependent variable.

A total of 24 hypotheses were use dfor this study (see Appendix 2).

Figure 1 - Model of OSNs Use for Travel Purposes
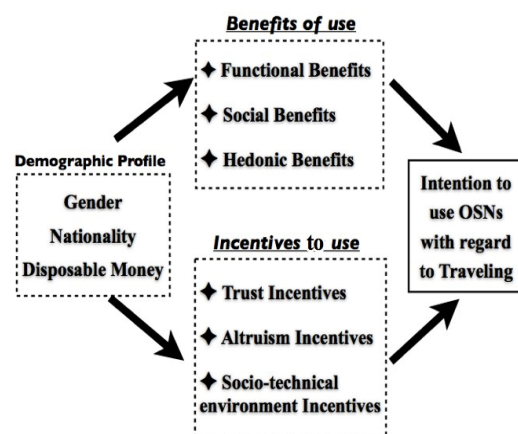
Source: Created by the author for this study.

Methodology

Consistent with the research, objectives, this study first identified the respondents' perception of the use of OSNs for travel purposes. It then investigated the differences which the respondents' characteristics generate in terms of perception of use of OSNs for travel purposes. Finally, it identified the relationship between the respondents' perception of using OSNs and their intention to use them for travel purposes.

Descriptive research was used to help to describe and measure the factors influencing college students' OSNs use intention with regard to travel planning and information sharing.

The survey involves college students from three Bangkok-based universities:

Chulalongkorn University (CU), which has long been considered the country's most prestigious university and consistently attracts top students from around the country; Assumption University (AU), the first international university in Thailand and the one with the largest numbers of foreign students; and Bangkok University (BU), the largest private university. Which raises the issue of why these three universities.

Key to this study, these three institutions of higher learning have a high probability of having students who use OSNs and have traveled in the previous twelve months; precisely the requirement to be met by this target population. In addition, the researcher tried to cover as many different types of college students as possible in order to better understand their perceptions with regard to using OSNs and their intention to use them for travel purposes.

The respondents had to answer several personal questions and fill up the remaining part of a five-Point-Likert scale questionnaire. Samples were distributed to them. The sample size was based on the statistics available on the three universities' website and on Saunders, Lewis and Thornhill's (2003) Theoretical Sample Size for Different Size of Population and a 95% level of Certainty (see Appendix 1 for details).

A pretest by mean of Cronbach's Alpha was conducted by distributing the questionnaires to 30 samples. The process of pre-testing allows researchers to determine whether the respondents have any ambiguous questions or difficultly in understanding the questionnaire (Zikund 2003). Cronbach's Alpha Coefficients less than 0.60 are generally considered to be poor, and those greater than 0.60 are considered to be reliable. The total variable (0.826) is greater than 0.60 and the questionnaire considered reliable.

The questionnaires were distributed in the form of a self-administered questionnaire (written in English and Thai) to be completed by the respondents. Out of a total of 400 questionnaires distributed in October 2010 (140 at CU, 130 at AU, and 130 at BU), 383 were valid.

The questionnaire includes three parts. Part I (General profile) is designed to collect data on the respondents' OSNs usage and demographics. In Part II (Perceived Benefits and Incentives), the researcher used a 5-Point-Likert scale to investigate perceived benefits and incentives when using OSNs for travel purposes. And, in Part III (Intention to Use), a 5-Point-Likert scale was also utilized in addition to 3 questions to determine the respondents' level of intention in terms of using OSNs for travel purposes.

The results of the 383 questionnaires entered into a data file were processed by Statistical Package for the Social Science (SPSS) version 19. The following inferential statistics are used to test the research hypotheses:

- The independent t-test was to test significant differences between respondents' gender and perceived benefits and incentives when using OSNs for travel purposes.

- ANOVA to test the significant differences in terms of demographics in relation to perceived benefits and incentives when using OSNs for travel purposes.

- The Pearson's Correlation to demonstrate the magnitude and direction of the relationship

between perceived benefits and incentives when using OSNs and the intention to use them with regard to traveling.

Data analysis and Findings

This study found that Facebook is the respondents' most frequently-visited SNS (77.8%) and that 74.7% of them use OSNs daily. It was also determined that a majority of the respondents (77.8%) were Thai,; 42% of whom males and 58% females. Moreover, 37.9% of the respondents have less than 5,000 Baht of disposable money per month, while another 34.7% of them have disposable money to the amount of 10,001 to 25,000 Baht per month.

As Table 1 below shows, the mean scores in respect of perceived benefits (functional, social and hedonic), perceived incentives (trust, altruism and socio-technical environment), and intention to use are all over 3.6 safe for one item slightly below, indicating that using OSNs for travel benefits is perceived as generating high benefits and incentives. With a mean of 3.51, the only exception, trust incentive makes it clear that the respondents have neither a high incentive nor a low one in terms of trust to use OSNs for travel purposes.

Table 1 - Descriptive Statistics of Respondents

Benefits of use	Mean
Functional Benefits	3.92
Social Benefits	3.87
Hedonic Benefits	3.90
Incentives to Use	**Mean**
Trust Incentives	3.51
Altruism Incentives	3.62
Socio-technical Environment Incentives	3.92
Intention to use	**3.83**

Source: created by the author for this study

As indicated in Table 2, Hypotheses 1 to 18 (See Appendix 2) tested the differences in the demographic characteristics of the respondents and their perception toward the use of OSNs with regard to traveling.

The finding from *hypothesis 4 (Sig =.000)* shows that there is a difference among respondents' perceived functional benefits using OSNs for travel purposes when classified by gender. Females perceived higher functional benefits than males.

Hypothesis 5 *(Sig =.000)* indicates that there is difference among respondents' perceived social benefits with respect to using OSNs for travel purposes when classified by gender as again females perceived higher social benefits than males. And as Hypothesis 10 *(Sig =.003)* points out, there were differences among respondents' perceived trust incentives to use OSNs for travel purposes when classified by nationality: Thai students' perception of trust incentives is lower than other non-Thai Asian students. As to European and American students' perception of trust incentives, it is also lower than that of Thai students.

Hypothesis 13 *(Sig =.001)* reveals a difference among respondents' perceived trust incentives using OSNs for travel purposes when classified by gender as females perceive higher trust incentives than males. Finally, Hypothesis 16 *(Sig =.003)*, which explores differences among respondents' perceived trust incentives using OSNs for travel purposes when classified by disposable money, indicates that college students who have more than 50,000 baht and those who have between 25,001 and 50,000 baht of disposable money each month have a higher perception of trust incentives than other students.

Table 2 - Summary of Hypotheses Testing (Hypothesis 1- Hypothesis 18)

Hypotheses	Sig. Level	Result
H1	.906	Accepted
H2	.576	Accepted
H3	.319	Accepted
H4	.000	***Rejected***
H5	.000	***Rejected***
H6	.251	Accepted
H7	.697	Accepted
H8	.071	Accepted
H9	.278	Accepted

H10	.003	***Rejected***
H11	.196	Accepted
H12	.526	Accepted
H13	.001	***Rejected***
H14	.076	Accepted
H15	.408	Accepted
H16	.003	***Rejected***
H17	.149	Accepted
H18	.338	Accepted

Source: created by the author for this study

According to Table 3, Hypotheses 19 to 24 (See Appendix 2) show the existence of a positive relationship between perceived benefits (functional, social and hedonic), perceived incentives (trust, altruism and socio-technical environment) and the intention to use OSNs for travel purposes. Social ($r = .539$), hedonic ($r = .512$) benefits and socio-technical environment incentives ($r = .550$) in particular have a significant impact on the intention to use OSNs.

Table 3 - Summary of Hypotheses +Testing (Hypotheses 19 – 24)

Hypotheses	Correlation Coefficient (r)	Sig.	Result
H19	.449**	.000	***Rejected***
H20	.539**	.000	***Rejected***
H21	.512**	.000	***Rejected***
H22	.451**	.000	***Rejected***
H23	.529**	.000	***Rejected***
H24	.550**	.000	***Rejected***

Source: created by the author for this study

Conclusions and Recommendations

This study determined that females perceive that higher functional and social benefits are to be derived from using OSNs for travel purposes and have more trust incentives using them for this specific objective than males do. In addition, those with the highest trust incentives turned out to be those with the highest amount of disposable money and also those who are non-Thai Asian students.

The results of this study are consistent with the findings of a previous empirical study conducted by Wang and Fesenmaier (2004), which determines that expected benefits, specifically social and hedonic ones, are the major factors influencing users' participation and contribution to online travel communities.

However, in a departure from Wang and Fesenmaier's study, this research has found that college students' intention to use OSN with regard to traveling also has to do with functional benefits. It also points to a series of other incentives that stimulate the use of OSNs for travel purposes, namely, trust in the contributions of others, altruism, and the socio-technical environment.

- Recommendations

One of the recommendations is for tourism organizations and travel companies interested in promoting and advertising travel products or services through OSNs. Since females perceived higher functional and social benefits and have trust incentives to use OSNs for travel purposes than their male counterparts, marketing on SNSs in response to female tourists' specificities may be quite beneficial. This is especially true of spas or shopping centers which most female tourists enjoy and seek. Tourism marketers need to think creatively about how to offer value to them, which does not just translate into coupons. More than that need to be done. One thing that can be done is to connect them in weekly chats on product development and seek their recommendations on current products, or ideas on potential products, and let them know when their thoughts are implemented. Apart from empowering them, this will get them engaged.

It is nonetheless important to look for new ways to engage more potential tourists, for instance, by using the new applications on SNSs that could be fun and relevant to encouraging female tourists to share their travel experiences.

Another recommendation is that it is necessary for travel service providers to focus on the areas of benefits that the travelers can obtain, for example, better knowledge and information update of destinations. This also important for

tourism online marketers to keep in mind that it must be fun using the social networking tools in the process of travel planning and information sharing. In other words, they should reinforce the perception that OSNs provide hedonic benefits.

Thirdly, with a boom in the popularity of OSNs in Thailand, it is also essential for PR professionals to provide travelers with the ability to interact with one another in addition to allowing them to have access to information on companies of interest to them. This will enable travel providers to build new and deeper relationships with their customers. By taking advantage of this online social interaction, travel providers can also invite tourists to special events, while fostering brand loyalty.

In addition, destination managers and travel business marketers should make sure to listen to the voices (comments or reviews on SNSs) of tourists in order to get suggestions, know customers' needs, solve their query and be publicly for all to see and share. This will also increase tourists' perception in term of social benefits and will favor their use of these social networking tools to connect to the products or services offered by the hotels, restaurants or destinations.

Another recommendation yet is that it would also be interesting to work on the altruism incentives on the one hand and socio-technical environment incentives on the other with regard to using OSNs for travel purposes; on two accounts. Firstly, the results of this study show that altruism incentives have a significant impact on the intention to use OSN for travel purposes. Therefore tourism managers should acknowledge tourists' involvement and be thankful to them for their online contributions, be they, to name a few, photos, videos or comments about destinations or their travel products. That recognition will in turn positively affect the perception of OSNs in terms of hedonic benefits, with the result that tourists' participation and the evaluation of services or products related to travel too will increase.

Secondly, in order to favor the socio-technical environment, it seems important that tourists be offered the possibility of accessing wireless networks or 3G in as many travel destinations as possible. Tourism organizations should think about how to create travel applications on mobile phones, since most tourists typically travel without a laptop and use mobile phone instead which come in handy while traveling. And with new generations of phones, this will be even more the case. Tourists could, for example, check out destination information such as where to eat, shopping places, hotels, flight promotions, etc. This will directly impact the generation of sales and interest in destinations. using OSNs for advertising and promotion instead of brochures will also save travel organizations and businesses money and time and benefit the environment as well as it will reduce paper consumption.

Suggestions for Further Research

This study examined the intention to use OSNs for travel purposes. From a marketing perspective, future research could focus on the consequences of using OSNs in terms of loyalty to travel and travel destinations, tourism products and services provided on SNSs, tourists purchase intention, eWOM behavior, or on other related consumption behaviors.

Further investigations could look at the impact of specific SNSs, such as Facebook or Twitter. This may provide more insights into the OSN phenomena. In addition, future research should attempt to investigate these issues in order to better indentify the roles OSNs play in travel and tourism, building long-term relationships with travelers and ultimately and sustaining profitability in tourism markets.

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Appendix 1

Margin of error				
Population	**5%**	**3%**	**2%**	**1%**
500	217	340	414	475

750	254	440	571	696
1,000	278	516	706	906
2,000	322	696	1.091	1,655
5,000	357	879	1,622	3,288
10,000	370	964	1,936	4,899
1000,000	383	1,056	2,345	8,762
1,000,000	384	1,066	2,395	9,513
10,000,000	384	1,067	2,400	9,595

Source: Saunders, M., Lewis, P., & Thornhill, A. Research Methods for business Students, 2003, P.156

Appendix 2

H1: The difference among respondents' perceived functional benefits using OSNs with regard to traveling when classified by nationality.

H2: The difference among respondents' perceived social benefits using OSNs with regard to traveling when classified by nationality.

H3: The difference among respondents' perceived hedonic benefits using OSNs with regard to traveling when classified by nationality.

H4: The difference among respondents' perceived functional benefits using OSNs with regard to traveling when classified by gender.

H5: The difference among respondents' perceived social benefits using OSNs with regard to traveling when classified by gender.

H6: The difference among respondents' perceived hedonic benefits using OSNs with regard to traveling when classified by gender.

H7: The difference among respondents' perceived functional benefits using OSNs with regard to traveling when classified in terms of disposable money.

H8: The difference among respondents' perceived social benefits using OSNs with regard to traveling when classified in terms of disposable money.

H9: The difference among respondents' perceived hedonic benefits using OSNs with regard to traveling when classified in terms of disposable money.

H10: The difference among respondents' perceived trust incentives to use OSNs with regard to traveling when classified by nationality.

H11: The difference among respondents'

perceived altruism incentives to use OSNs with regard to traveling by classified by nationality.

H12: The difference among among respondents' perceived Socio-technical environment incentives to use OSNs with regard to traveling when classified by nationality.

H13: The difference among respondents' perceived trust incentives to use OSNs with regard to traveling when classified by gender.

H14: The difference among respondents' perceived altruism incentives to use OSNs with regard to traveling when classified by gender.

H15: The difference among respondents' perceived socio-technical environment incentives to use OSNs with regard to traveling when classified by gender.

H16: The difference among respondents' perceived trust incentives to use OSNs with regard to traveling when classified by disposable money.

H17: The difference among respondents' perceived altruism incentives to use OSNs with regard to traveling when classified in terms of disposable money.

H18: The difference among respondents' perceived Socio-technical environment incentives to use OSNs with regard to traveling when classified in terms of disposable money.

H19: The relationship between the perceived functional benefits using OSNs and the intention to use them with regard to traveling.

H20: The relationship between the social benefits using OSNs and the intention to use them with regard to traveling.

H21: The relationship between the hedonic benefits using OSNs and the intention to use them with regard to traveling.

H22: The relationship between the perceived trust incentives to use OSNs and the intention to use them with regard to traveling.

H23: The relationship between the perceived altruism incentives to use OSNs and the intention to use them with regard to traveling.

H24: The relationship between the perceived socio-technical environment incentives to use OSNs and the intention to use them with regard to traveling.