

# Unveiling the Social Media Magic: How TAM, TPB, and Trust Shape Behavior Intentions in The Tourism Sector

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## **Abstract**

*Currently, social media plays a pivotal role in the tourism industry, shaping travelers' intentions. In this research, a comprehensive context that combines the TAM proposed by Davis (1989), TPB introduced by Ajzen (1991), and trust is utilized to investigate Social Media Impact on Behavior Intention in the Tourism Sector. In this research, a convenience sampling approach was employed. The data was gathered using an online questionnaire shared via social network pages between October 10, 2023, to November 20, 2023. Hypothesis testing was carried out using the PLS-SEM method, utilizing SmartPLS 3.0 as the statistical analysis software. The study's results showcase the success of merging the Theory of Planned Behavior, the technology acceptance model, and trust into a sturdy framework. This model effectively reveals how social media impacts behavioral intentions in the tourism industry. Importantly, all hypotheses were confirmed, underscoring the framework's importance in understanding consumer behavior regarding social media and its impact on travel choices. This research delves into how social media affects travel destination choices for Indian consumers. It provides valuable insights into the behavioral intentions of key players in the travel industry, including online tourism businesses, tour managers, and organizers. This study is limited to the Indian context. It offers a distinct contribution by conducting a thorough analysis of the existing research panorama concerning Unveiling the social media Magic: How TAM, TPB, and Trust Shape Behavior Intentions in the Tourism Sector.*

Keywords: social media, tourism sector, behavior intention, TAM, TPB, Trust

## **INTRODUCTION**

Social media is an online platform where people share content, opinions, and multimedia. It helps users connect and communicate digitally (Khan et al., 2021). Social media transformed culture by transforming how people communicate and share information in today's world (Niță et al., 2021). Social media is an influential marketing tool with extensive reach, rapid engagement, and targeted communication. Businesses use it to connect, build trustworthiness, and determine positive changes (Dwivedi et al., 2021).

Social media greatly influences tourism behavior, shaping travel selections through user content, influencing decisions, enhancing visits, also guiding travel experiences (Gençsoy, 2023). Tourism businesses and companies have adopted social media platforms as a means to convey their assistance to potential tourists and shape their travel choices (Wong et al., 2020; Pop et al., 2022). Using text, images, ads, and videos on social media captures tourist interest, provides information, and boosts engagement, encouraging them to visit destinations (Haobin et al., 2021). Previous studies have investigated how social media posts and their various attributes impact user reactions (Sharma et al., 2023; Zhuang et al., 2023; Carvache-Franco et al., 2023). Scholars have specifically investigated attributes of social media content, including its liveliness, level of engagement, length of text, context, and timing (Demmers et al., 2020; Soares et al., 2022).

Tourists use social media to share their experiences, becoming a powerful tool for creating awareness and interest in destinations (Tham et al., 2020; Arica et al.,

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2022). Videos, comments, marketplace evaluations, blogging, and tagging posts are all ways of sharing information (Rasul et al., 2020). Tuclea et al. (2020) highlight social media influencers' impact on travel planning, influencing individuals' choices and intentions by shaping their beliefs about destinations. Trust has a big impact on how customers behave on social media in the travel sector (Pop et al., 2022). Individuals are more likely to view items warmly when they believe that evaluations and recommendations on social media are reliable sources of information (Primananda et al., 2022). This trust increases confidence in one's ability to plan trips, which increases the possibility of using and reserving tourist services (Shi et al., 2021).

The study explores how factors like social media influence tourist behavior, aiming to provide valued insights for researchers and industry, informing strategies and decisions in the tourism sector. Considering these insights, this research aims to examine Social Media Magic Shape Behavior Intentions in the Tourism Sector. Specifically, the research aims to address the following questions:

R1: How does social media impact consumers' Behavior Intentions in the Tourism Sector?

R2: What role does trust play in social media in impacting consumers' Behavior Intentions in the Tourism Sector?

Social media directly influences travel decisions, acting as a "guide" and "approver." Users deliberately use it for information, assigning a guiding role during trip investigation and planning (Liu et al., 2020). Social media's deep impact on the tourism industry shapes consumer behavior, yet existing studies often overlook the interconnected influence of various factors on tourists' behavior within these platforms. This gap highlights the need for a comprehensive understanding of these interactions, providing valuable insights for researchers and practitioners. The findings offer guidance for tourism businesses and marketers to expertise effective strategies, positioning with tourists' motivations and decision-making processes.

Furthermore, insights from the study can enhance user-friendly social media interfaces in tourism, improving the digital experience for tourists. Recognizing these factors allows businesses to foster positive perceptions, build stronger relationships, and influence behavior intentions favorably. Therefore, we have combined the TAM (Davis, 1989) and the TPB (Ajzen, 1991) with trust to analyze the adoption of this innovation by consumers (He et al., 2019) and their intentions in the tourism sector. As per the authors' understanding, this research is among the pioneering studies forecasting the Indian consumers' behavior intention with the social media impact in the tourism sector by merging TAM, TPB, and Trust.

## **LITERATURE REVIEW**

### ***Technology Acceptance Model (TAM)***

The TAM, which is grounded on the TRA, has been used to enhance user knowledge about the adoption of information technology (Davis, 1989; Lee et al., 2003). TAM provides a basic framework for explaining how consumer rendezvous and engrossment influence technology use (Hartwick and Barki, 1994). TAM has been widely used in studies ranging from technological acknowledgment (Azam et al., 2023; Guo et al., 2023), social media (Al-Qaysi et al., 2020; Al-Rahmi et al., 2021), and accommodation innovations (Yang et al., 2022). Several tourist studies have been conducted (El Archi et al., 2023; Go et al., 2020; Berakon et al., 2023; Khan and Rehman, 2024). TAM can be affected by two primary variables: PU (Perceived Usefulness) and PEOU (perceived ease of use) (Naqvi et al., 2020; Peng and Hwang, 2021). Those who regard technology as useful and instructive are more likely to be favorable about it (Cahyani et al., 2021). Some recent studies on TAM with social media & tourism (Abou Kamar et al., 2024; Fong et al., 2024).

### ***Perceived Usefulness and Behavioral Intention***

Perceived Usefulness refers to the defined notion of the perception that utilizing a specific system would improve one's work enactment (Davis, 1989). "Perceived usefulness impacts behavioral intention" refers to the belief that people are more likely to plan to use or interact with technology in a particular way when they consider it to be useful (Dohan and Tan, 2013). In this context concept relates to how people assess social media platforms' Usefulness in various aspects of their travel-related activities and how this affects their choice of certain tourism-related behaviors (Tavitiyaman et al., 2021; Balouchi and Aziz, 2024). Previous studies have shown that Perceived Usefulness positively impacts Behavioral intention (An et al., 2023; Liu et al., 2023; Leite et al., 2024). (Nathania and Anandya, 2021) Identify that Perceived Usefulness negatively impacts Behavioral intention in the context of Older Adults in the region of Indonesia. Through this investigation, we will identify the results that Perceived Usefulness positively impacts Behavioral intention in the context of social media magic in the tourism sector. We proposed the hypothesis:

*H1: Perceived Usefulness positively impacts Behavioral intention*

### ***Perceived Ease of Use And Behavioral Intention***

Perceived Ease of Use is characterized as the idea that using a specific system would require only minimal effort (Davis, 1989). "Perceived ease of use impacts behavioral intention" refers to people perceiving a technology or system as easy to use; they are more likely to plan to use it or adopt it for miscellaneous purposes (Legris et al., 2003). In this context, it refers to how individuals' perceptions of the ease of using social media platforms influence their intention to engage in certain behaviors related to the tourism sector (Cheunkamon et al., 2020; Lin and Rasoolimanesh, 2023). Previous studies have shown that Perceived Ease of Use positively impacts Behavioral intention (Yuan et al., 2021; Basuki et al., 2022; Chen et al., 2023). (Ali, 2021) finds in his study that perceived ease of use negative impact on Behavioral intention in the study of Instagram Shop's Features on social media Instagram. Through this study, we may find that perceived ease of use has a beneficial impact on behavioral intention in a setting of social media magic in the tourism sector. We anticipated the hypothesis.

*H2: Perceived Ease of Use positively impacts Behavioral intention*

### ***Perceived Ease of Use and Perceived Usefulness***

Perceived Ease of Use is characterized as the idea that using a specific system would require only minimal effort (Davis, 1989). Perceived Usefulness refers to the defined notion of the perception that utilizing a specific system would improve one's work enactment (Davis, 1989). "Perceived ease of use positive impact Perceived Usefulness" refers to the influence that an individual's opinion of how easy it is to use a technology or method has on their belief in its Usefulness (Chen and Aklirikou, 2020). This study refers to the association between users' perceptions of how easy it is to use social media platforms and their belief in the Usefulness of these platforms for tourism-related behavior (Cheunkamon et al., 2020). Previous studies show this relation (Hua and Wang, 2019; Mensah, 2020; Choe et al., 2021; Mazan and Çetinel, 2022). (Naqvi et al., 2020) find in their study that the results of Perceived ease of use negatively impact Perceived Usefulness in the domain of social networking sites. We presented a hypothesis:

*H3: Perceived Ease of Use Positively Impacts Perceived Usefulness*

### ***Theory of Planned Behavior (TPB)***

The Theory of Planned Behavior (TPB) extends the Theory of Reasoned Action (TRA) by including the same components as TRA as well as an extra construct known as perceived behavioral control (PBC) (Ajzen, 1991). The most powerful predictor of actual behavior, according to TPB, is behavioral intention (BI), which reflects people's desire to spend effort in doing an activity (Ajzen, 1991). According to TPB, three elements impact BI and actual behavior: perceived behavioral control (PBC), attitude (ATT), and subjective norm (SN). BI represents consumers' intentions towards using a given technology, whereas ATT represents their positive or negative judgment of adopting a specific behavior. Plenty of studies have been conducted to inspect the association between ATT and BI (Lee et al., 2021; Zhang et al., 2021; Hashemi et al., 2023). Subjective norm (SN) refers to people's impressions of societal forces urging them to engage in a given behavior (Ajzen, 1987; Cahigas et al., 2023). Past studies have demonstrated that subjective norm (SN) greatly influences behavioral intention (Kumar and Pandey, 2023; Songkram et al., 2023). PBC indicates an individual's impression of the difficulty or ease of doing a specific task, taking into account aspects such as energy, resources, and competence (Ajzen, 1991). PBC has a considerable and beneficial effect on an individual's BI (Wang et al., 2020; Akter and Hasan, 2022; Zheng et al., 2022). An adverse relationship between PBC and BI (Ibnou-Laaroussi et al., 2020; Shen and Shen, 2021). TPB has been used in a variety of instances, including social media (Rather, 2021; Shadi et al., 2022), tourism (Petrescu and Bran, 2020; Chaulagain et al., 2021), and online business (Rehman et al., 2019). Some recent studies (Lin and Rasoolimanesh, 2023; Sutrisno et al., 2023; Abou Kamar et al., 2024; Guo and Yu, 2024; Armutcu et al., 2024; Omeish et al., 2024). Through this study, we may find that Attitude, Subjective Norms, and Perceived Behavioral Control have a beneficial impact on behavioral intention in a setting of social media magic in the tourism sector. We anticipated the hypothesis:

*H4: Attitude positively impacts behavior intention.*

*H5: Subjective Norm positively impacts behavior intention.*

*H6: Perceived Behavioral Control positively impacts behavior intention.*

### ***Perceived Ease of Use and Attitude***

Perceived Ease of Use boosts attitude by making technology appear simple and user-friendly. This drops discomfort, promotes discovery, and increases perceived Usefulness, resulting in a more positive and accepting attitude toward technology (Kurniasari and Abd Hamid, 2020; Prastiawan et al., 2021). In the tourism sector,

the perceived ease of use of social media has a beneficial impact on user attitudes, making platforms feel more user-friendly and engaging. This easiness increases happiness and trust, which significantly influences consumers' behavioral intentions toward tourism events (Cheunkamon et al., 2020; Ali, 2021). Previous studies show this relation (Cheunkamon et al., 2020; Prastiawan et al., 2021; Khan et al., 2024). We anticipated the hypothesis:

*H7: Perceived Ease of Use positively impacts attitude.*

#### **Perceived Usefulness and Attitude**

Perceived Usefulness has a favorable impact on attitude since it demonstrates the advantages and effectiveness of technology. When individuals find a system useful for their purposes, their attitude towards adopting it improves, increasing acceptance and retention (Caffaro et al., 2020; Mulyani et al., 2021). Within the travel sector, the perceived Usefulness of social media improves user attitudes by emphasizing its importance in planning and decision-making. When individuals find social media useful, their positive attitude improves, which influences their behavioral intentions toward tourism activities (Safdar, 2024; Khan et al., 2024). Previous studies show this relation (Cheunkamon et al., 2020; Prastiawan et al., 2021). We anticipated the hypothesis:

*H8: Perceived Usefulness positively impacts attitude.*

#### **Trust (TR)**

Trust (TR) is an extensive approach that tries to reduce the complexity of society and deal with perceptions of risk by enhancing expectations of fortunate outcomes and building assurance in faith-expected activities (Asif et al., 2023; Shafiq et al., 2023). Trust is how customers feel about the worth and reliability of facilities provided by a business (Asti et al., 2021). Trust plays a significant role in shaping consumer behavior and is recognized as a crucial element (Ye et al., 2023; Asif et al., 2023). Trust has been employed in diverse research studies encompassing a broad spectrum of fields on social media (Irshad et al., 2020; Pop et al., 2022), the tourism sector (Martínez-Navalón et al., 2020; Huo et al., 2023), and accommodation (Ye et al., 2023). (Sultan et al., 2020; Kaur and Arora, 2020) have established a positive correlation between behavioral intention (BI) and trust. However, (Kim et al., 2020) have identified that a negative link exists between Behavior Intention and trust. Some recent studies in this context (Najar et al., 2024; Khan et al., 2024; Mqwebu, 2024; Handarkho et al., 2024; Khan and Rehman, 2024). Through this study, we may find that trust has a beneficial impact on behavioral intention in a setting of social media magic in the tourism sector. We anticipated the hypothesis:

*H9: Trust positively impacts behavior intention.*

#### **Mediation Effect of Attitude**

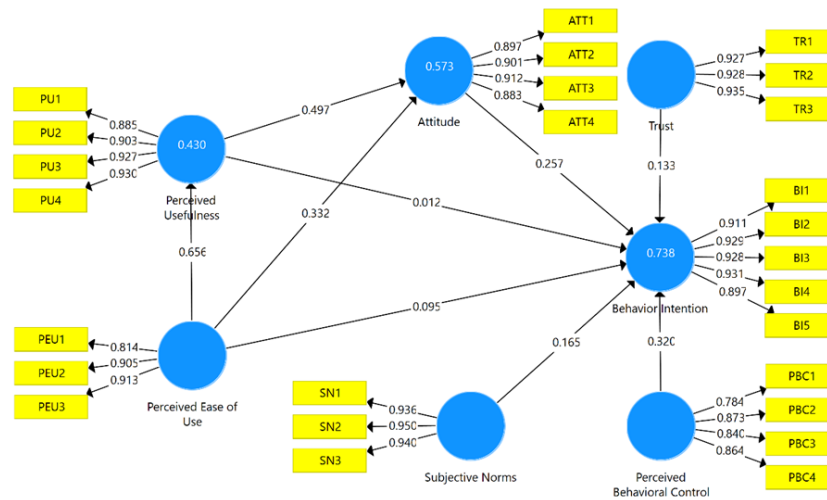
Attitudes significantly shape behavioral intentions, as outlined by the Theory of Planned Behavior (TPB) (Ajzen, 1991). Positive attitudes, such as excitement and perceived benefits, can amplify the effect of perceived ease of use (PEOU) on travel intentions (Venkatesh et al., 2023). When travel technologies are perceived as easy to use, they often foster positive attitudes, which in turn enhance travel intentions (Kim et al., 2022). Conversely, negative attitudes, such as concerns about travel risks or health issues, can weaken this relationship, reducing the impact of PEOU on travel intentions (Litvin et al., 2024). For instance, research shows that positive attitudes mediate the effect of PEOU on behavioral intentions, making users more likely to travel when they find travel technologies user-friendly (Chen et al., 2023; Chiu & Cho, 2022).

Similarly, attitudes also mediate the relationship between perceived Usefulness (PU) and behavioral intentions to travel. Positive attitudes toward travel technologies, such as recognizing their advantages and effectiveness, can strengthen the impact of PU on travel intentions (Venkatesh & Davis, 2023). When travelers perceive travel technologies as useful, they are likely to form positive attitudes toward them, which enhances their intention to travel (Kim et al., 2022). However, negative attitudes, such as doubts about the technology's effectiveness or concerns about its utility, can diminish the impact of PU on travel intentions (Tu et al., 2023). Research indicates that positive attitudes significantly mediate the relationship between PU and behavioral intentions, whereas negative attitudes can weaken this effect (Chiu & Cho, 2022; Wang and Gao, 2022). Based on these insights, it is hypothesized that:

*H10: Attitudes mediate the relationship between PEOU and behavioral intention to travel.*

*H11: Attitudes mediate the relationship between PU and behavioral intention to travel.*

Figure 1 represents the conceptual framework illustrating the hypothesized relationships:



**Figure 1. Proposed Framework**

Source: Research data, 2025

## METHODS

This study relies on new information gathered through a survey. Primary data is vital for exact and existing insights. The research used a convenience sampling technique, collecting data online through a tool shared on social media from October 10 to November 20, 2023. The demographic included Indian customers related to the company's social media. Simple random sampling selected 606 respondents. Data validity and reliability were assessed, and valid responses were 606. The acquired data were then used to test hypotheses through the PLS-SEM method and SmartPLS 3.0 software, estimating connections between variables for meaningful insights in the context of Indian consumers.

The survey questionnaire was divided into two sections. The first section focused on gathering demographic information from the respondents. In the second section, questions related to the study variables were included. The questionnaire items were modified from a previous study and utilized a Five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The metrics used for assessing Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) were borrowed from Davis's work in 1989. Furthermore, we drew items for measuring attitude, subjective norms, Perceived Behavioral Control (PBC), and intention from studies conducted by (Taylor and Todd, 1995; Mathieson, 1991; Kucukusta et al., 2015). Lastly, we adapted trust-related items from (Gefen, 2002; Kim et al., 2011) to gauge trust levels; models are shown in Figure 1.

By harnessing the capabilities of the Web Power approach, (Peng and Lai, 2012) achieved the attainment of multivariate normality. Analyzing the outcomes of Mardia's multivariate skewness and kurtosis, (LeBlanc et al., 2017) found compelling evidence to support the normality of the data, as indicated by the p-values being below 0.05.

To examine and validate the relationships between variables in this study, we utilized path modeling through structural equation modeling (SEM) and partial least squares (PLS) analysis. The decision to employ the PLS approach was based on its flexibility in model estimation and its minimal data requirements, as outlined by (Hair et al., 2021). For the scale constructs used in the study, Cronbach's alpha values were calculated, yielding a range of 0.798 to 0.896 (Table 1). These values indicate a high internal consistency among the measured variables, as suggested by (Hair et al., 2019). Additionally, the composite reliability scores for all constructs ranged from 0.868 to 0.927, surpassing the recommended threshold of 0.7, as advised by (Hair et al., 2019), as shown in Table 2.

**Table 1. Cross-loading (Discriminant Validity)**

	Attitude	Behavior Intention	Perceived Behavioral Control	Perceived Ease of Use	Perceived Usefulness	Subjective Norms	Trust
ATT1	0.897	0.715	0.713	0.617	0.678	0.691	0.661
ATT2	0.901	0.718	0.7	0.572	0.615	0.691	0.63
ATT3	0.912	0.705	0.687	0.575	0.633	0.685	0.636
ATT4	0.883	0.727	0.673	0.597	0.64	0.715	0.641
BI1	0.727	0.911	0.72	0.605	0.614	0.654	0.622
BI2	0.735	0.929	0.724	0.577	0.605	0.676	0.636

	Attitude	Behavior Intention	Perceived Behavioral Control	Perceived Ease of Use	Perceived Usefulness	Subjective Norms	Trust
BI3	0.731	0.928	0.73	0.607	0.602	0.677	0.626
BI4	0.74	0.931	0.71	0.601	0.625	0.695	0.635
BI5	0.732	0.897	0.72	0.616	0.619	0.658	0.653
PBC1	0.608	0.6	0.784	0.47	0.519	0.523	0.573
PBC2	0.68	0.702	0.873	0.527	0.572	0.621	0.567
PBC3	0.642	0.639	0.84	0.503	0.499	0.58	0.498
PBC4	0.664	0.692	0.864	0.547	0.574	0.609	0.537
PEU1	0.559	0.529	0.524	0.811	0.549	0.477	0.558
PEU2	0.57	0.562	0.527	0.906	0.571	0.552	0.541
PEU3	0.603	0.628	0.555	0.914	0.606	0.585	0.597
PU1	0.595	0.558	0.556	0.55	0.885	0.56	0.594
PU2	0.652	0.617	0.591	0.592	0.903	0.599	0.59
PU3	0.686	0.635	0.622	0.619	0.928	0.653	0.669
PU4	0.668	0.617	0.579	0.626	0.93	0.624	0.676
SN1	0.722	0.671	0.64	0.57	0.623	0.937	0.553
SN2	0.744	0.692	0.653	0.579	0.627	0.95	0.548
SN3	0.722	0.703	0.671	0.586	0.643	0.94	0.57
TR1	0.672	0.647	0.61	0.612	0.686	0.555	0.927
TR2	0.644	0.627	0.577	0.565	0.603	0.526	0.928
TR3	0.677	0.65	0.612	0.617	0.648	0.567	0.935

Source: Research data, 2025

**Table 2. Reliability and Validity**

	Factor Loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
ATT1	0.897	0.92	0.92	0.944	0.807
ATT2	0.901				
ATT3	0.912				
ATT4	0.883				
BI1	0.911	0.954	0.954	0.965	0.845
BI2	0.929				
BI3	0.928				
BI4	0.931				
BI5	0.897				
PBC1	0.784	0.861	0.866	0.906	0.707
PBC2	0.873				
PBC3	0.84				
PBC4	0.864				
PEU1	0.811	0.851	0.857	0.91	0.772
PEU2	0.906				
PEU3	0.914				
PU1	0.885	0.932	0.935	0.952	0.831
PU2	0.903				
PU3	0.928				
PU4	0.93				
SN1	0.937	0.937	0.937	0.96	0.888
SN2	0.95				
SN3	0.94				
TR1	0.927	0.922	0.922	0.95	0.864
TR2	0.928				
TR3	0.935				

Source: Research data, 2025

## RESULTS AND DISCUSSION

### *Respondent Profiles*

Table 3 displays the demographic characteristics of the 606 participants encompassed in the study. The study examined the respondents' gender, age, education, and monthly family income as key demographic variables. The data collected for this study consists of 68.5 percent male and approximately 31.5 percent female

respondents. In terms of age groups, 23.4 percent (142 respondents) were less than 25 years old, 71.5 percent (433 respondents) were between 26 and 40 years old, and 5.1 percent (31 respondents) were over 40 years old. Out of the total 606 respondents, the majority (around 61.9 percent) were single, while 37.6 percent were married. Regarding education, 43.4 percent of the respondents had a postgraduate degree, 35 percent were graduates, 7.8 percent had completed senior secondary education, only 1.7 percent had secondary education, and the remaining 12.2 percent held a doctorate. In terms of income, 23.6 percent belonged to the lower-income group (family income less than ₱20,000 per month), 29.5 percent were in the middle-income group (between ₱20,001 and ₱40,000), 22.6 percent belonged to the upper-middle-class group (between ₱40,001 and ₱60,000), and the remaining 24.3 percent were in the high-income group (family income more than ₱60,000 per month). Concerning professions, 30.2 percent of the respondents were students, 51 percent were employed, 13.9 percent were business professionals, and only 5 percent were housewives. Overall, the study includes a diverse representation of respondents with various backgrounds and interests.

**Table 3. Demographic Profile of Respondents**

Variable	Categories	Frequency	Percentage	Cumulative Percentage
Gender	Male	415	68.5	68.5
	Female	191	31.5	100.5
Age	Less than 25 years old	142	23.4	23.4
	26-40 years old	433	71.5	94.9
	more than 40 years old	31	5.1	100.0
Marital Status	Single	375	61.9	62.2
	Married	228	37.6	100.0
Education	Secondary	10	1.7	1.7
	Senior Secondary	47	7.8	9.4
	Graduation	212	35.0	44.4
	Post-Graduation	263	43.4	87.8
	Doctorate	74	12.2	100.0
Monthly Family Income (In Rs)	Up to 20000	143	23.6	23.6
	20001-40000	179	29.5	53.1
	40001-60000	137	22.6	75.7
	More than 60000	147	24.3	100.0
Profession	Student	183	30.2	30.2
	Employed	309	51.0	81.2
	Business	84	13.9	95.0
	House Maker	30	5.0	100.0

Source: Research data, 2025

### Measurement Model

The extracted average variance, surpassing the critical value of 0.5, demonstrated convergent reliability, as discussed by (Hair et al., 2019). In terms of the standardized loadings of the items, all values exceeded 0.739, indicating convergent validity of the data. Convergent reliability and validity are presented in Table 2. Furthermore, Table 4 illustrates that the proposed model adequately fits the dataset, as indicated by the results. To assess multi-collinearity, the "variance inflation factor" (VIF) can be calculated, as suggested by (Hair et al., 2019) (see Table 5). Discriminant validity can be evaluated using the square root of the average variance extracted (AVE) in combination with correlations, as recommended by (Fornell and Larcker 1981). In this research, cross-loading and the Fornell and Larcker test were used to assist Discriminant validity. Table 1 and Table 6 represent cross-loading and Fornell and Larcker.

**Table 4. Model Fit**

	Saturated Model	Estimated Model
SRMR	0.033	0.138
d <sub>ULS</sub>	0.392	6.647
d <sub>G</sub>	0.338	0.636
Chi-Square	1293.702	2006.043
NFI	0.922	0.88

Source: Research data, 2025

**Table 5. Collinearity Statistics**

	Attitude	Behavior Intention	Perceived Usefulness	Subjective Norms
Attitude		4.108		

	Attitude	Behavior Intention	Perceived Usefulness	Subjective Norms
Perceived Behavioral Control		2.783		
Perceived Ease of Use	1.753	2.189	1	1.753
Perceived Usefulness	1.753	2.682		1.753
Subjective Norms		2.846		
Trust		2.56		

Source: Research data, 2025

**Table 6. Fornell and Lacker (Discriminant Validity)**

	Attitude	Behavior Intention	Perceived Behavioral Control	Perceived Ease of Use	Perceived Usefulness	Subjective Norms	Trust
Attitude	0.898						
Behavior Intention	0.798	0.919					
Perceived Behavioral Control	0.772	0.784	0.841				
Perceived Ease of Use	0.657	0.654	0.61	0.879			
Perceived Usefulness	0.714	0.667	0.645	0.656	0.912		
Subjective Norms	0.774	0.731	0.695	0.614	0.67	0.942	
Trust	0.715	0.69	0.645	0.644	0.695	0.591	0.93

Source: Research data, 2025

### Structural Model and Hypothesis Testing

The proposed hypotheses are estimated and evaluated using PLS-SEM analysis. The data support all eleven (11) proposed hypotheses, i.e., H1 to H11. Table 7 displays the path analysis. The standardized path coefficients and the path diagram for the SEM model, based on an analysis of the relationships between the independent variables, are shown in Figure 1. Table 7 shows the hypothesis testing results.

**Table 7. Path Coefficient**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Attitude -> Behavior Intention	0.257	4.461	0
Perceived Behavioral Control -> Behavior Intention	0.32	6.544	0
Perceived Ease of Use -> Attitude	0.332	7.902	0
Perceived Ease of Use -> Behavior Intention	0.096	2.551	0.011
Perceived Ease of Use -> Perceived Usefulness	0.656	22.322	0
Perceived Usefulness -> Attitude	0.497	10.874	0
Perceived Usefulness -> Behavior Intention	0.012	0.261	0.794
Subjective Norms -> Behavior Intention	0.164	2.987	0.003
Trust -> Behavior Intention	0.133	2.504	0.013
<b>Mediation Analysis</b>			
Perceived Ease of Use -> Attitude -> Behavior Intention	0.121	2.397	0.011
Perceived Usefulness -> Attitude -> Behavior Intention	0.021	0.247	0.731

Source: Research data, 2025

### Discussion

The analysis revealed that PU and PEOU had a positive impact on behavior intention to use social media in the tourism sector. Therefore, H1 and H2 were accepted. Results showed people find social media helpful in holiday planning, leading to increased adoption when they believe in its Usefulness. This is compatible with findings from past studies (Nuryyev et al., 2020; Tran et al., 2023; Khan and Rehman, 2024). In addition, social media platforms are intuitive, simple, and user-friendly in their operation (Moorthy et al., 2021). This outcome aligns with previous research findings by (Keni, 2020; Wilson et al., 2021; Khajehshahkoohi et al., 2022).



Customers prefer social media when they find it easy to use, signifying a connection between user-friendliness, straightforward navigation, and helpful tools.

Subsequently, the study evaluation findings revealed that both perceived Usefulness and perceived ease of use altered the attitude (H7 and H8), which resulted in intentions (H4). Therefore, all three hypotheses (H7, H8, and H4) were supported. These findings align with earlier research studies conducted by (Cheunkamon et al., 2020; Dai et al., 2021). These outcomes explain that consumers benefit from social media with enhanced convenience, self-determination, ease of use, effectiveness, and enjoyment, making these platforms essential in various aspects. (O'Shea, 2021; Parris, 2022). People are interested in trying new travel tools to improve trip comfort and luxury. If service providers determine social media's efficiency in reducing travel efforts and time, tourists will likely develop a positive attitude toward these services. (Tandon et al., 2020; Tandon et al., 2021; Qiu et al., 2022). Furthermore, the research's outcomes show that PEOU has a favorable impact on PU, which supports H3. Streamlining technology use significantly influences customers' intention to adopt social media platforms, making it easier for them to use and run. Those outcomes are consistent with earlier findings (Tandon et al., 2020; Dai et al., 2021; Riaz and Sherani 2021).

This study confirms the significant and positive impact of SN positive impact on BI, which supports H5. Results indicate that the accessibility and positive usage of social media increase consumers' belief in using it for tourism, advancing intentions to purchase tourism services. These findings are consistent with earlier findings (Khan et al., 2020; Dai et al., 2021). However, exhibits a meaningful association of PBC with behavioral intention, thus confirming the acceptance of H6. This result aligns with previous research conducted by (Hwang et al., 2020; Moorthy et al. 2021; Shang et al., 2021). Many Indian customers are contented with new technology, especially social media, likely contributing to their intention to purchase when using these platforms for travel-related searches. (Chavez et al., 2020; Tsai and Bui, 2021). Next, the current study has revealed a momentous and optimistic association between trust and behavioral intention, confirming the acceptance of H9. This finding suggests that Indian consumers place trust in social media platforms. A previous study also observed a favorable link between trust and intention (Irshad et al., 2020; Leite and Baptista, 2021). Our findings support this relationship as well, in line with the research by (Troise et al. 2020; Khan and Rehman, 2024).

Indian consumers may trust the protection of their personal information, data privacy, and security while using social media platforms (Di Minin et al., 2021; Chawla and Kumar, 2022). Social media is seen as helpful, broadly used, and associated with needs, boosting the intention to use it. (Dwivedi et al., 2021). These findings reinforce previous research conducted that concluded the trust variable exhibits a positive and substantial impact on intention (Penney et al., 2021; Kang and Kim, 2023). Finally, the study outcome revealed that the meditation effect of Perceived Ease of Use -> Attitude -> Behavior Intention has a positive outcome, confirming H10. These results suggest that when individuals find a travel-related technology easy to use, they are more likely to develop positive attitudes towards it. These positive attitudes then influence their intention to use the technology for travel planning or booking (Prastiawan et al., 2021). This aligns with previous studies (Shanmugam et al., 2014; Prastiawan et al., 2021). Last, the study outcome revealed that the meditation effect of Perceived Usefulness -> Attitude -> Behavior Intention has a positive outcome, confirming H11. These results suggest that when individuals perceive a travel-related technology as useful, they develop positive attitudes towards it. These positive attitudes then enhance their intention to use the technology for travel planning or booking (Chen and Aklirikou, 2020). This aligns with previous studies (Saparudin et al., 2020; Panergayo, 2021). Only limited studies are available; this is the first study in the tourism context..

## CONCLUSION

This study significantly contributes to tourism and behavioral intention research by empirically examining the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) while integrating trust as a key variable in assessing behavioral intention in the tourism sector. The research establishes a robust theoretical foundation, highlighting the TAM and TPB models' relevance and complexity in information, social media, tourism, and marketing systems. By incorporating trust, the study boosts our understanding of social media's impact on behavioral intentions, particularly in the Indian tourism context, making it an original effort with potential economic implications for travel companies and the tourism industry. The insights gained may rapid meaningful changes, influencing behavioral intentions within the sector. This study supports Tourism literature by showing the influence of social media adoption behaviour. It supports research showing that social media is a useful and easy tourist planning tool. According to the study, trust, subjective standards, and perceived behavioural control influence purchase intentions, supporting previous theoretical models. However, consumer worries about data privacy and security may hamper trust and adoption. Social networking

facilitates vacation planning, but digital literacy and accessibility limitations may restrict its use in some groups. Attitude mediation effects between PU, PEOU, and behavioural intention, a neglected tourist research topic, improve theoretical comprehension. Given the lack of Indian tourist research, these findings give useful insights and expand current models to a new geographical context. This study extends, supports, and reinforces established theories, particularly the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour (TPB), in the context of social media adoption in the Indian tourism industry. The findings support previous studies indicating travellers are more inclined to utilize social media for trip preparation if it is beneficial and easy (Khan and Rehman, 2024). The research emphasises simplifying technologies to boost adoption. This study also shows that social influence and control over usage increase adoption. It emphasises the growing importance of trust in digital platforms, a TPB extension that has garnered attention in recent studies. The data imply that Indian customers trust social media sites for travel decisions due to their privacy and security. This study confirms that attitude mediates behavioural intention. This confirms that attitude links technological acceptability variables to tourism-related social media usage intention, providing fresh insights. This study contextualises the TAM and TPB frameworks in the Indian tourist sector, where few studies have examined how social media affects customer purchase intention. The findings confirm the integration of trust and attitude as essential determinants in behavioural intention, reinforcing their theoretical importance in digital adoption research. This study advances social media, consumer behaviour, and tourist discourse by filling gaps and validating assumptions.

This study has practical implications for consumer behavior and the tourism industry. Trust emerges as a key factor in shaping behavioral intentions through social media in tourism. To build trust, the tourism sector needs strategies ensuring platform trustworthiness, ease of use, and strong security. Social media's role in providing information, noble recommendations, and interactive experiences influences tourists' choices. Understanding customer preferences and group dynamics is vital in this sector. Perceived Usefulness and Perceived Ease of Use strongly impact attitude, highlighting the need for monitoring consumer reactions to technological advancements for the successful use of "Social Media Magic" in Tourism. Highlighting the ease of use and utility of "Social Media Magic" is overbearing. Consumers prefer Social Media usage when they perceive it as reliable and beneficial (AlFarraj et al., 2021). Trust is key for social media technology adoption in India, improving concerns about data privacy and reliability. Tourists trusting online information are more likely to use social media for travel planning, boosting engagement and satisfaction (Pop et al., 2022).

Social media adoption, specifically in tourism, has grown significantly, changing business-consumer connections in the digital age and providing a competitive edge. This study outlines many ways tourist marketers might boost consumer social media adoption and engagement. Marketing managers should promote social media platforms. Making social networking platforms easy to use and showing apparent benefits like vacation planning time savings would certainly enhance client uptake and usage. Tourism businesses may improve by offering local guides or customised advice. It may be made more accessible by simplifying and providing straightforward navigation. Since trust affects behavioural intention, marketers should prioritise openness and data protection to generate customer confidence. Communication about these initiatives can ease anxieties and boost confidence. To build trust and acceptance, social media marketing should incorporate good user experiences and testimonials, especially from prior customers. As social influence encourages adoption, tourist marketers may leverage influencers or user-generated content to influence potential consumers' attitudes and behaviours. Positive social media discussions and travel experiences might increase social media planning and booking intentions. In conclusion, tourism marketers should improve user experience, trust, and security, and social influence to increase travel-related social media usage. These techniques are essential for aligning with this study and increasing tourist consumer engagement and happiness.

While providing valuable perceptions, this study has limitations that suggest directions for future research. Data collection focused on India, limiting simplification. A broader multinational study across demographics could suggest comprehensive conclusions. The sample included internet users, neglecting non-users and impacting result generalizability. Including non-users and a linguistically diverse sample in future studies would enhance validity. The study primarily investigates intentions rather than behavior. Future research should assess post-usage, exploring satisfaction, experience, cost-efficiency, and time effectiveness for a full view. Investigating additional variables like risk perception, convenience, interactivity, satisfaction, and user-generated content is vital for a more analytical model. Future research could expand its scope to encompass other industries or markets. Subsequent investigations might explore specific applications of "Social Media Magic" within the industry or conduct comparative analyses involving multiple technologies like AI, virtual reality, and AR. Lastly, while this study constructs its conceptual framework using the Technology Acceptance

Model (TAM) and Theory of Planned Behavior (TPB) in tandem with trust, future research could explore synergies between TAM, TPB, and other theories and models to yield enhanced outcomes and broader implications.

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