



ISSN: 2288-7709 © 2023 KODISA & ICMA.
 JEMM website: <https://acoms.kisti.re.kr/jemm>
 doi: <http://dx.doi.org/10.20482/jemm.2023.11.2.33>

The Determinants of Pakistani Tourists' Visit Intention to Korea in SNS Context- The Effect of Usefulness, Interestingness and Involvement

Muhammad RAZA¹, Jin-Kwon KIM², Tony-Donghui AHN³

Received: March 25, 2023. Revised: April 7, 2023. Accepted: February 14, 2023.

Abstract

Purpose: The purpose of this study is to analyze the relationship between characteristics of social media sites (SNS) and the intention of Pakistani tourists to visit South Korea while determining the role of usefulness, interestingness, and involvement of tourists. **Research design, data and methodology:** A research model was developed through the previous research, and the questionnaire-based survey was conducted on Pakistani tourists visiting Korea. The survey data was collected by following multiple hypotheses: the relationship between SNS tourism information and perception of SNS, the relationship between SNS perception and intention to visit, and adjustment of involvement in the relation between tourism information characteristics, and SNS perception. We used SPSS and AMOS24.0 statistical tools to analyze the hypothesis testing data. **Results:** Based on the data analysis, the study found that the characteristics of SNS have a positive effect on intention to visit via users' perception like usefulness and interestingness. The involvement has a moderating effect between SNS characteristics and users' perception. In the group with high involvement, the degree of influence of the quality factor of SNS on user perception was greater than in the group with low involvement. **Conclusions:** This study demonstrated that traveler's involvement has a moderating effect on the relationship between SNS characteristics and visit intention for Pakistani travelers visiting Korea. It shows that practitioners or researchers should establish and operate SNS strategies in consideration of user involvement.

Keywords: Tourist Information, Involvement, Social Network Service, Perception, Intension

JEL Classification Code: M10, M31, Z30, Z32

1. Introduction

The trend of Pakistani tourists visiting South Korea has been increasing over the years. According to the Korea Tourism Organization, approximately 21,000 Pakistani tourists visited Korea in 2019. While this number may

seem comparatively smaller than other countries, it is increasing day by day. There are several reasons why Pakistani tourists visit Korea. Common visit purposes include sightseeing, cultural experiences, and business opportunities. Korea has a cultural heritage, which includes traditional music, art, cuisine, modern

* The above paper is a paper presented at IFBC2023

1 First Author. Graduate form Tech University of Korea, Pakistan
 Email: mraza084@gmail.com

2 Second Author. Adjunct professor, Department of Business Management, Tech University of Korea. Korea. Email: kjk66kr@tukorea.ac.kr

3 Corresponding Author. Professor, Department of Business Management, Tech University of Korea. Korea. Email: tonydahn@tukorea.ac.kr

© Copyright: The Author(s)
 This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

technologies, and urban landscapes. Pakistani tourists usually visit Korea to experience its unique fusion of antique and modern cultures. Additionally, Korea is a popular destination for business travelers, particularly in industries such as electronics, manufacturing, and finance. It is hard to estimate how many Pakistani tourists visit Korea yearly. However, the growing trend of Pakistani tourists visiting Korea is likely to increase in the coming years. Factors such as the expansion of direct flights between Pakistan and Korea and the promotion of Korean tourism in Pakistan are expected to contribute to this growth.

Tourists from Pakistan usually rely on various sources to gain information about Korea, including travel agents, tourism websites, travel books, friends and family who have visited Korea before, and social networking sites (SNS). Nowadays the SNS platforms like Facebook, WhatsApp, Twitter, Instagram, and YouTube provide plenty of information and resources for tourists and have become important for tourism information. It has the following advantages such as easily accessibility, providing up-to-date and real-time information, interaction and engagement among tourists, and visual information, such as pictures and videos of tourist destinations. Similarly, SNS is one of the best sources of tourist information about Korea, as it offers diverse ways to obtain information. For instance, tourists can join Facebook groups or follow travel bloggers to gain insights and suggestions about the country. Instagram and YouTube are also excellent platforms for visual information, where tourists can search for photographs and videos of popular tourist destinations in Korea. In short, the role of SNS in providing tourism information for Pakistani tourists is vital, and it will continue to help grow the number of visitors in the coming years.

Previous studies have endorsed the importance of SNS with its characteristics such as usefulness, interestingness, and involvement, which play a significant role in the mediating of SNS on the intentions of tourists. Therefore, it is imperative for tourism service providers to focus on the accuracy, reliability, and interactivity of tourism information through SNS to attract more tourists. Pakistani tourists are no exception, as they also rely heavily on SNS to collect tourism information. Some studies reveal that users' perception such usefulness, interestingness, and involvement has effect on the relationship between SNS and intention to visit. Therefore, we also aim to determine the role of usefulness, interestingness, and involvement of tourists in mediating

or moderating impact of SNS on their intention to visit Korea. Our results are expected to provide important implications to the visitors to make a strong intent based on the usefulness of SNS information.

The organization of the remaining paper is as follows. Section 2 provided the overview of research background related to SNS information characteristics. Section 3 provides our research model that includes various hypotheses to build a strong intent of visitors to visit Korea based on the SNS perception. The results of the survey and the analysis of the results are highlighted in Section 4. Finally, Section 5 concludes the work.

2. Research Background

2.1. SNS Characteristics

SNS have become a significant source of tourist information for people worldwide. In this section, the characteristics of SNS information, including accuracy, interactivity, and reliability are discussed. These characteristics play a crucial role in shaping the way people perceive and use the information available on these platforms.

2.1.1. Accuracy

Accuracy refers to the degree to which the information presented on the SNS platforms is true, reliable, and free from mistakes. It regulates the integrity and reliability of the platforms by providing reliable information to the users. According to Shelby (1998), end-users consider word-of-mouth (WOM) information to be accurate. They evaluate it and choose information based on its clarity and promptness. Online information sources should be error-free and verifiable offline, while SNS information accuracy is measured by the degree to which consumers perceive it to be accurate (Setiawan et al., 2018).

Filieri and Mcleay (2014) found a positive correlation between information accuracy and buyers' accuracy, leading to an increase in acceptance of the information. Additionally, accuracy is a critical criterion for evaluating information reliability and inertia (Metzger, 2007). Accuracy is a significant factor in SNS information reliability, and it has the most impact on the reliability of smartphone tourism information. The accuracy of SNS tourism information has also been shown to affect behavioral intentions and tourist satisfaction and trust. (Yoon et al., 2013; Lim, & Shim, 2019). Accuracy has been identified as a positive characteristic of WOM information, with a considerable effect on reliability, as verified in a study targeting Chinese people on SNS sites

(Korean tourism).

Hayashi (2018) found accuracy to be a critical information characteristic of hotel SNS and apps and a determinant of revisit intention, while Lim and Shim(2019) found accuracy to have a significant impact on SNS tourism information. A study of university students who had visited tourist destinations revealed that SNS tourism information accuracy characteristics' deviation affected tourism motivation selection. Therefore, accuracy is an essential factor to consider when evaluating SNS tourism information in this study.

2.1.2. Interactivity

Interactivity in SNS involves collecting and integrating individual responses and characteristics into the communication process. Deighton and Sorrell (1996) interactivity involves exchanging information that responds to users' personalities by utilizing data gathered from other users. As online companies strive to establish a friendly relationship with consumers, the attractiveness of SNS increases as the level of interaction rises, as noted by (Ghose & Dou, 1998). Dynamic interaction between users on the Internet increases empathy, according to (Muniz & O'Guinn, 2001). However, interactivity within online environments is becoming one aspect of the branding of parties. Members of Parliament who use SNS or weblogs have a developed i-branding strategy that enables them to present a strongly interactive brand personality to visitors to their online presence, as found by (Lilleker, 2015).

Interactivity is also a critical factor in the tourism industry. It is a series of message exchange activities that occur through communication (Rafaeli & Sudweeks, 1997). Tourists can exchange information through SNS, which is defined as an action that promotes exchange and communication with other tourists, and two-way communication, as per Zhang and Ceon (2014) and Muniz and O'Guinn (2001) characterized community as a sense of moral duty, ritual, and fellowship. Members interact with each other based on reliability. Interactivity is an essential factor in forming consumer attitudes and trusts online.

Consumers hope for active interaction in the community to give more credibility from the information sender's point of view (Pyo, 2011). The study showed that the interaction factor among online tourism information attributes is trust. The interaction attributes have the highest impact on emotional and cognitive imagery(Park, 2015). SNS and mobile apps can increase customer satisfaction and trust, as found by study on inquiry, the higher the interactivity of SNS and app information, the higher the customer satisfaction and revisit inquiry.

2.1.3. Reliability

The reliability of SNS tourism information can be defined as the belief in the information acquired by a user through SNS. Reliability is the degree of acceptance and persuasion of the information through communication generated in the information exchange process Zhang and Ceon (2014). Trust in tourism information is important for individuals accessing information acquisition or website transactions to avoid being used by someone or to have confidence online about vulnerable risks Corritore et al. (2003). Reliability is the degree to which community members believe in the behavior or ability to share information with other members Doosti et al. (2019). Users' reliability in SNS is mainly based on their trust in platform information quality management Trust between users and users' trust in the platform are considered important factors that affect SNS users' behavioral intentions and travel review information sharing. Therefore, in this study, the trust between users and users' trust in the platform is considered an important factor in determining the reliability of SNS tourism information.

SNS has become an effective medium for communication amongst several individuals or groups of consumers, and the information available on SNS is often professionally unverified. The reliability of SNS is particularly important in the online space where subjective communication occurs and is a key factor in determining the purchase intention of consumers (Smith, 2002). The reliability of this information is particularly important to consumers who are uncertain about their purchases. Zhou and Liu (2010) found that both information quality and system quality significantly affect users' trust and flow experiences, which further determine their loyalty. The flow experience is the strongest determinant of users' loyalty.

The characteristics of online communication make it difficult to distinguish information received from SNS as it is not in a face-to-face format. Previous studies have shown that the quality of the information received by SNS users affects the reliability of information when making decisions. In other words, users do not agree with all the information obtained from SNS, but judge the authenticity of the information and use the necessary parts (Jeon & Kim, 2018).

2.2. User Perception

User perception refers to the user's feeling or thought after using SNS such as ease of use, usefulness, playfulness and so on. In this study, we will focus on usefulness and interestingness.

2.2.1. Usefulness

The concept of usefulness is defined as any external

phenomenon that is necessary to address human motives or desires that cannot be measured Marshall (1920). Information usefulness, on the other hand, is described as information that contributes to the quality of decision-making, the speed, and the process of business processing of information users (Davis, 1989). The value of information in terms of its usefulness has been examined by various scholars. For instance, Hong et al. (2006) explains it as an indicator of information value based on time, space, ownership, and format conditions. They consider usefulness as the degree to which it has a positive effect when selecting online information or media.

Moreover, studies have revealed that the usefulness of tourism information is relative to the user's judgment among numerous tourist information available online.

For instance, Yoon et al. (2013) conducted research on the effect of smartphone-based tourism information characteristics on reliability and behavioral intention and found that usefulness affects behavioral intention and information reliability. Similarly, previous studies related to Zhang and Ceon (2014) online information characteristics also proved that usefulness has a significant effect on visit intention (Jeon & Kim, 2018). This study aims to focus on the usefulness of WeChat tourism information as an important factor in aiding users to make tourism decisions. The usefulness of WeChat tourism information is defined as the degree to which it can help users make informed tourism decisions.

2.2.2. Interestingness

According to research, SNS not only fulfill users' basic information needs but also offer channels for user interaction and communication. For instance, SNS provides a way for users to discuss newly uploaded travel information posts or to alleviate boredom during leisure time (McQuail et al., 2005) notes that interest is an intrinsic motive that encourages user participation in online community content. The online travel community is particularly fascinating because it gathers strangers who have not previously interacted through the Internet and provides them with an opportunity to explore a fantasy world (Lim, 2016). In this community, users post travel reviews, leading to various events and interactions that are engaging.

Tsai and Men (2014) investigated the motives of Chinese and American SNS users, categorizing them into entertainment, interest, maintenance of human relationships, information search, social influence, and reward. Among these, maintaining human relationships was identified as a common motivation for active SNS use. In contrast, Yeo et al. (2004) classified the motives of users for using travel review information into five categories: travel experiential reference, interest, individual

satisfaction, interactive desire, and interest and empathy.

Combining the characteristics of SNS with the above research, it is evident that participating in the interaction of social network services and reading travel review-related information can generate interest in travel review information. Overall, SNS is not only a source of information but also a platform for social interaction and entertainment, making it an essential part of many users' lives.

2.3. Involvement

Chen et al. (2018) Customer behavior varies depending on the level of involvement, which is defined as the degree of interest, motivation, and personal significance that individual associates with a product or service. Involvement is an emotional state that influences visitor behavior. The concept of involvement is rooted in social psychology and is based on the Social Judgment Theory. Sherif and Cantril (1947) research on 'The Psychology of Ego Involvement' was the first study on involvement. Sherif (1947) defined self-involvement as the degree of relevance between an issue or object and an individual's ego domain. Sherif and Serif (1967) defined it as an individual's point of view on a problem or object facing an individual. The Social Judgment Theory focuses on the relevance of issues to individuals.

Several researchers have studied and expanded the concept of involvement. The early concept of involvement in social judgment theory assumes involvement from a specific point of view. Persuasive communication is concerned with a particular position on the listener's issue (Rhine & Severance, 1970).

Freedman (1964) defined involvement as a universal level of interest in attitude objects, emphasizing the reality of involvement not based on a specific point of view.

Ostrom and Brock (1968) defined the concept of involvement as the degree to which an object or idea is centrally connected to an individual's value system. This definition shows the relationship between involvement and individual value structure. According to their research, involvement is measured by how much an object is related to an individual's values, the importance of the associated value, and whether it is associated with multiple values. The more an object is associated with an individual's central value, the greater the degree of involvement. Zaichkowsky (1984) research suggests that situational factors play a crucial role in influencing consumer behavior during product purchase. The study highlights that perceived risk can be heightened when the purchase situation is perceived as important. The involvement of consumers with the product in such a situation becomes

critical in determining their purchase behavior. The research suggests that marketers should focus on reducing the perceived risk associated with the purchase situation to increase consumer involvement and positively impact their buying decisions.

Various scholars have classified customer involvement into different categories based on different criteria. Robertson (1976) classified involvement into high and low involvement based on the level of customer involvement in the product. Traylor (1981) further classified customers based on their brand commitment level, resulting in four categories. Engel et al. (1986) emphasized the impact of customer involvement on the purchasing decision-making process and suggested that marketing strategies should be customized based on the degree of involvement. Assael (1995) classified customer behavior based on the degree of involvement and cognitive dimension between brands. The method of classifying involvement into high and low involvement and defined involvement as a continuous variable.

Mitchell (1979) proposed a classification of involvement based on customer needs and divided it into pragmatic involvement and value expression involvement. Laurent and Kapferer (1985) classified involvement into four categories based on the perceived importance of the product, perceived risk, symbolic value, and hedonic value. Assael (1984) unified cognitive and emotional involvement and studied the degree of involvement by dividing it into three categories.

Meanwhile, it is argued that the degree of involvement differs depending on the product, customer, and situation. For this reason, phenomena that appear differently for each individual and situation for the same product should be defined as Enduring Involvement and Situational Involvement. Houston and Rothschild (1978) defined sustained involvement as the strength of the relationship between an individual and a situation in which a behavior occurs, and situational involvement as an individual's interest in his or her behavior under a specific situation. The effect of involvement on attitudes towards product brands and divided involvement into cognitive involvement and emotional involvement.

In general, involvement is classified into high and low involvement. A high-involvement product is one that customers perceive as important and has a high risk of being perceived wrongly. On the other hand, low-involvement products have low awareness of the importance of purchasing the product or a low level of self-concept. Customers make simple purchase decisions, and the perceived risk is low when the purchase decision is wrong due to low recognition of information and low personal interest. The research suggests that situational factors, such as the purchase and consumption context, can

have an impact on consumer involvement with a product.

2.4. Intention to visit

In the field of tourism, the most comprehensive term is behavioral intention, which is named the intention to visit or revisit. Behavioral intention is a subjective concept that encompasses an individual's perception of opinions, attitudes, perceived behavior, and controls Ajzen (1991). Fishbein and Ajzen (1975) behavioral intention is considered the core of action theory and is the direct and only antecedent of a particular action and decision. Moreover, the intention is a mutual concept between subjective actions and attitudes toward norms that has a positive functional relationship between beliefs and directly influences behavior (Woodside & Lysons, 1989).

In the field of tourism, visit intention is defined as a tourist's perceived possibility of visiting a specific destination within a specific period of time degree to which there is a possibility or opportunity to visit a particular place. Kim and Jun (2016) defined visit intention as a concept of consumer behavioral intention and a static psychological state that is not expressed as a result of behavior. Visit intention is the propensity of a potential visitor to act favorably toward a particular destination through evaluation and belief about that destination and is a psychological behavioral decision that can be seen as a preceding step in the realization of visiting behavior Kotler et al. (1999).

Many researchers have demonstrated a significant relationship between visit intention and actual visit behavior using various variables in the field of tourism. The image of a favorable impression promotes the decision to visit tourists destination, and the image triggers the intention to visit (Ha & Kim, 2005). The experience of exposure to UCC in Korea measured the image of the tourist destination and the intention to visit in the future. The relationship between tourism motivation, tourism satisfaction, and revisit intention was confirmed, with light satisfaction affecting revisit intention with a very high explanatory amount. Enhancing attractiveness is essential to accurately grasp the inner motives of tourists (Hyun, 2014).

In addition, the usefulness of online travel communities has a positive effect on revisit intention indirectly through tourism satisfaction. High satisfaction levels of visitors increase the possibility of revisiting the tourist destination in the future, and recommending tourist destinations to people or making them choose the same travel products repeatedly proved to be effective. Furthermore, Myanmar's national image is related to tourism attitude and visit intention, and cultural factors of national image values

such as being rich in history and tradition, rich in cultural charm, and traditional culture positively affect tourist attitudes and visits to Myanmar (Lee et al., 2014). Lastly, the influence of the Korean wave on the image of national tourist destinations and the decision to visit tourism, the favorability for the rock program has a significant effect on the intention to visit Korea (Kim et al., 2021).

3. Research Design

3.1. Research Model

The main objective of this study is to explore and analyze the correlation between SNS information, users' perception, and the intent of visits. Furthermore, this research aims to investigate the impact of involvement as a moderator between SNS information, users' perception and visits to intention. To achieve these objectives, the study draws upon the findings of previous research, which identifies tourism SNS information as the independent variable and involvement as the moderating variable of tourist visit intention. The study intends to verify the moderating effect of involvement on two different relationships; the first is the accuracy, reliability, and interactivity of information, and the second is between the perception of SNS and intent to visit. A detailed research model is presented in Figure 1, which illustrates the relationships and moderating effects between the variables under investigation. The study's findings have the potential to contribute significantly to the tourism industry's understanding of the factors that drive tourist satisfaction using SNS perception and the impact of involvement as a moderator in the relationship between SNS information and intention to visit Korea.

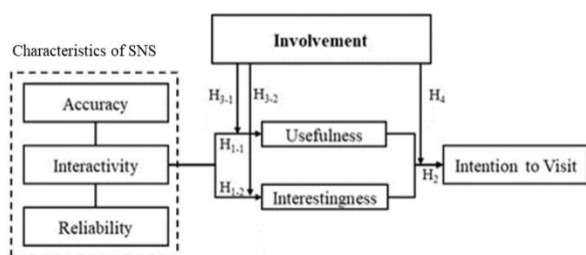


Figure 1: Research model

3.2. Hypothesis

In the digital era, SNS have emerged as powerful information-sharing tools related to tourism. As the

popularity of SNS continues to grow, so does the potential for these platforms to influence tourists' perceptions and intentions to visit South Korea. In this study, we aim to explore the relationships between SNS characteristics, user perception (usefulness, interestingness) and intention to visit. Specifically, we will test four hypotheses: predicts a positive relationship between characteristics of SNS involvement the relationship between user perception (usefulness, interestingness) and intention to visit, the moderating effect of involvement between characteristics of SNS and user perception, and moderating effect of involvement between user perception (usefulness, interestingness) and intention to visit. By testing these hypotheses, we hope to gain a deeper understanding of the role that SNS plays in shaping tourists' perceptions and intentions, as well as the factors that influence these relationships.

H₁₋₁: The characteristics of SNS will have a significant effect on the usefulness

The H₁₋₁ hypothesis proposes that characteristics of SNS such as their accuracy, reliability, and interactivity will have a significant impact on the usefulness variable of involvement in engaging users and fostering their involvement. Accuracy refers to the extent to which the information provided on SNS is correct and trustworthy. Reliability refers to the consistency and stability of the platform, including its availability and functionality. Interactivity refers to the degree to which users can engage and communicate with others on the platform. Many previous studies have revealed that SNS characteristics have a positive effect on usefulness Lee (2020).

The hypothesis suggests that if these characteristics are present and perceived positively by users, it will increase the perceived usefulness of SNS in engaging users and enhancing their involvement on the platform. For instance, if the information provided on SNS is accurate and reliable, users are more likely to trust the platform and engage with it more frequently, which can increase their involvement. Therefore, SNS platforms should prioritize improving these features to enhance their perceived usefulness and attract more users.

H₁₋₂: The characteristics of SNS will have a significant effect on interestingness

The H₁₋₂ hypothesis suggests that the accuracy, reliability, and interactivity of SNS will significantly affect the interestingness variable of involvement in attracting tourists and engaging them in tourism-related activities. Accuracy and reliability refer to the

trustworthiness of information provided on the platform, while interactivity refers to the degree to which users can communicate and engage with others on the platform. The hypothesis proposes that if SNS platforms have high levels of accuracy, reliability, and interactivity, it will increase the interest of the tourists, thereby increasing. Many previous studies have revealed that SNS characteristics have a positive effect on interestingness (Mainolfi et al., 2020).

For instance, if tourists perceive the information provided on the platform to be accurate and reliable, they are more likely to trust and use the platform to plan their trip. Similarly, if the platform is interactive, allowing tourists to connect and communicate with other users, it will enhance the interestingness of involvement, making it more engaging and attractive to tourists. Therefore, SNS platforms should prioritize improving their accuracy, reliability, and interactivity to enhance the interest of tourists. This can help attract more tourists to use the platform and engage in tourism activities, thereby increasing their involvement in tourism-related activities.

H₂: The User perception (usefulness, interestingness) will have a significant relationship with the intention to visit

The H₂ hypothesis proposes that there is a significant relationship between user perception, usefulness, and interestingness and their intention to visit a destination or attraction. Perceived usefulness refers to the extent to which users perceive SNS as helpful and beneficial for their tourism-related activities. Perceived interestingness, on the other hand, refers to how engaging and attractive users perceive SNS to be in terms of tourism-related activities (Choi, 2005; Woodside & Lysons, 1989).

The hypothesis suggests that if users perceive SNS to be useful and interesting for tourism-related activities, it will increase their intention to visit a destination or attraction. For example, if users perceive that the information provided on SNS is accurate, reliable, and useful in planning their trip, they are more likely to use the platform and, therefore, increase their intention to visit. Similarly, if users find SNS to be interesting and engaging in terms of tourism-related activities, they are more likely to spend more time on the platform, interacting with other users and content, which can increase their intention to visit. Therefore, tourism industry stakeholders should focus on improving the accuracy, reliability, and interactivity of SNS to enhance user perception and increase their intention to visit

H₃₋₁: The involvement will have a moderating effect on the reliability (SNS characteristic) and usefulness

The H₃₋₁ hypothesis proposes that the involvement of users on SNS will have a moderating effect on the relationship between user perception of reliability and usefulness and their intention to visit a destination. Moderating variables that affect the relationship between two other variables. In this case, the hypothesis suggests that the involvement of users on SNS will affect the relationship between user perception of reliability and usefulness and their intention to visit a destination (Tsai & Men, 2014).

The hypothesis proposes that involvement will only have a moderating effect on the relationship between user perception and their intention to visit. It means that when users are more involved in the platform, their perception of reliability and usefulness will have a stronger effect on their intention to visit. For example, if a user is highly involved in a travel-related SNS platform and perceives it to be reliable and useful in planning their trip, they are more likely to have a stronger intention to visit the destination. Therefore, tourism industry stakeholders should focus on increasing user involvement in travel-related SNS platforms to enhance the impact of reliability and usefulness on users' intention to visit.

H₃₋₂: The involvement will have a moderating effect between SNS characteristics (interactivity, reliability) and interestingness.

The H₃₋₂ hypothesis proposes that the involvement of users on SNS will have a moderating effect on the relationship between SNS characteristics (interactivity, reliability) and interestingness. It means that when users are more involved in the platform, the effect of interactivity and reliability on interestingness will be stronger.

For example, if a user is highly involved in a travel-related SNS platform, the interactivity and reliability of the platform will have a more substantial impact on the user's perception of interestingness. The more interactive and reliable the platform is, the more engaging and interesting it will be for the user (Fan, 2019).

Therefore, this study presents the above hypothesis that involvement has a moderating effect in the relationship between SNS characteristics and interestingness.

H₄: There is no significant moderating effect of involvement between user perception (usefulness, interestingness) and intention to visit

The H₄ hypothesis suggested that the involvement of users on SNS does not have a significant moderating effect on the relationship between user perception of usefulness and interestingness and their intention to visit a destination

or attraction. If this hypothesis is true, it means that the level of user involvement in a travel-related SNS platform does not play a significant role in enhancing or diminishing the effect of user perception of usefulness and interestingness on their intention to visit a destination or attraction.

In this case, it could mean that the more involved users are on the platform, the more significant the effect of user perception of usefulness and interestingness on their intention to visit. For example, if a user is highly involved in a travel-related SNS platform and perceives the platform to be useful and interesting, they are more likely to have a stronger intention to visit the destination or attraction. Therefore, if the hypothesis is not statistically acceptable, it suggests that the involvement of users on SNS plays an essential role in enhancing the impact of user perception of usefulness and interestingness on their intention to visit a destination. Tourism industry stakeholders can focus on increasing user involvement in travel-related SNS platforms to enhance the effect of user perception of usefulness and interestingness on users' intention to visit.

3.3. Scale of Variable

For this study, items of SNS characteristics are based on the research of Filieri and Mcleay (2014) and Jeon and Kim (2018) etc. Involvement items are based on Zaichkowsky (1984) and Huang (2017) while Davis (1989), McQuail et al. (2005), and Han (2021) are used for the item of usefulness and interestingness. The questionnaire items were modified and used according to the purpose of this study and used on a Likert 5-point scale.

Table1: Measurement items

Construct	Item	Source
Accuracy	Error-free, Clarity, promptness, etc.	Filieri and Mcleay (2014)
Interactivity	Individual response, exchanging information, utilizing inter-person data, etc	Deighton and Sorrell (1996), Rafaeli and Sudweeks(1997).
Reliability	Belief of information, degree of acceptance, degree of persuasion, risk-free, trust and loyalty, etc.	Jeon and Kim(2018)
Involvement	degree of relationship, degree of preference, the level of interest, motivation and personal importance ,the level of interest, etc.	Zaichkowsky (1984) Assael (1995) Li (2018)
Usefulness	contribution to quality, contribution to decision, making, effectiveness ,	Davis (1989) Jang (2013)

	etc.	
Interestingness	experiential reference, interactive desire, and interest and empathy, etc.	Mcquail (2005). Han (2021)
Intention to visit	possibility of visiting, opportunity to visit, favor of destination, etc.	Woodside and Lysonski(1989) Kim and Jun (2016)

3.4. Data Collection

The survey of this study was conducted for Pakistani visitors in Korea for a total of 150 days from September 2022 to January 2023. A total of 203 copies of the questionnaire were distributed through google forms, SNS, and Phone calls. A total of 192 visitor copies were used for the final analysis and the analysis results are provided in the next section.

Table 2 shows the demographic characteristics of 192 visitors who answered the questionnaire for this study.

Table 2: Demographic characteristics

Variable	item	Frequency	%
Gender	Male	164	88.2
		22	11.8
AGE	1~20	16	8.5
	20~30	46	24.5
	30~40	78	41.5
	40~50	40	21.3
	50~60	8	4.3
60~		0	0
Marital Status	Married	129	68.3
	Unmarried	60	31.7
Job	Student	31	16.5
	Worker	87	46.3
	Govt. Employee	20	10.6
	Engineer	6	3.2
	Businessman	40	21.3
	House Wife	4	2.1
#of Travel	~ 1	79	42.9
	2~3	64	34.8
	3~4	16	8.7
	4~5	12	6.5
	5~6	4	2.2
	7~	9	4.2
Trip Type	Alone	98	52.4
	Group	89	47.6
Travel Purpose	Tourist	87	45.3
	Business	71	39.0
	Education and others	24	12.5
SNS Time for Tourism Information	½ hours	78	42.6
	1 hour	57	31.1
	2 hours	23	12.6
	3 hours	14	7.2
	4 or more hours	11	6.0

4. Results

4.1. Data Validity and Reliability

To analyze the data collected from the questionnaire, this study utilized SPSS 24.0 and AMOS 24.0 for data coding. To verify the convergent and reliability of the data, an exploratory factor analysis and construct reliability, internal reliability using Cronbach’s a testing was conducted. Table 3 shows the results of validity and reliability test.

Table 3: Results of Validity and Reliability

Variable		Item	Cronbach’s α	AVE	Construct reliability
SNS characteristics	Accuracy	4	.840	.448	.762
	Interactivity	4	.805	.401	.719
	Reliability	4	.855	.489	.789
User’s perception and involvement	Involvement	9	.902	.409	.846
	Usefulness	4	.868	.468	.778
	Interestingness	4	.887	.510	.806
Intention to visit		6	.915	.645	.915

4.2. Correlation Analysis

To confirm the relationship and direction of variables, as well as their discriminant validity and possible causal analysis, a correlation analysis was arranged. The results of the investigation showed that the correlation coefficient of each variable have value from 0.472 to 0.757, indicating a positive (+) relation between the variables.

To further verify the segregate validity, the square value of the correlation coefficient was correlated with the mean-variance extraction index (AVE), and it was found that each variable had secured discriminant validity. Additional information could be added to explain the importance of discriminant validity in research and how it is established through correlation analysis.

Table 4: Results of Correlation Analysis

Pearson correlation coefficient							
	Accuracy	Interactivity	Reliability	Usefulness	Interestingness	Involvement	Intention to visit
Accuracy	1						
Interactivity	.639**	1					
Reliability	.611**	.564**	1				
Usefulness	.660**	.628**	.651**	1			

Interestingness	.586**	.593**	.757**	.586**			
Involvement	.619**	.472**	.602**	.638**	.536**	1	
Intention to visit	.592**	.598**	.729**	.674**	.823**	.623**	1

Note: (***)p<.001, (**p<.01, (*p<.05)

4.3. Hypothesis Verification Result

(Hypothesis 1) To test hypothesis 1-1 – the relationship between characteristics of SNS and usefulness - this study examines the causal relation between accuracy, interactivity, reliability, and usefulness. The study found that all three variables of SNS characteristics have a significant positive effect on usefulness. The R² value of .568 indicates that these variables account for 56.8% of the variation in the usefulness variable. The F value of 82.526 (sig.=0.000) suggests that the model is statistically significant.

Table 5: Regression results for Hypothesis 1-1

Model 1-1	Non std. coefficient		Std. coefficient	t	Sig.
	B	Std. err			
Const.	.574	.258		2.223	.027
accuracy	.273	.062	.298	4.389	.000
interactivity	.262	.067	.254	3.909	.000
reliability	.340	.066	.326	5.160	.000

Note: (dep. Variable: usefulness)

To test hypothesis 1-2, the relationship between characteristics of SNS and interestingness, this study examines the causal relation between accuracy, interactivity, reliability, and interestingness. The study found that all three variables of SNS characteristics have a significant positive effect on interestingness (R² = 61.8, F=101.490, sig.=.000)

Based on these findings, the researchers have accepted Hypothesis 1, which states that the SNS characteristics of accuracy, reliability, and interactivity have a significant effect on both the usefulness and interestingness variables.

(Hypothesis 2) This study examines the relation between user perception and intention to visit. The results of the study show that user perception and intention to visit are significantly related to each other. The R² value of .733

and the F value of 259.749 suggests that the model is statistically significant.

Table 6: Regression results for Hypothesis 2

Model 2	Non std. coefficient		Std. coefficient	t	Sig.
	B	Std. err	Beta		
Const.	.317	.192		1.651	.100
usefulness	.306	.048	.293	6.311	.000
interestingness	.611	.043	.651	14.048	.000

(dep. Variable: intention to visit)

Based on these findings, the researchers have accepted Hypothesis 2, which have significant relation between user perception (usefulness and interestingness) and intent to visit.

(Hypothesis 3) To test the moderating effect of involvement between characteristics of SNS, usefulness, and interestingness, two set of stepwise regression was conducted. Table 7 shows the results of stepwise regression for the moderating effect of involvement between SNS characteristics and usefulness.

Table 7: Stepwise Regression results for Hypothesis 3-1

Variable		Model1 (Moderating value : Product involvement)		
		Model 1-1	Model 1-2	Model 1-3
Constant		.574*	.254	-2.903
Independent variable	Accuracy (X ₁)	.273***	.182**	-.599
	Interactivity (X ₂)	.262***	.255***	/.567
	Reliability (X ₃)	.340***	.247***	1.393***
Moderating variable	Involvement (M)	-	.267***	1.042***
Interaction	X ₁ *M	-	-	.191
	X ₂ *M	-	-	-.077
	X ₃ *M	-	-	-.278*
R ²		.568	.604	.621
Adj R ²		.562	.595	.607
R ² change		.568	.035	.017
F change		82.526***	16.565	2.830

(dep. Variable : usefulness) (**p<.001, **p<.01, *p<.05)

The results show that among the three variables of SNS characteristics, involvement has a moderating effect only on the reliability and usefulness relationship. (B=-.278*,

t=-2.328). This finding suggests that the impact of reliability on the usefulness of a social networking site may vary by how involved users are with the site. Users who are highly involved with the site may place greater importance on the reliability of the information provided, while users who are less involved may not prioritize reliability as much.

The other stepwise regression was also conducted to test the moderating effect of involvement on the relationship between the SNS characteristics and interestingness.

Table 8: Stepwise Regression results for Hypothesis 3-2

Variable		Model1 (Moderating value : Product involvement)		
		Model 1-1	Model 1-2	Model 1-3
Constant		-.034	-.107	-1.839
Independent variable	Accuracy (X ₁)	.106	.085	-.326
	Interactivity (X ₂)	.228***	.226**	2.626***
	Reliability (X ₃)	.677***	.655***	-.986
Moderating variable	Involvement (M)	-	.061	.455
Interaction	X ₁ *M	-	-	.108
	X ₂ *M	-	-	-.577***
	X ₃ *M	-	-	.390***
R ²		.618	.620	.665
Adj R ²		.612	.612	.652
R ² change		.618	.001	.045
F change		101.490	.734	8.205

(dep. Variable : interestingness) (**p<.001, **p<.01, *p<.05)

As shown in Table 8, the outcomes of the study reveal that involvement has a moderating effect in the relationship between both interactivity (B=-.577***, t=-4.643) and reliability (B=.390***, t=3.114) and interestingness. The results show that the impact of interactivity and reliability on interestingness is contingent on the level of involvement that users have with the social networking platform.

Based on these findings, this study could partially accept Hypothesis 3, which states that involvement having a moderating influence on the relation between SNS characteristics (interactivity and reliability) and interestingness.

(Hypothesis 4) This study examined the moderate role of involvement on the relationship between user

perception (usefulness and interestingness) and intention to visit. The results, as in the Table 8, show that involvement does not have moderating significantly on the relation between user perception and intention to visit. In other words, the level of involvement does not significantly influence the relationship between how useful or interesting a user finds a social networking site and their intent to visit that site.

Table 9: Stepwise Regression results for Hypothesis 4

Variable		Model1 (Moderating value : Product involvement)		
		Model 1-1	Model 1-2	Model 1-3
Constant		.317	.091	-1.552
Independent variable	usefulness	.306***	.225***	.594
	interestingness	.611***	.574***	.582
Moderating variable	involvement	-	.172**	.584*
Interaction	usefulness_involvement	-	-	-.089
	interestingness-involvement	-	-	-.004
R ²		.733	.747	.751
Adj R ²		.730	.743	.744
R ² change		.733	.014	.004
F change		259.749	10.251	1.371

(dep. Variable : intention to visit) (**p<.001, **p<.01, *p<.05)

This study resulted lead to the conclusion that H4, which posits that there is no substantial moderating effect of involvement in the relationship between user perception and intention to visit, is supported.

4.4. Discussion

This study aimed to analyze the mediative effect of usefulness and interestingness as well as the moderating effect of involvement in the relation between quality factors of SNS and intention to visit overseas travel destinations. The results shown that the quality factors of SNS had a significantly effect on the intention to visit through usefulness and interestingness. These findings are consistent with most previous studies, indicating that improving the quality factors of SNS used by travelers can increase interest in travel destinations and encourage visits.

Moreover, this study also analyzed the moderating effect of involvement, which had been overlooked in previous studies on travelers’ behavior. The results revealed that involvement controls the relationship

between SNS reliability and usefulness, reliability and interestingness, and interaction and interestingness. This finding suggests that involvement is an essential factor that can affect the relationship between SNS characteristics and user perception. Therefore, eventual studies should consider the role of involvement when analyzing the effect of SNS characteristics on user behavior.

As a result, Figure 2 shows the relationship of usefulness and reliability by the level of involvement.

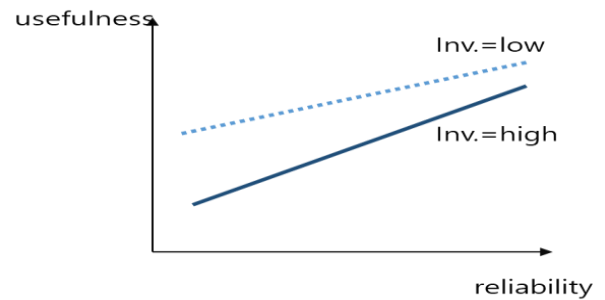


Figure 2: Analyzing the relationship of usefulness and reliability by the level of involvement

The figure shows that groups with higher involvement in traveling perceive significantly lower the usefulness of travel information compared to groups with lower involvement if the data reliability of SNS is low. As the reliability of SNS increases, the perception of usefulness tends to be similar to the group with low involvement. This means that people with low involvement judge the usefulness of travel without deep consideration or analysis, but those with high involvement carefully review the validity or reliability of SNS information and recognize the usefulness only when they are highly reliable.

In addition, Figure 3 shows the relationship between interactivity, reliability and interestingness between the higher vs lower involvement groups.

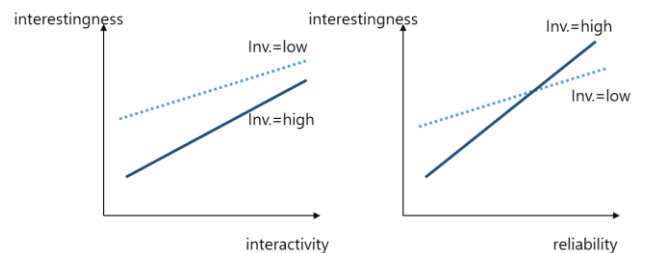


Figure 3: Moderating effect in the relationship between SNS characteristics or interestingness by the level of involvement

In this case, just as in the previous case, the group with high involvement has lower interestingness when the interactivity or reliability is low. In addition, it was confirmed that as interactivity and reliability increased, interestingness increased more steeply than the group with low involvement. The results of this study suggest that more detailed and personalized efforts are needed to increase interactivity or reliability for groups with high travel involvement.

However, involvement didn't show any moderating role on the relationship between usefulness, interest, and visit intention. This means that if the usefulness and interest of travelers increase as a result of their use of SNS, they are more likely to visit regardless of their involvement. Therefore, it is essential for travel industry practitioners to directly improve the quality of SNS to increase tourists' visits.

5. Conclusion

This study investigated the relation between SNS information characteristics and Pakistani tourist intention to visiting Korea, with a particular focus on the moderating effect of involvement variables in the relationship. The analysis results and implications are as follows.

This study found that the characteristics of SNS have a positive effect on objective to visit via users' perception like usefulness and interestingness. The involvement has a moderating effect between SNS characteristics and users' perception. In the group with high involvement, the degree of influence of the quality factor of SNS on user perception was greater than in the group with low involvement. It shows that practitioners or researchers should establish and operate SNS strategies in consideration of user involvement level.

This study provided useful implication to understand tourists' behavior in the context of travel and SNS from an academic perspective. In particular, the fact that the research was conducted by adding individual involvement in SNS characteristics is believed to have played a role in expanding previous research model. In addition, in the field of practice, it was shown that tourism industry practitioners should strive to increase the accuracy, interaction, and reliability of SNS to attract tourists, and provide personalized services by analyzing tourists' involvement.

Despite the achievements and contributions of the above research, this study has some limitations. First of all, this study focused on Pakistani tourists visiting South Korea, making it challenging to generalize the findings to other populations or destinations. Second, in this study, user involvement variables were borrowed from previous studies, but no research was conducted on which factors affect user involvement. Systematic analysis of the impact on user involvement, such as age, gender, income, religion, and purpose of visit, will be much more helpful in applying customized strategies according to individual involvement in the future. In addition, it is necessary to consider other factors such as the image of tourist destinations, travel purpose, travel motivation, personality, and decision-making heuristics, and so on (Alhemimah, 2023, French et al., 2017, Tapanainen, 2021).

These in-depth and expanded research will be left to the follow-up researchers.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Alhemimah, A. (2023). How COVID-19 impacts travel-health information seeking and tourists' travel intentions: A protection motivation theory-based model. *Journal of Destination Marketing & Management*, 27, 1-11
- Assael, H. (1984). *Consumer behavior and marketing action* (2nd ed.). Kent Publishing Company.
- Assael, H. (1995). *Consumer behavior and marketing action* (5th ed.). South-Western College Publishing.
- Chen, Y. C., Shang, R. A., & Li, M. J. (2018). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 78, 787-799.
- Choi, H. K. (2005). An Effect of Evolution on the Satisfaction and Behavioral Intention in Tourism Education. *Journal of Consumption Culture*, 8(1), 135-152.
- Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58(6), 737-758.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Deighton, J., & Sorrell, M. (1996). The future of interactive marketing. *Harvard Business Review*, 74(6), 151-160.
- Doosti, S., Jalilvand, M. R., Asadi, A., Khazaei Pool, J., & Mehrani Adl, P. (2019). Analyzing the influence of electronic word of mouth on visit intention: The mediating role of tourists' attitude and city image. *International Journal of Tourism Cities*, 5(2), 137-148.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer behavior* (3rd ed.). Dryden Press.
- Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of

- information from online reviews. *Journal of Travel Research*, 53(1), 44-57.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Addison-Wesley.
- Freedman, C. I. (1964). Involvement, discrepancy and change. *Journal of Abnormal and Social Psychology*, 69(3), 290-295.
- French, A, Luo, X. Bose, R. (2017). Toward a holistic understanding of continued use of social networking tourism: A mixed-methods approach, *Information & Management*, 54(6), 802-813,
- Ghose, S., & Dou, W. (1998). Interactive functions and their impacts on the appeal of Internet presence sites. *Journal of Advertising Research*, 38(2), 29-43.
- Ha, H. J., & Kim, K. J. (2005). The Effects of Experiential Elements on Revisit Intention in Traditional Culture - Focusing on the Mediating Effect of Satisfaction. *Tourism Research*, 40(1), 205-225.
- Hyun, K. H. (2014). Effects of Festival Experiential Factors on Festival Satisfaction and Behavioral Intention - With Focus on Muju Firefly Festival. *The Journal of the Korea Contents Association*, 14(9), 494-502.
- Hong, S. H., Choi, B. G., & Lee, S. E. (2006). A Content Analysis of Articles on Event and Festival Appeared in Korean Tourism Journals. *Journal of Tourism Sciences*, 30(6), 95-111.
- Houston, M. J., & Rothschild, M. L. (1978). Conceptual and methodological perspectives in involvement. In S. Ward & P. Wright (Eds.), *Advances in consumer research*, 5, 184-187.
- Jeon, H. J., & Kim, E. S. (2018). A Study on the Degree of Information Satisfaction and Visit Intention of Consumers According to the Characteristics on On-line Information Source for Restaurants. *International Journal of Tourism and Hospitality Research*, 32(8), 133-148.
- Kim, S., & Jun, J. (2016). The Impact of Event Advertising on Attitudes and Visit Intentions. *Journal of Hospitality and Tourism Management*, 29, 1-8. <http://doi.org/10.1016/j.jhtm.2016.04.002>.
- Kim, J.-H., Bai, L. Z., & Han, J.-S. (2021). The Impact of Social Media Influencers' Expertise and Attractiveness on Visit Intention - Mediating Role of Customer Attitude. *Korean Journal of Hospitality & Tourism*, 30(1), 103-115.
- Kotler, P., Bowen, J., & Makens, J. (1999). Marketing for Hospitality and Tourism (2nd ed.). Prentice Hall.
- Laurent, G., & Kapferer, J.-N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1), 41-53.
- Lee, C. S. (2020). A Study on Travel Factors Affecting Local Curiosity. *Management & Information System Review*, 39(4), 79-92.
- Lee, N. K., Byun, G. I., & Kim, K. J. (2014). A study on the effect of characteristics of SNS WOM information for restaurant businesses on the acceptance of WOM information and consumer attitude: Focusing on married women in Busan area. *Culin. Sci. Hosp. Res*, 10, 165-177.
- Lee, J. S., & Choe, Y. B. (2003). Destination Identity and Image of Macao. *Journal of China Tourism Research*.
- Lilleker, D. G. (2015). Interactivity and branding: Public political communication as a marketing tool. *Journal of Political Marketing*, 14(1-2), 111-128.
- Lim, H., & Shim, W. (2019). A Study on Tourism Motivation and Tour Site Selection of SNS Tourism Information Characters, *Journal of Tourism Management Research*, 23(2), 677-700.
- Lim, S. T. (2016). A Study of Influence of Social Network Service (SNS) of Sharing Economy Lodging on the Customer e-Trust and Visit Intention. *Korean Journal of Hospitality and Tourism*, 25, 45-63.
- Mainolfi, G., Lo Presti, L., & Marino, V. (2020). "YOU POST, I TRAVEL". The Influence of Travel Blogger Credibility, Motivation and Engagement on Followers' Travel Decisions. A Two-Country Survey. *Global Marketing Conference*, 565-578.
- McQuail, D., De Bens, E., & Golding, P. (2005). Communication theory and research. Sage Publications Ltd.
- Metzger, M. J. (2007). Making sense of credibility on the Web: Models for evaluating online information and recommendations for future research. *Journal of the American Society for Information Science and Technology*, 58(13), 2078-2091.
- Mitchell, A. A. (1979). Involvement: A potentially important mediator of consumer behavior. In W. L. Wilkie (Ed.), *Advances in consumer research*. 6, 191-196.
- Muniz, A. M., & O'guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432.
- Ostrom, T. M., & Brock, T. C. (1968). A cognitive model of attitudinal involvement. In *Theories of Cognitive Consistency: A Sourcebook* (pp. 293-319). Rand McNally.
- Park, E. S. (2015). How Mobile Tour Information Affect the Image and Satisfaction on that Spots. *Journal of Tourism and Leisure Research*, 27(9), 41-58.
- Rafaelli, S., & Sudweeks, F. (1997). Networked interactivity. *Journal of Computer-Mediated Communication*, 2(4), 24-30.
- Robertson, T. S. (1976). Low-commitment consumer behavior. *Journal of Advertising Research*, 16(2), 19-24.
- Rhine, R. J., & Severance, L. J. (1970). Ego involvement, discrepancy, source credibility, and attitude change. *Journal of Personality and Social Psychology*, 16(2), 175-190.
- Setiawan, P. Y., Purbadharmaja, I. B. P., Widanta, A. A. B. P., & Hayashi, T. (2018). How electronic word of mouth (e-WOM) triggers intention to visit through destination image, trust and satisfaction: The perception of a potential tourist in Japan and Indonesia. *Online Information Review*, 42(6), 861-878. <https://doi.org/10.1108/OIR-09-2017-0301>
- Sherif, M., & Cantril, H. (1947). The psychology of ego involvement. John Wiley & Sons.
- Sherif, M., & Serif, C. W. (1967). Attitude: Ego involvement and change. 113-114.
- Shelby, A. N. (1998). Communication quality revisited: Exploring the link with persuasive effects. *The Journal of Business Communication*, 35(3), 387-404. <https://doi.org/10.1177/002194369803500307>
- Tapanainen, T., Dao, T. K., Nguyen, T. T. (2021), Impacts of online word-of-mouth and personalities on intention to choose a destination, *Computers in Human Behavior*, 116, 1-14
- Traylor, M. B. (1981). Product involvement and brand commitment. *Journal of Advertising Research*, 21(6), 51-56. [https://doi.org/10.1016/S0148-2963\(03\)00063-4](https://doi.org/10.1016/S0148-2963(03)00063-4)
- Woodside, A. G., & Lysonski, S. (1989). A general model of traveler destination choice. *Journal of Travel Research*, 27(4),

8-14. <https://doi.org/10.1177/004728758902700402>

- Yeo, K. H., Choi, H. K., & Kim, H. D. (2004). The difference of trust and usefulness on the user satisfaction of website tourism information. *MICE Tourism Research*, 4(1), 69-86.
- Yoon, Y. S., Yoo, Y. K., & Jang, Y. L. (2013). A study on the influence of travel information characteristics of smartphone on travel information satisfaction credibility, and behavior intention. *Journal of Tourism Science*, 37(5), 11-28. <https://doi.org/10.17086/JTS.2013.37.5.11.28>
- Zaichkowsky, J. L. (1984). Conceptualizing and measuring the involvement construct in marketing, University of California.
- Zhang, X. Y., & Ceon, S. D. (2014). A study on the effect of SNS tourism information on spread, trust and tourism attraction preference. *Journal of Tourism Research*, 39(4), 25-45. <https://doi.org/10.12735/jtr.v39i4p025>
- Zhou, T., Li, H., & Liu, Y. (2010). The effect of flow experience on mobile SNS users' loyalty. *Industrial Management & Data Systems*, 110(6), 930-946. <https://doi.org/10.1108/02635571011061864>