CHAPTER II
REVIEW OF LITERATURE

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The objective of this chapter is to discuss the existing literature related to the major constructs associated with eWOM, such as eWOM quality, eWOM quantity, Searchers Intent, Source Credibility and level of Involvement among international tour travellers. This section will look at and critically analyze the range of literature, research, theories and models that have been drawn from many studies relating to tourism and consumer behavior.

2.1 Word of Mouth

Arndt (1967) examined the short-term sales effects of product-related conversations. He defined WOM as "oral, person-to-person communication about a brand, product, or service between a receiver and a communicator whom the receiver perceives as non-commercial". The result showed that exposure to positive comments helps a new product's acceptance, whereas negative comments hinder it. Word-of-mouth exposures were viewed as a factor intervening between purchase, the subsequent variable, and a group of selected antecedents in a conceptual framework developed. A new brand of frequently purchased food products was displayed in a commissary exclusively for residents of a 495-unit apartment building for married people only. After a 16-day testing period, the new product received 332 comments. Thus, it was hypothesised that exposure to positive word of mouth would aid acceptance of the new product, whereas exposure to negative word of mouth would hinder it. It was discovered that exposure to positive word of mouth increased the likelihood. The degree of socio-metric integration was related to the likelihood of making an early purchase as well as receiving favourable word of mouth.

Betsy Gelb (1995) examined whether word of mouth is more effective than mass media advertisements. The study found that in the adoption of low-risk innovations word of mouth is more effective than mass media advertisement. To prevent negative word of mouth the service provider should give a good service to the customer.

Hagel (1997) discussed virtual communities, including how they can help expand markets, increase visibility, and improve profitability, as well as the effects they have had

on business models and marketing strategies. He claims that word of mouth does not have to be focused on a specific brand, product, or service. It could be about the organisation. WOM does not have to be face-to-face, direct, oral, or ephemeral in this electronic age. There is some evidence that virtual WOM via electronic bulletin boards works similarly to face-to-face WOM.

Anderson (1998) created a utility-based model of the relationship between customer satisfaction and word of mouth to determine whether dissatisfied customers use more or less word of mouth than satisfied customers. A proposed U-shaped asymmetric model has been created. Data was gathered in the United States and Sweden from consumers of multiple goods and services. According to the study's findings, dissatisfied customers spread more word of mouth than satisfied customers. The common assumptions about the magnitude of this difference appear to be exaggerated.

Money et al. (1998) investigated national cultural influences and recommended behaviour in industries such as advertising, banking, and accounting. The authors discovered that word-of-mouth was seven times more effective than print advertising in encouraging consumers to switch brands. Since the 1960s, more than 70 marketing studies have been conducted on word of mouth, according to the author. The author gathered information through interviews with small and medium-sized business owners in the United States and Japan. The findings show that national culture has a strong influence on the number of reference sources used, with Japanese firms using more than comparable US firms.

Godes and Mayzlin (2004) use word of mouth to address the challenges that managers face. They chose new television shows from 1999 to 2000. They discovered that online communication may provide a simple and cost-effective way to measure word of mouth. This demonstrated that a measure of conversation dispersion across communities has explanatory power in a dynamic model of TV ratings. It was emphasised that the WOM measurement strategy should be implemented early in a product's life cycle.

Murphy (2004) examined the concept of social situation analysis was conducted to investigate the nature of interactions among backpackers in order to better understand their informal networks of information dissemination. They have found that gathering information on destinations is a motivation for them to interact with one another.

Although word-of- mouth promotion is the component of the marketing mix over which tourism operators have the least control, this study has identified ways in which they can increase the likelihood of their business being perceived as providing a positive experience and thus is recommended to others. According to the findings, all tourism businesses that cater to backpackers must have friendly, helpful staffs that provide good service if they want to encourage positive word-of- mouth. The author emphasises that it is also critical, and perhaps encouraging, for these businesses to recognise word of mouth as a common and important source of promotion, as well as a piece of information used in decision- making.

Kau and Lim (2005) discovered that various Chinese tourist segments visiting Singapore had significantly different word-of- mouth (WOM) recommendations for the destination. This was discovered through a structured questionnaire survey of over 240 Chinese visitors to Singapore in February 2003. The analysis of survey data confirmed that they could be classified into four major groups. Each segment was discovered to have distinct profiles in terms of demographic background, trip-related characteristics, and personal values. The segments' levels of satisfaction with various attributes offered by Singapore as a tourist destination were also assessed. Their overall satisfaction, the likelihood of returning, and the likelihood of making positive word-of-mouth recommendations to others were all tested.

Cheng et al. (2006) tested the antecedents of negative word-of- mouth (WOM) communication intention using the theory of planned behaviour as a theoretical foundation. The hypothesised model proposed that negative WOM communication was associated with attitude, subjective norms, and perceived behavioural control. Using AMOS, data was examined and hypotheses were examined using structural equation modelling (SEM). They discovered that attitude, subjective norm, and perceived behavioural control were positively related to consumers' negative WOM communication intention using maximum likelihood estimation. It was also discovered that the theory of planned behaviour can be used to measure consumers' negative WOM communication.

Sweeney et al. (2006) investigated the factors that increase the likelihood that recipients of positive word of mouth will be influenced by the information generated. The findings from six focus group discussions and 103 critical incident forms were examined in the study. This study acknowledges the importance of word of mouth in marketing,

particularly professional services marketing. It was found that the potential for Word of Mouth to influence perceptions or actions is dependent on the nature of the sender-receiver relationship, the richness and strength of the message and its delivery, and a variety of personal and situational factors. It is suggested that the majority of Word of Mouth research focuses on the sender. In contrast, this paper sheds light on the impact of Word of Mouth on the receiver, which is often referred to as a "black box" in marketing literature.

Murphy et al.,(2007) , investigated the differing influences of friends and relatives versus other travellers on the travel choices and behaviours of 412 visitors to Australia's North Queensland Region. There were significant differences in demographic characteristics, other information sources used, accommodation and transportation used, and travel activities in the destination among the four groups (friends/relatives and other travellers, only from friends/family, only from other travellers, neither from friends/relatives). The study highlights that the importance of word-of- mouth (WOM) information sources in the travel decision- making process is consistently demonstrated by travel research. Friends and relatives have been identified as organic image formation agents in this study, and it has been emphasised that WOM information is one of the most relied-upon sources of information on consumer behaviour in tourism.

Villanueva et al., (2007) argued that marketing is a fast but expensive acquisition method, whereas word-of- mouth is slow but cheap. The customer lifetime value (CLV) for customers acquired through word of mouth versus traditional channels was compared. The data analyzed from a web hosting company showed that customers acquired through marketing add more short-term value to the firm, but customers acquired through word-of- mouth added nearly twice as much long-term value. However, since the firm's marketing activities were not observed, the response of customer acquisition to WOM and traditional marketing activity could not be directly estimated.

Simpson and Siguaw (2008) investigated the effects of satisfaction and identity salience on word-of- mouth promotion, as well as differences in these variables across five destination market segments, including the type of tourists and residents. According to the data, satisfaction and identity salience are significant predictors of word-of-mouth promotions, and levels of satisfaction and identity salience vary significantly depending on tourist and resident type.

Trusov (2009) examined the effect of word-of- mouth (WOM) marketing on member growth at an Internet social networking site and compared it with traditional marketing vehicles. Because social networking sites record the electronic invitations sent out by existing members, outbound WOM may be precisely tracked. WOM, along with traditional marketing, can then be linked to the number of new members subsequently joining the site. The findings from the study show that word-of-mouth (WOM) referrals have a very strong impact on new customer acquisitions. WOM has larger and longer effects than traditional marketing activity.

Stern (2013) presented a revised communication model that describes advertising as akin to crafted text. The model adds advertisers, promotional text, and consumers as multidimensional participants in a complex interactive process to the traditional communication triad. The paper begins by explaining why commercial messages should be treated as written "text" and reclassified as more complex than word-of-mouth conversations. It then summarises the steps taken to transform the original oral communication model from speech to literature to advertising. The expanded triad is then discussed, taking into account multiple aspects of the source, message, and consumer recipients. According to Stern (1994), WOM is derived from the distinctiveness of advertising. "In its lack of boundaries, WOM differs from [advertising...]. Consumers are not expected to create, revise, or record pre-written product and service conversations. They also don't usually discuss consumption through poetry or song. Because it occurs spontaneously and then vanishes, WOM communication vanishes as soon as it is spoken."

Berger (2014) argues that word of mouth is goal-driven and serves five key elements namely, impression management, emotion regulation, information acquisition, social bonding, and persuasion. He contends that these motivations are primarily self-serving (rather than other-serving) and influence what people say even when they are not aware of it. These drivers forecast the types of news and information that people are most likely to discuss. The study examines how contextual factors (such as the audience and communication channel) and psychological factors shape word of mouth.

Papadimitriou et al., (2015) investigated the differences in the cognitive, affective, and overall image of a city destination and future behaviour among three distinct groups, namely residents, past tourists, and prospective tourists. The results of the

data analysis generally confirmed previously established structural relationships between cognitive and affective image, overall destination image, and word-of- mouth intentions. However, differences in destination image perceptions and behavioural intentions to engage in word-of-mouth communications were found among the three groups. Residents who used word-of- mouth were primarily influenced by the cognitive and affective components of the destination image, whereas tourists relied on overall image perceptions. The study's theoretical perspective demonstrates that prior experience with a destination influences how people arrive at a WOM communication. The presence of prior experience allows for more attribute-based processing based on cognitive and affective images, whereas for people who have never visited the destination, all pieces of destination image information can influence the WOM communication independently or converge to form a holistic image and generate positive WOM communications.

Word of mouth (WOM), according to Pourfakhimi et al. (2020) is important in disseminating interpersonal, non-market-oriented information about products and services. WOM's advertisement and interpersonal nature may explain why it is more trusted by consumers than other sources of information. As a result, WOM is regarded as a particularly powerful determinant of consumer perceptions and behaviour. The flexibility, vividness, accessibility, reach, ease of use, speed of dissemination, objectivity, pervasiveness, persuasiveness, and diagnosticity of WOM are also attributed to its exceptional power in influencing consumer judgements.

2.1.1 Electronic Word of Mouth

Walsh (2003) suggested that consumers read online reviews and articulations to save time and make better buying decisions. Consumers' motivations for retrieving online articles have a strong influence on their behavio ur. Online interpersonal eWOM has the potential to be a low-cost method of marketing hospitality and tourism. This paper has described several motivations to explain why customers retrieve other customers' online articulations from web-based consumer-opinion platforms.

Thurau et al., (2004) found that consumers' desire for social interaction, desire for economic incentives, concern for other consumers, and the potential to boost their own self-worth were discovered to be the primary factors driving eWOM behavio ur. The goal of this research is to understand the motivations that drive a consumer's decision to

participate in eWOM communication on web-based consumer opinion platforms. This study delves into various motives for eWOM communication and their impact on eWOM behaviour, as well as developing a motive-based segmentation of individuals who compose eWOM messages.

Chevalier and Mayzlin (2006) examined the effect of consumer reviews on relative sales of books on Amazon.com and BarnesandNoble.com. They have characterised the patterns of reviewer behaviour and investigated the effects of consumer reviews on firm sales patterns as a result of this research. The study discovered that reviews on both sites are overwhelmingly positive; that an increase in a book's reviews leads to an increase in relative sales on that site; and that the impact of 1-star reviews is greater than the impact of 5-star reviews. The study suggests that new forms of customer communication on the Internet have an important impact on customer behavior. In marketing, it has long been assumed that word of mouth drives sales. In fact, this study adds to the growing body of research on the relationship between custo mer word of mouth and sales, which has been demonstrated in a number of studies. The study suggests that differences in a book's relative market share across two sites are related to differences in the number of reviews for the book and differences in the average star rating of the reviews. Customer referrals influence consumer purchasing behavior at two Internet retail sites.

Litvin et al., (2006) describe eWOM as a potentially cost-effective means for marketing hospitality and tourism. The author says that the influence is more important for the hospitality and tourism industries, whose products are intangible and difficult to evaluate prior to consumption. The paper discusses some of the emerging technological and ethical issues that marketers are confronted with as they seek to harness emerging eWOM technologies and discusses a number of available options for strategies for leveraging media power for hospitality and tourism providers to boost their marketing efforts.

Buhalis (2008) found that information communication technologies have been playing a major role since the 1980s, transforming tourism globally. He says that the developments in ICT have undoubtedly changed business practices, strategies as well as industrial structures. The establishment of the Computer Reservations Systems (CRSs) in the 1970s and Global Distribution Systems (GDSs) in the late 1980s, followed by the

development of the Internet in the late 1990s, has transformed the best operational and strategic practices in the industry dramatically. The study highlights that technological revolution experienced through the development of the Internet has changed dramatically the market conditions for tourism organizations. ICTs evolve rapidly, providing new tools for tourism marketing and management. ICT supports the interactivity between tourism enterprises and consumers and, as a result, reengineers the entire process of developing, managing, and marketing tourism products and destinations.

Cheung (2008) examined that comprehensiveness and relevance to be the most effective components of the argument quality construct of the research model, making eWOM as key influencers of information adoption. The study suggests that information usefulness had a strong and significant impact on consumer decision to adopt information within online communities.

Chu (2009) says that as marketers attempt to harness the power of electronic word-of-mouth (eWOM) in social networking sites, rigorous investigation of the factors that lead to consumer engagement in eWOM via social networks is becoming increasingly important. Social capital, tie strength, homophile, trust, and consumer susceptibility are variables significantly related to users' engagement in eWOM communications. The author discussed that Facebook is the social utility that makes the people connect and share with the people. This attracts the young users to visit the site several times a day to stay for more than an hour to communicate and hangout with friends. Social relationship factors are significant predictors of eWOM behaviour among social networking site users. Out of the five social relationship variables studied, social capital, homophily, trust, and interpersonal influence were found to be significantly related to users' engagement in eWOM communications.

Zhu, (2009) found that eWOM can have influence on travelers ' traveling decision making. All travel companies implement destination marketing that uses eWOM to minimize the impact on tourist behavior and le verage eWOM functionality for tourist attraction advertising and recommendations. The author found that the volume of online reviews and tourists' blogs correlate significantly with the actual tourist reception population, but comments, grades and volume of travel meetings do not correlate significantly with tourist reception population.

Hwang, (2009) found that there was a significant difference between different sets of eWOM messages, and the positive messages were more significant than the negative ones, mainly in terms of credibility. Consumers with higher prior knowledge can be more sensitive to negative messages than consumers without prior knowledge.

Wu (2011) asserted that the positive eWOM message with higher message source credibility indicates a better brand attitude than the eWOM message with lower message source credibility and this effect is not moderated by the degree of product involvement, indicating its robustness.

According to Sharma (2012), eWOM is an uncertainty reducing element in consumer decision making. eWOM has been considered an unstructured and adhoc source of sentiment. eWOM generated in social media when analyzed appropriately is a fairly reliable predictor of market source. eWOM is a significant information contributor in the digital marketplace. This empowers consumers and adds value to the sales. Tools that support eWOM may emerge as a trusted source of recommendations for consumers and feedback mechanisms for the market. eWOM generated in such social media may be effective predictors of album sales in a given time window.

Albarq (2013) found that eWOM positively impacts tourists' travel intentions and their attitudes towards a place. The study also highlights that reduced consumer trust, both of organizations and advertisements has led to eWOM becoming an increasingly popular way of obtaining competitive advantage.

Jalilvand et al., (2013) found that eWOM positively influences tourists' attitudes towards their destinations that are much associated with the intention to travel. eWOM has a significant impact on attitude towards visiting places through subjective norms, perceived behavioural control and intention to travel.

Abd-Elaziz et al., (2015) found that when source credibility is high, eWOM is more influential in purchasing decisions; source trustworthiness has a significant impact on purchasing decision; and tie strength has a significant relationship with eWOM. The influence of eWOM in the hospitality industry is more significant than in other industries. It was found that eWOM volume and valence have an impact on consumer purchasing decisions. He suggests that hotels need to take into account the fact that eWOM has a big impact on consumer behaviour, so they need to try to stimulate and guide eWOM activities.

Debabi (2015) found that eWOM communication has a credible influence on both attitude and intention to revisit a destination. The study is aimed to identify the theoretical arguments and hypotheses about the interrelationships between electronic word of mouth (eWOM) and tourists' attitudes towards specific destinations and actual travel intentions. The emergent role of eWOM is highly important as a powerful marketing tool due to its effect on customer decision- making. eWOM was positively associated with tourists' future travelling intention towards visiting and emphasized the relevance of online user generated reviews to business performance in tourism. Types of eWOM contents are exchanged among potential and experienced travelers through multiple media platforms.

Babic (2016) found that eWOM volume has a stronger impact on sales than WOM valence. Effectiveness of eWOM is dependent on both the online environment in which it is displayed and the product to which it pertains. According to the platform and product, marketers or managers of the firm should define their strategies. Suggests that when there is attention to volume and variability it is important to monitor and measure multiple eWOM metrics.

Marta N ieto Garcia (2017) found that eWOM valence has a positive and direct effect on willingness to pay. Moderating effect of the eWOM volume strengthens the effect of valence on willingness to pay. The study suggests that consumers with high reference prices are more sensitive to the effect of increase in valence. Both eWOM valence and volume have a significant effect on consumers' pre-purchase evaluations as well as consumers' willingness to pay. Internal reference price has a non- linear influence on willingness to pay. According to information adoption theories, consumers modify their behavior in line with the suggestions in online reviews.

According to Mohammad Reza (2017), eWOM has a stronger influence on destination image, attitude, and travel intention than face-to-face word of mouth. This paper offers a unique perspective on how information sources, specifically face-to- face and online word-of- mouth (WOM), influence a destination's image and attitudes, as well as the intention to visit it.

Mostafavi Shirazi (2018) investigated eWOM on social networking sites as a means of sharing tourism experiences and travel information and then discussed its significance in assessing business administration and marketing in tourism destinations.

This paper attempted to review the subject of SNSs (social networking sites) and eWOM in order to gain a better understanding of global communication in the digital era and its critical role in tourism business operations and marketing. It is suggested that assessing eWOM via SNSs is imperative from different perspectives, including attracting potential tourists as well as improving and developing tourism business. eWOM on SNSs such as TripAdvisor in various channels is critical for developing and improving products in all basic elements, such as attraction and accessibility in tourism destinations. eWOM allows tourism administrators to realize weaknesses, strengths, opportunities, and threats in all elements that make up a tourism destination. Finally, they found that the eWOM is a reliable source of information among friends, relatives, families, and co-workers.

Rizki Amalia (2018) found that eWOM plays an important role in directing tourists' intentions to visit tourism destinations. Tourism stakeholders must consider eWOM as one major factor influencing tourists' attitudes and intentions to visit tourism destinations. The relationship between eWOM and increased communication is part of a marketing strategy designed to entice more tourists to return to the same location. According to the study, eWOM has a positive and significant effect on tourists' attitudes and intentions to travel to the destination as a result of information spread on social media about the location. According to the study, it is critical to create good eWOM on online social media in order to influence tourist attitudes and intentions by satisfying tourists' experiences.

According to Rosario et al., (2019) eWOM has remained a consistent source of interest and investigation. Academic literature has become fragmented in light of eWOM definitions and conceptual labels, possibly as a result of its growing popularity as a research topic, driven by the phenomenon's continuous evolution as a result of technological, social, and cultural developments. From an economic standpoint, eWOM is playing an important role in platform economics, ranging from the news industry, where eWOM facilitates interactions between readers and journalists and guides future news consumption, to the sharing economy, where eWOM is at the heart of the business model.

Perera et al., (2019) says that the concept of eWOM is important for increasing the visibility of individuals and businesses on social media. A model consisting of eWOM as an independent variable, e-loyalty, and e-purchase as dependent variables, and

information credibility, information quality, and information usefulness as mediating variables were developed. The study used social cognitive theory to determine the role of eWOM in developing e-loyalty and thus e-purchase. The study found that electronic word of mouth has a significant positive impact on e- loyalty and e-purchase, and information credibility, information quality, and information usefulness strengthened the relationship between eWOM and e-loyalty.

Kanwel et al., (2019) found that there are positive relationships between destination image, eWOM, tourist satisfaction, tourist loyalty, and the intention to visit. The study discloses that there is a mediation effect on destination image and tourist loyalty, and tourist satisfaction and eWOM fully mediate the destination image and intention to visit. The author says that as a result, eWOM and the destination image can improve tourist satisfaction, which has a direct impact on tourist loyalty and intent to visit. eWOM is ranked as an important information source because it is evident that eWOM sources play an increasingly important role in tourist decision-making. eWOM needs to be extremely improved to heighten tourist satisfaction, which in turn will boost tourist loyalty and intention to visit.

Qiang Yan et al., (2019) say that eWOM motivation can be more altruistic. According to this paper, social media platforms can better satisfy tourists' positive eWOM motivation, whereas integrated tourism websites are less trustworthy. The study looked at how tourists' eWOM motivations develop as well as the degree of fit between eWOM motivations and platform features. Previous studies have shown that different emotional states will trigger various eWOM motivations; this study has found that tourists' eWOM motivations include sharing experience, self- image building, socializing, recording life, expressing emotions, and helping others. Tourists will build a positive self- image on the stage of a social media platform where strong ties are present by posting positive eWOM, such as showing their high- level experiences. The findings indicate that social media platforms can better satisfy tourists' positive eWOM motivation, whereas integrated tourism websites can better satisfy tourists' negative eWOM motivation. And they also found that in the pre-travel stage, tourists' emotional states typically are more positive.

Pourfakhimi et al., (2020) aimed to fill a gap in the existing literature by synthesizing and analyzing the impact of electronic word-of- mouth (eWOM) on tourist

behavior. The study involved a meta-synthesis and critical analysis of relevant academic literature identified using a keyword search of articles via the Web of Science and Scopus databases. The researchers also used a snowballing process to track citations to the resources referred to in the identified articles. The findings of the study revealed that the impact of eWOM on tourist behavior is much broader than the scope traditionally focused on by tourism and hospitality researchers. The impact encompasses multiple cognitive, normative, and affective dimensions. The study proposed an evidence-based conceptual framework that systematically identifies the less-studied aspects of this phenomenon, providing a useful tool for researchers in this field. The framework serves as a comprehensive guide for understanding the impact of eWOM on tourist behavior beyond the limited scope traditionally explored in the literature.

According to the study done by Aprilia & Kusumawati(2021) social media has been used by tourism companies to provide information, services, and products to potential customers. In turn, tourists have been using social media to share their experiences and to gather information about potential travel destinations. This has resulted in tourists becoming more discerning and selective in their choice of travel destinations, as they are able to easily access information about various destinations before making a decision. Positive electronic word-of- mouth (eWOM) communication, positive image, and trust have become significant factors that influence tourists' decision-making process. The study was conducted on domestic tourists aged over 17 who had received information through eWOM from other tourists and had visited the Batu City Angkut Museum. A minimum of 160 respondents were selected as the research sample using non-probability sampling techniques. The study suggests that tourism service companies need to implement effective marketing strategies and provide high-quality services to attract more visitors and ensure their satisfaction. By doing so, these companies can improve the number of visits to tourist destinations.

Fuaddah et al., (2022) conducted a study to investigate the impact of digital marketing and eWOM on the SETIGI Nature Tourism (SeloTirto Giri) after the COVID-19 pandemic. The researchers used a qualitative descriptive approach and collected data through literature review, observation, interviews, and documentation. The study findings revealed that digital marketing through platforms like Instagram, Tiktok, Facebook, and the internet has played an active role in promoting SETIGI Nature Tourism. Electronic

Word-Of-Mouth was identified as a key factor in promoting SETIGI Nature Tourism through the internet and social media, creating a two-way communication channel that can influence consumer behavior in choosing the tourist attraction. The study also suggested that viral marketing could be a powerful tool in attracting visitors' attention to SETIGI Nature Tourism, and it should be consistently and continuously implemented. Finally, the study found that tourists' decision-making behavior in choosing tourist destinations is significantly influenced by positive eWOM formed by visitors themselves.

Vieira et al., (2023) conducted a study to investigate how social networks influence tourists' destination choices as part of tourism management and marketing strategies. They extended the technology acceptance model by incorporating new constructs such as perceived usefulness, perceived ease of use, attitude towards use, perceived enjoyment, electronic word of mouth, and previous influencing factors. The researchers used confirmatory factor analysis and structural equation modeling to test their hypotheses. Additionally, they performed logistic regression to explore the relationship between social networks and destination selection. The study found that 66.5% of respondents used social networks to gather information and make decisions about their tourist destination. Furthermore, Facebook and Instagram had a greater impact on destination selection than Linked In. Overall; this study provides valuable insights into how social networks can influence tourists' behavior and help tourism industry professionals develop effective marketing strategies.

2.2 Antecedents of Electronic Word – of- Mouth
2.2.1. eWOM Quality

Godes and Mayzlin (2004) stated that companies are interested in eWOM because it is known to have an impact on consumer behaviour and can influence their overall preferences. The findings of the study suggest that online conversations may offer an easy and cost-effective opportunity to measure word of mouth.

Bhattacherjee and Sanford (2006) investigated the processes of external influence that shape the acceptance of information technology among potential users. They also tested if influence effects vary between a population of users and whether these effects persist over time. These processes were each operationalized using the constructs argument quality and source credibility and linked to perceived usefulness and attitude,

the key perception drivers of IT adoption. The results show that the central and peripheral routes are viable ways to influence users to accept new IT. The results suggest that both central and peripheral pathways of influence are viable ways to influence user perceptions in the short term. Both ways of influencing are moderated by the motivation and the ability of the user to work out and process arguments relevant to the problem.

Cheung et al., (2008) found that comprehensiveness and relevance were the only additives of the argument quality which led them to be the important influencers of information adoption. The paper analysed the quantity to which opinion seekers are inclined to just accept and undertake online customer evaluations and which elements inspire adoption.

According to Forman et al., (2008) reviewer disclosure of identity-descriptive information is used by consumers to supplement or replace product information when making purchase decisions and evaluating the usefulness of online reviews in the context of an online community. The study found that identity-relevant information about reviewers influences community members' evaluations of products and reviews.

According to Hu et al., (2008) the impact of online reviews on sales diminishes over time. This implies that businesses should not provide incentives for customers to write reviews after a certain period of time has passed after the product has been released. According to this study, online consumer reviews determine product quality and reduce product queries, thereby supporting the final purchase decision.

Arsal (2008) investigated the online travel community in order to conduct a thorough examination of the impact of eWOM on travel decisions. According to the study, eWOM in online travel community influences travel decisions such as accommodation selection, food and beverage recommendations, transportatio n options, destination safety, monetary issues, destination information, and itinerary refinement.

Park and Lee (2009) found that the eWOM effect is stronger for negative eWOM than positive eWOM, stronger for established websites than unestablished website s, and stronger for experience goods than search goods. The results support the moderating effect of product type on the relationship between eWOM information orientation, website reputation, and eWOM effectiveness. Negative eWOM has a greater impact on the eWOM effect for experience goods than for search goods.

Tsao and Hsieh (2012) focused on how a company's relationship quality in the physical marketplace affects eWOM communication. The results show that customer satisfaction has a significant and positive impact on customer trust and customer commitment; customer trust has a partial mediating effect between customer satisfaction and customer commitment, while customer commitment plays the role of a full mediating variable in the revised model; customer satisfaction and trust in company products do not promote their intention for positive eWOM communication. This study demonstrates that relationship quality can be used to predict the likelihood of future transactions between a consumer and a salesperson, and that relationship quality has three sub-dimensions: satisfaction, trust, and commitment.

Choi and Scott (2012) investigated the relationship between Social Networking Sites use, users' social capital, knowledge sharing, and eWOM. The findings indicate that the intensity of SNS use is positively related to trust and identification, both of which have a positive effect on eWOM quality. Furthermore, the quality of eWOM has a positive impact on knowledge sharing. When female users trust others or believe the y belong to their SNS community, they have a stronger opinion of the quality of eWOM. Furthermore, female users are more enthusiastic about knowledge sharing when they believe the quality of eWOM is high. According to the findings, the intensity of SNS usage increases trust and identification. The findings also show that trust and identification are related to eWOM quality. Furthermore, the quality of eWOM is related to knowledge sharing. As a result, female students have a stronger relationship than male students between trust and eWOM quality, identification and eWOM quality, and eWOM quality and knowledge sharing in SNSs. This finding suggests that when female students trust others or perceive that they belong to their SNS community, they have a stronger sense of eWOM quality.

Shuang (2013) investigated the antecedents of information adoption, information quality and source credibility, and reconstructed their new dimensions using qualitative research. The vividness, appropriate amount, dependability, relevance, guidance, and interactivity of eWOM information comprise its quality. Source credibility is influenced by trustworthiness, popularity, and community status. It was found that the quality of information and the credibility of the source have a positive impact on information adoption.

Liu and Park (2015) investigate the factors influencing the perceived usefulness of online consumer reviews. The findings show that a combination of messenger and message characteristics has a positive effect on the perceived usefulness of reviews. Consumer reviews are especially important when purchasing experiential goods (e.g., destinations, hotels, and restaurants) because people find it difficult to assess the quality of intangible products before consumption.

Tsao & Hsieh, (2015) found that eWOM platform has a moderating effect on the influence of eWOM quality on eWOM credibility and purchase intention, and this phenomenon is particularly noticeable in search goods. eWOM credibility acts as a partial mediator between eWOM quality and purchase intent.

According to Tsao et al., (2015), positive reviews are more effective in increasing booking intentions, and increasing the number of reviews can magnify the influence of review valence on booking intentions. Reading positive reviews has a stronger effect on booking intentions among people who are highly conformist. Furthermore, people with a low level of conformity found that a larger number of reviews were more persuasive.

Zulkiffli et al., (2017) investigated the effectiveness of eWOM in predicting purchase intentions among Generation Y. A quantitative study was conducted, with 370 Generation Y target respondents being polled via questionnaire. The study emphasised how consumer feedback from eWOM communities can improve brand image, and the findings show that eWOM quality, eWOM quantity, eWOM credibility and sender expertise are positively significant in terms of Generation Y's purchase intention.

Chong et al., (2018) studied the factors that influence travellers' use of o nline reviews and whether online reviews influence their travel planning decisions. Data from 193 eWOM website respondents were collected and analysed using structural equation modelling. It was discovered that travellers were willing to use eWOM information in their travel planning and decisions. eWOM reviews and issues were also deemed credible and of high quality by travellers. This study develops a conceptual model that can explain users' decisions to use eWOM in travel planning.

Sijoria et al., (2018) consolidated the antecedents of eWOM. Thereafter, they examined the impact of eWOM and its antecedents on consumer-based brand equity. The study reveals eight antecedents of eWOM including information or argument quality, loyalty, social relationship, source quality, satisfaction, subjective norms, and

information quantity. They found that the both online source quality and subjective norms are more significant for the adoption of eWOM communication and forming purchase intentions.

Cantallops et al., (2020) compared the relative importance of service quality (SQ), customer satisfaction (CS), and positive emotional experiences (PEE) in customers' intentions to spread positive eWOM. The findings indicated that, in the context of mid-upscale hotels, SQ is critical for CS, but it does not guarantee customers' participation in generating and spreading positive eWOM. Customer involvement in positive eWOM spreading is not guaranteed by CS alone. The provision of services that can generate PEE among hotel guests, on the other hand, is a powerful determinant of positive eWOM spreading and has a very positive effect on CS.

Tandon et al., (2020) argued that the concept of website quality (WQ) and eWOM communications have received a lot of attention in both online businesses and research communities. However, product satisfaction (PS) and shipping and handling (S&H) have yet to be adequately investigated in existing e-commerce studies. The author developed a path model for analysing the effect of website quality, eWOM, and product satisfaction on electronic commerce customer satisfaction (ECS) and repurchase intention (RI). They also investigated the role of shipping and handling with eWOM and the website in moderating the effects on satisfaction. The findings show that eWOM, website quality, and product satisfaction all have a positive effect on satisfaction and repurchase intention.

Konstantakopoulou(2022) investigated the effect of health quality on tourism. The author argued that the health of host countries has a significant impact on tourist decisions and destination selection. The analysis was carried out using the system GMM (Generalized Method of Moments) estimation in two panels of 44 developing and 39 developed economies from 2000 to 2016. According to the findings, health quality has a significant impact on international tourism receipts. Domestic general government health expenditure in developed countries has a marginally positive effect on international tourism receipts, whereas the prevalence of malnutrition in developing countries has a strongly negative effect. The author highlights that the quality of health in each country influences tourists' decision to visit that country.

Sagantoro et al, (2022) studied the impact of tourism product and service quality on revisit intention through electronic word-of-mouth was investigated. Explanatory

research was conducted using a questionnaire for data collection. The sample consisted of 100 individuals who had visited the Kreo Cave tourism site in Semarang City, selected through purposive sampling. The quantitative analysis technique employed Partial Last Square (PLS) estimation using the Warp PLS 7.0 programme. The study revealed that electronic word-of- mouth significantly moderated the effect of tourism product and service quality on revisit intention. The authors also said that the tourists' perceptions of service quality that are inadequate and information facilities in internet media are insufficient for the decision to return to the Kreo Cave tourist attraction in Semarang City. The author highlights that the tourists will look for information on the advancement of the quality of tourism products in a destination they have previously visited. According to the author's understanding, three major components determine the overall quality of tourism products: tourist attractions, amenities in tourist destinations, and accessibility. Aside from tourism products, some people value the quality of service provided by a tourist attraction. The poor quality of service provided by tourism managers will influence tourists' intentions to return. It is critical for a manager to improve the service quality of a tourism object in order to increase the attractiveness of a tourist to visit a tourist destination.

2.2.2. eWOM Quantity

Chevalier and Mayzlin (2006) found that reviews on sites have been found to be overwhelmingly positive; suggesting that as book reviews imp rove, the relative positive sales and star rating impact also improves. Reviews have more impact than 5-star ratings. This study showed that the number of online reviews can be used to measure the popularity of a product. Therefore, eWOM can be viewed as enhancing consumer confidence while potentially reducing risk concerns.

Chatterjee (2006) investigated the effect of negative reviews on seller ratings and patronage intent after consumers had made product/brand decisions. The findings show that the extent of WOM searches is determined by the reasons consumers choose an online retailer. According to the study, the volume and persistence of eWOM communications are making them more visible. The information available through word- of- mouth online is far richer than that available through traditional offline contact.

Park et al., (2007) found that online consumer reviews, which serve as both informants and recommenders, are important in purchase decisions, and their impact on product sales is dependent on both their quality and quantity. The elaboration likelihood model is used in this paper to explain how the level of involvement with a product moderates these relationships. The study discovered that low- involvement consumers are influenced more by the quantity than the quality of reviews, whereas high- involvement consumers are influenced by review quantity primarily when the review quality is high. According to the study, the quantity and quality of online consumer reviews are important factors influencing consumer information processing. The greater the number of messages processed, the more favourable associations to its advocacy are formed.

Davis and Khazanchi (2008) used real data from a multi-product retail e-commerce firm to examine the impact of online WOM attributes and other related factors (e.g. product views, promotion, and category) on e-commerce sales. A high level of eWOM is more likely to attract customers and raise product awareness. The study found that larger quantities of eWOM would increase the awareness of such travel products and reveal their popularity. Several studies have shown that the volume of eWOM alone does not drive sales and revenues.

Doh and Hwang (2009) investigated how consumers evaluate eWOM messages about products. The results revealed significant differences between different sets of eWOM messages. Although more positive sets had higher scores in many cases, involvement and prior knowledge moderated the relationship between message ratio and the eWOM effect to some extent.

According to Thadani and Cheung (2010), the total number of comments is defined as the eWOM quantity. eWOM quality is determined by information characteristics such as relevance, timeliness, accuracy, and comprehensiveness. The volume of reviews and discussions on online platforms help them become more visible. According to the findings of the study, the persuasiveness of a message is determined by the number of positive attributes possessed by the communications. Information from highly credible sources is perceived as useful and reliable, facilitating knowledge transfer. According to the study, understanding the determinants of source credibility in online interpersonal settings is required to guide marketing strategies and tactics for new social media.

Xiaorong et al., (2011) developed a relational model of eWOM information (from two dimensions, quantity and timeliness), consumer trust, and purchase intention in a customer-to-customer environment. The experiment on 320 undergraduates at Southwestern University of Finance and Economics shows that the quantity and timeliness of eWOM information have significant influences on consumer trust, which has a significant positive influence on purchase intention; and the effect of quantity and timeliness of eWOM information on consumer trust is also affected by product category differences. According to the study, eWOM quantity refers to customers' perceptions of the scale and quantity of online reviews about a specific product.

Lin et al., (2013) investigated the impact of eWOM on purchasing intention. Furthermore, the moderating effect of product involvement and brand image in the relationship between the effects of eWOM and purchase intention is investigated. The study's target samples were people who have ever searched the internet for opinions or reviews before purchasing a product. eWOM searching experience, measurement items for each variable, demographics, and internet- using experience were analysed. The findings showed that eWOM quality, quantity, and sender expert ise all have a positive effect on purchase intention. Above all, product involvement and brand image have a moderating effect on the relationship between eWOM and purchase intention.

Lu et al., (2013) investigated the impact of marketing efforts and online WOM on product sales by measuring the effects of online coupons, sponsored keyword searches, and online reviews. The relationship between firms' promotional marketing and word-of-mouth in the context of third-party review platforms was investigated. According to the study, both online promotional marketing and reviews have a significant impact on product sales, implying that promotional marketing on third-party review platforms is still an effective marketing tool. The study found that the number of revie ws can increase the sales volume of a product/service; this finding also indicates that information readers are more willing to adopt the viewpoint held by many people.

According to Luo et al., (2014), editor information strength and completeness, as well as eWOM strength, completeness, and quantity have positive effects on information readers' general perception of information usefulness in the virtual community; Data collected from two well-known third-party review forums in China further revealed that the quantity of reviews influence readers' perceptions of the usefulness of information.

Bataineh (2015) investigated the impact of perceived eWOM on purchase intention, using the corporate image as a moderating variable. This study took into account the opinions of the customers, who were secondary school students familiar with and having an active account on one or more of these social networking sites (Facebook, Twitter, YouTube, and Instagram). The data gathered from questionnaires distributed to a total sample of 1000 students in Amman found that the eWOM quantity has a significant and positive impact on purchase intention. The perceived eWOM quantity for a travel product indicated its value and popularity, and thus a higher level of agreement among travellers.

Tsao et al., (2015) conducted two experiments to determine the impact of review valence, review quantity, and the interaction effects between the conformist and non-conformist consumers. The findings show that positive reviews outperform negative reviews in terms of increasing booking intentions and that increasing the number of reviews can magnify the influence of review valence on booking intentions. According to the findings, reading positive reviews had a stronger effect on booking intentions among people who were strongly inclined toward conformity.

He and Bond (2015) proposed an attribution-based account in which consumer interpretation of eWOM dispersion is determined by the degree to which trust in a product domain are perceived to be dissimilar, so that dispersion can be attributed to inconsistency in reviewer preferences rather than the product itself. The findings contribute to the understanding of eWOM, social distributions, and risk perception by revealing distinct pathways by which consumers respond to differences in opinion. Various studies have revealed that a higher eWOM quantity of various products increases consumers' trust in them and, as a result, influences their purchase intentions.

Doosti et al., (2016) investigated how electronic word of mouth (e-WOM), attitude, and city image influence tourists' intention to visit a tourism city. According to the empirical findings, e-WOM was found to have a positive and significant influence on tourists' attitudes and overall city image. The quality and quantity of information will determine the type of image that will develop over a period of time.

Lim (2016) investigated how eWOM found on various platforms on the Internet can affect tourists' intentions to purchase tour packages for Puerto Princesa, and how their intention to purchase these tour packages affected their willingness to pay for the

said tour packages. Confirmatory Factor Analysis (CFA), Structure Equation Modelling (SEM), and Conjoint Analysis were used to analyse data collected from 368 respondents. The results showed that there is a significant relationship between eWOM and purchase intent. It is emphasised that consumer reviews are an important consideration for people who visit online shopping websites, and that the quantity and quality of online reviews influence how people process the information they receive. Because online reviews accumulate over time and are all saved in internet forums, the quantity of eWOM is greater than traditional WOM. When customers can read a large number of reviews, it reduces the uncertainty and perceived risks associated with intangible, experiential travel services.

Kudeshia and Kumar (2017) investigated how user-generated positive social eWOM via Facebook affects brand attitude and, as a result, influences smart phone purchase intention. The data was gathered from 311 respondents who were Facebook users. According to the study, the eWOM quantity refers to customers' perceptions of the scale and quantity of online reviews about any specific product that they encounter on various social networking sites.

Huyen and Costello (2017) investigated the effects of eWOM on individuals' attitudes toward the quantity and quality of online store reviews, as well as how it influences their behaviour. The findings revealed that the number and quality of reviews have a significant impact on purchase intent. This study's findings give practitioners insight into how the quality and quantity of eWOM can influence the purchase intentions of review audiences. According to the study, reviews influence consumer behaviour, and the quantity of eWOM is expected to influence purchase intention and behaviour.

Shome and Anubha (2020) investigated the impact of eWOM on the behavioural intentions of Indian urban millennials when booking travel. The eWOM was assessed on four dimensions: perceived credibility, quality, quantity, and completeness. To assess validity and reliability, the study first employed a confirmatory factor analysis. After collecting responses from 288 Indian millennials from six North Indian cities, structural equation modelling was used to test the research hypotheses. The study's findings show that millennials' eWOM attitude fully mediates their perceived quality and usage intentions when booking travel. The mediation effect is only partial in terms of other eWOM components, such as perceived credibility, perceived quantity, and perceived

completeness. The study emphasises perceived credibility, quality, quantity, and completeness of eWOM as predictors of future customers' behavioural intentions toward using eWOM when booking travel. Following that, many of the previously mentioned studies in the field of travel eWOM were conducted in countries other than India.

Nacereddine & Karim (2020) conducted a study to examine the impact of eWOM on tourists' intention to visit the Algerian Sahara. To collect data from both Algerian and foreign participants, the researcher used an online questionnaire. The result revealed that the credibility of eWOM significantly affects tourists' intention to visit, whereas the quantity of eWOM has no significant relationship with the intention to visit. It was also discovered that both the credibility and valenc e of eWOM have a significant influence on tourists' intention to visit the Algerian Sahara, whereas the quantity of eWOM did not affect the intention to visit.

Song et al., (2021) conducted a study to test the Extended Information Adoption Model (IAM) in the context of young Malaysian hotel customers who had used travel social networking sites. The IAM model proposes that the perceived usefulness and adoption of information can be attributed to various factors, including argument quality, source credibility, information quantity, and emotive word comprehension. The study collected data through a survey questionnaire from 405 participants, and the results indicated that argument quality, source credibility, information quantity, and emotive word comprehension all had a positive impact on the perceived usefulness of electronic word-of-mouth (eWOM). Furthermore, the perceived usefulness of eWOM was found to be a predictor of information adoption, which in turn predicted the purchase intentions of young consumers.

2.2.3. Source Credibility

According to Wathen and Burkell (2002), source credibility is a fundamental factor that aids consumers in making decisions about online information. A user's first task is to evaluate the medium's credibility based on its surface characteristics such as appearance and interface design. The second task for the online user is to rate the source and message content. The expertise/competence, trustworthiness, credentials, and other characteristics of a source are frequently used to evaluate it. The message's content, relevance, currency, accuracy, and tailoring are all taken into account. The process

concludes with evaluating how the presentation and content interact with the consumer's cognitive state, which is determined by the consumer's experience and acknowledgement.

The goal of the study done by Kerstetter and Cho (2004) was to assess the relationship between prior knowledge, source credibility, and information search behaviour. The specific goals were to determine whether prior knowledge is a multidimensional construct, document how it influences individuals' information search behaviour, and assess the combined influence of prior knowledge and the credibility of sources used on information search behaviour. The findings suggest that prior knowledge is a multidimensional construct; that when addressed independently, influences people's search for vacation information; and that source credibility is the strongest predictor of the type of information sources used.

Cheung (2007) investigated the informational and normative determinants of the perceived credibility of online consumer recommendations in China. An online survey of users of a popular Chinese online consumer discussion site is used to investigate the informational determinants (argument strength, source credibility, and confirmation with receiver's prior belief) and the normative determinants (recommendation consistency and rating) (myetone.com). According to Cheung, in the context of eWOM, the user will gain some information from the review and will use the review if the product comment/advice is credible. If the individual considers the product comment/advice to be less credible, he or she will disregard the review in order to avoid potential risks. The study's proposed research model substantiates the effects of perceived eWOM review credibility from both informational-based and normative-based determinants.

Based on the information adoption model, Cheung et al., (2008) investigated the factors influencing information adoption of online opinion seekers in online forums. This study also looked into the precursors to informational usefulness (source credibility and information quality), with a more in-depth look at the components of information quality. According to the findings of the study, source credibility and the four dimensions of information quality explained 65% of the variance in information usefulness. It has been demonstrated that source credibility is more helpful in determining information usefulness when there is more indication of who the posters are and what they represent.

Cheung et al., (2008) investigated opinion seekers' willingness to accept and adopt online consumer reviews, as well as the factors that promote adoption. The model

was empirically tested on 154 members of the online customer community. The paper discovered that the most effective components of the research model's argument quality construct were comprehensiveness and relevance, making them key influenc ers of information adoption. Source credibility, according to the study, refers to a message recipient's perception of the credibility of a message source and has nothing to do with the message itself. It is defined as the extent to which information recip ients regard a source as credible, competent, and trustworthy.

According to Cheung and Thadani (2010), the persuasiveness of a message is determined by the number of positive attributes the communicators possess. Information from highly credible sources is perceived as useful and reliable, facilitating knowledge transfer. According to the study, understanding the determinants of source credibility in online interpersonal settings is required to guide marketing strategies and tactics for new social media. Source credibility is the most frequently investigated factor associated with the communicator, as evidenced by some of the literature analysis.

According to Yang et al. (2010), argument quality and source credibility have a significant impact on message receivers' level of information adoption. The study used 380 users as the sample. The willingness and ability as decision-making factors were analysed, attempting to discuss whether argument quality and source credibility would influence their level of information adoption. The study discovered that the reviewer's expertise, as the first dimension of credibility, has a significant influence on people's purchasing decisions. According to the study, when perceived source credibility is high, eWOM has a greater influence on purchasing decisions.

Akyüz (2013) found that eWOM is more credible than other marketing communications because it comes directly from other consumers. The study also shows that eWOM is more accessible than traditional WOM, so its tools, such as online recommendations, reviews, or product ratings, are used more frequently, making eWOM more powerful. The study also investigates user attitudes toward eWOM and factors influencing eWOM. An online survey of internet users provides additional evidence for the growing popularity of eWOM and demonstrates the power of eWOM in Turkey. Customer susceptibility to interpersonal influence and perceived eWOM credibility appear to be important factors influencing eWOM.

Wu (2013) investigated the relationships between eWOM source credibility, customer perceived risk, and behaviour intentions to use consumer- generated media. The findings demonstrate the impact of eWOM on overall perceived risk and how consumers use eWOM to manage and reduce potential risks when making lodging decisions. Academically, it validates the importance of eWOM influence and bridges the gap in previous literature between eWOM source credibility and perceived risk research. In addition to the dimensions of expertise and trustworthiness, researchers' perspectives on the influence of source credibility on consumer attitude change differ. Given the nature and circumstances of eWOM, source credibility is measured in the study across four dimensions: expertness, trustworthiness, objectivity, and homophily. When travellers are looking for lodging and travel information for upcoming trips, they are increasingly turning to the internet.

Sotiriadis and Zyl (2013) created a conceptual framework for understanding the foundations of digital communication and empirically tested its validity by examining the factors influencing tourism consumer behaviour. Source credibility is the trust in a specific person in a specific domain, the extent to which receivers believe a communicator is honest and concerned about others, and unalterable in the short term. Because they help tourists identify whom to trust for their decision-making, source credibility helps users reduce uncertainties about the quality and performance of tourism products. According to the study, expertise and trustworthiness influence source credibility, which leads to a more positive evaluation of reviews. According to source credibility theory, source credibility is a eWOM attribute whereby people tend to trust others who appear to be reliable in various ways.

According to Filieri (2015), reviews that provide accurate, factual, and detailed information about the relevant features of a product/service are more credible than sources that provide a brief, superficial, and subjective description of a product/service.

Abd-Elaziz et al., (2015) investigated the factors that influence hotel customer purchasing decisions through electronic word of mouth. According to the study's findings, the credibility, valence, and volume of information obtained from eWOM determine eWOM's influence. The fact that the information source in eWOM is anonymous strengthens the role of source credibility in this communication process. A review of the existing literature reveals that several terms and dimensions, such as source

expertise, source trustworthiness (Chu & Kim, 2011), reviewer quality, reviewer reputation, and type of recommendation source, have been established and used in the pieces of literature to describe source credibility (Litvin, Goldsmith, & Pan, 2008).

The study by Yoon and Kim (2016) investigated the effects of self-congruity and source credibility (i.e., attractiveness, trustworthiness, and expertise) on consumer responses to coffeehouse advertising. This study tests the model and associated hypotheses using responses from 403 participants recruited through snowball sampling. Self-congruity is found to be a significant predictor of source credibility, according to the SEM analysis, and the three dimensions of source credibility influence consumers' attitudes and purchase intentions. This study found that source credibility mediates the relationship between self-congruity and ad attitude.

Ismagilova et al., (2019) synthesized the findings from previous studies using weight and meta-analysis to reconcile conflicting evidence and draw a big picture of eWOM factors influencing consumers' purchase intentions. This study identified the best (e.g. argument quality, valence, eWOM usefulness, trust in message), promising (e.g. eWOM credibility, emotional trust, attitude towards website), and least effective (e.g. volume, existing eWOM, source credibility) predictors of eWOM purchase intention using the findings of 69 studies. According to the study, source credibility refers to consumers' overall perception of the credibility of a eWOM source rather than the message's content. Source credibility is regarded as a fundamental factor that assists individuals in judging eWOM communications. Expertise, trustworthiness, credentials, and attractiveness are frequently used to evaluate a source.

Dedeoglu (2019) investigated whether tourists' perceptions of the credibility and quality of the information in social media content influence their perceptions of the importance of shared content on social media. The current study collected data through the use of a questionnaire. Partial least squares structural equation modelling was used to investigate the research's structural relationships and partial least squares multiple group analysis was used to investigate the moderating effect of gender. Tourists' perceptions of source credibility in relation to social media content influenced their importance of non-participant-shared content, whereas their perceptions of information quality influenced their importance of participant-shared content. Gender was also found to have a

moderating effect on the relationship between information quality and source credibility perceptions.

Menendez et al., (2019) investigated the influence of five factors one WOM perceived credibility and adoption: 1) eWOM volume; 2) source credibility; 3) rate extremism; 4) consumer involvement; and 5) eWOM perceived credibility. The sample included 221 people who completed the questionnaire. Except for extremism, the remaining four factors had a significant impact on e-WOM perceived credibility and adoption, according to the study's findings. These factors are important drivers of e-WOM, which leads to e-WOM adoption. One of the elements that precede the credibility of an online review, according to the study, is source credibility, which is an important factor when a user is determining the general credibility of the information contained in online reviews.

Berhanu& Raj (2020) investigate the trustworthiness of travel and tourism information sources on social media platforms. An effective sample size of 310 was collected by the visitors to Ethiopia. The study found that visitors had a positive perception towards the trustworthiness' of social media travel information sources. The study highlights that the credibility of social media informa tion with respect to travel and tourism is one of the top agendas in the digital marketing domain.

Alsheikh et al., (2021) conducted a study on the impact of eWOM on tourists' visit intentions. The study explored the role of source credibility and argument quality as mediators in this relationship. The study emphasized the importance of examining the quality and credibility of eWOM, which can include comments, reviews, opinions, suggestions, and recommendations, as it is widely available online. To construct the research framework, they used the Elaboration Likelihood Model. Their findings revealed that source credibility and argument quality have a significant mediating role in the relationship between e-WOM and tourist intention to visit. The study also showed that before making decisions about travel-related products or services, travellers actively seek highly credible sources and information of high quality.

2.2.4. Homophily

Wright (2000) examined 107 on- line support group users' perceptions of support providers, social support network size and network satisfaction, and the benefits and drawbacks of computer- mediated support groups. According to the findings, the amount of time a person spent communicating within these groups, as well as the number of messages received within on- line groups, was related to the size of the support group network and network satisfaction. Source credibility and homophily perceptions were also related to online network size and network satisfaction. Demographics, attitude s, and background similarity are highlighted as important dimensions of homophily in this study. According to the findings, perceived homophily has a relatively weak relationship with the size and satisfaction of online support networks.

Mouw (2006) reviewed the empirical literature on social capital, paying close attention to the statistical and theoretical assumptions involved. The objective was to estimate the causal effect of social capital. Although there is substantial literature on social capital, empirical estimates of its effect may be skewed due to social homophily. A competing explanation for the social capital findings is suggested by social homophily. According to the study, longitudinal research on adolescent friendships provides clear evidence of the role of homophily.

Brown and Broderick (2007) presented a conceptualization of online socia l networks that includes the website as an actor, an initial exploration of the concept of a consumer-web site relationship, and a conceptual model of the online interaction and information evaluation process in this article. Members of online social netwo rks frequently lack access to characteristics associated with homophily, such as demographic and psychological backgrounds. It has been found that online homophily is driven by shared interests, which can be assessed at the website level, but not at the individual level.

Chow and Chan (2008) investigated the influence of social capital on organisational knowledge sharing. The social network and shared goals influenced the attitude and subjective norm about knowledge sharing, as well as the intention to share knowledge. According to the findings of the study, social trust does not play a direct role in knowledge sharing, and organisational members do not distinguish between tacit and explicit knowledge when sharing it. According to the study, consumers with a higher

level of perceived homophily may be more likely to exchange marketing information when making product choices in the WOM context.

Wang et al., (2008) looked at credibility and homophily as two underlying mechanisms for social influence in relation to online health information. According to the study's findings, the role of homophily in information evaluation and utilisation has been undervalued in previous research, particularly in terms of the impact of homophily on credibility. The models developed in this study appear to show that credibility and homophily have influence, rather than direct effects on behaviours.

Thelwall (2008) determined whether or not social networking sites such as MySpace are becoming increasingly important environments for expressing and maintaining interpersonal connections, and whether or not online communication exacerbates or ameliorates the known tendency for offline friendships to form between similar people. The study found no evidence of gender homophily, but significant homophily for ethnicity, religion, age, and country, as well as marital status, attitude toward children, sexual orientation, and reason for joining MySpace. Despite focusing on a single social networking site (MySpace), the study makes an interesting observation about homophily in social networking sites, namely that social networking site may excel at attracting homophilous consumers with similar product interests. This phenomenon increases their likelihood of obtaining product information from homophilous social contacts and thus engaging in eWOM behaviours. Users of social networking sites are likely to have different perceptions of being similar to or distinct from other contacts, resulting in varying levels of perceived homophily.

Mack et al., (2008) investigated the use of blogs as a means of tourism marketing communication. An online experiment was conducted using a scenario-based approach to test whether consumers perceive corporate and personal blogs to be credible sources of information and to compare the perceived credibility of blogs to that of traditional word-of- mouth. It is proposed that perceptions of the relationship with the website, as expressed by tie strength and homophily, influence credibility evaluations.

Chu & Kim (2009) researched the factors that influence consumers' participation in eWOM via social networks and found them to be increasingly important. The study focused on five social relationship variables that are all related to eWOM behaviour in social networking sites: social capital, tie strength, homophily, trust, and consumer

susceptibility to interpersonal influence. The findings show that certain social relationship variables are significant predictors of eWOM behaviour among social networking site users. Social capital, homophily, trust, and interpersonal influence were discovered to have a significant relationship with users' engagement in eWOM communications, whereas tie strength had no effect.

Using data from the video game industry, Zhu and Zhang (2010) investigated how product and consumer characteristics moderate the influence of online consumer reviews on product sales. According to the findings of the study, online reviews are more influential for less popular games and games whose players have more internet experience. The study suggested that the degree of closeness (tie-strength) and similarities (homophily) of the relationship should be considered when considering the social and relational factors that determine source credibility.

Chu and Kim (2011) investigated how social relationship factors influence eWOM transmitted via online social websites. The results showed that tie strength, trust, normative and informational influence are all positively associated with users' overall eWOM behaviour, while homophily is negatively associated. Based on the consumer e-website relationship, it is expected that consumers who have strong homophily with a website will have positive attitudes toward the website as well as the information on it. If the website provides information and content that corresponds to the information seekers' own characteristics and interests, they are more likely to favour the website and the information.

Hyun and Kim (2012) investigated the optimal rapport-building behaviours for inducing patrons' emotional attachment to a service provider in the luxury restaurant context, the moderating role of patrons' motivational orientation in the emotional attachment formation process, and examined how patrons' emotional attachment induces dedicational behaviours in the luxury restaurant industry. It was found that people who have higher levels of interpersonal attraction and trust develop higher levels of emotional attachment.

Steffes and Burgee (2012) investigated the power of word-of- mouth (WOM) communication and its influence on consumer decision- making, which is well-established in academic literature. The study emphasises that whereas homophily refers to the similarities in the uniqueness of individuals in relationships, tie strength is a

property of the relationship's strength. It was discovered that there is no significant difference like weak versus strong ties while investigating the impact of homophily on online WOM communication.

According to Wu (2013), homophily is a significant factor influencing human communication. Homophily reduces uncertainty, boosts positive feelings, and reinforces the safety of the interpersonal relationship. Homophily affects how information receivers evaluate the information they receive. Because they have a current social tie, the receiver knows the credibility of an information source in traditional WOM. Homophily affects how information receivers evaluate the information they receive. For example, the information receiver may trust eWOM information from sources with similar backgrounds or interests to them.

Ayeh et al., (2013) examined online travellers' perceptions of the credibility of User Generated Content (UGC) sources and how these perceptions influence attitudes and intentions toward UGC utilisation in the travel planning process using the component-based structural equation modelling technique of partial least squares. The findings validate the Source Credibility Theory in the context of UGC, but they also highlight the critical mediating role of attitude. Furthermore, the research supports perceptual homophily as a critical determinant of both credibility and attitude. According to the study, people believe that others with whom they share similar characteristics are more honest and trustworthy, and that trust is based on perceived commonalities.

Bachleda and Fathi (2016) investigated the impact of various sources of negative electronic word-of- mouth (eWOM) and negative personal word-of- mouth (pWOM) on trust in word-of-mouth (WOM), attitude toward the service provider, and purchase intention. According to the findings, negative personal word of mouth is more influential than negative eWOM in the form of written Facebook testimonials, written review site testimonials, and written testimonials on a corporate website. The difference between eWOM and personal word of mouth is related to the degree of homophily. A personal word-of-mouth source of information can have a higher degree of homophily than a n eWOM source. Because personal WOM information is given face to face, the information seeker can pay attention to soc ial cues such as voice tone, posture, clothing, and facial expressions. Personal WOM is typically provided by people known to the information seeker, such as friends, colleagues, and family, and the information provided

is more likely to be tailored to reflect the person's values and tastes, making it perceived as more homophilous.

The study by Saleem and Ellah (2017) investigated the impact of electronic word of mouth on the purchase intentions of Facebook users. The study identified the key factors influencing eWOM to purchase fashion products. According to the study's findings, eWOM is an effective factor influencing fashion brand purchase intention. It also suggested the role of homophily, trustworthiness, expertness, informational influence, and high fashion involvement as major factors influencing eWOM.

Kim et al., (2018) investigated the role of eWOM in consumer review websites and its effects on consumer decision- making. They empirically tested an integrative model of three social network constructs associated with the website (i.e., tie strength, homophily, and source credibility) and their relationship to consumers' attitudes and perceived influence of eWOM effectiveness. The findings show that homophily and tie strength between a website and a consumer are important drivers of source credibility, which influences attitudes toward both the reviews and the website.

Assaker et al., (2020) examined a comprehensive model of travellers' use of online travel reviews as a form of user- generated content (UGC) through an expanded unified theory of acceptance and use of technology 2 (UTAUT2) frameworks. The UTAUT2, which includes Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions, Hedonic Motivation (HM), Price-Saving Orientation, and Habit, within this study incorporates two new variables: Trustworthiness and Homophily. It was empirically examined with a sample of 200 residents in the United Kingdom. The study found that the level of homophily between users and the UGC creators was found to be the most significant driver of Usage Intention. The significant effects of homophily on usage intentions ind icate that users will pay attention to reviews from people with similar characteristics and interests.

Hernandez (2021) analysed the factors influencing the probability of the co-occurrence of visits to attractions in the city of Madrid (Spain). Based on five years (2013–2018) of user- generated data, a network was formed by the attractions visited by the tourists and fitted to an exponential random graph model. The results show that a tourist's decision to visit a particular attraction was influenced by its popularity and rating. In addition, homophily in popularity, rating and some attraction categories were

detected. In the analysis made of the temporal trend of the attraction network, it was found that homophily in the category of museums and theatres strengthened over the study period.

Onofrei (2022) examined the relationship between Consumer-to-Consumer (C2C) social media interactions (SMIs, Facebook and Instagram) and consumers' intention (i.e., purchase intention) and behaviour (i.e., behavioural engagement (BE), liking, sharing, commenting), considering the mediating role of source (i.e., source homophily, credibility) and content factors (i.e., content quality). The results indicate that SMIs influence perceived source credibility, source homophily, content quality, and consumers' purchase intention. Furthermore, source credibility and homophily predict BE and partially mediate the relationship between SMI and BE, whereas both homophily and post quality partially mediates the relationship between SMI and purchase intention.

2.2.5. Searchers Intent

Bansal and Voyer (2000) investigated the processes of WOM within a service purchase decision context. They uncovered three distinct relationships: first, the effect of non- interpersonal forces (receiver's expertise, receiver's perceived risk, and sender's expertise) on the influence of eWOM on service purchase decisions; second, the effect of interpersonal forces (ties strength and how actively WOM is sought) on the influence of eWOM on service purchase decisions; and third, the effect of non- interpersonal forces on interpersonal forces. The results of this study imply that actively seeking out WOM information will result in a bigger impact on the receiver's buying choice. The findings also imply that the WOM information will significantly affect the recipient's purchasing decision when there is a strong tie between the sender and the receiver. The result also suggests that there is a very strong positive link between the receiver's knowledge and the intensity of WOM search. The results show that there is a very strong positive link between the receiver's knowledge and the intensity of WOM search.

Jansen et al., (2008) presented a comprehensive classification of user intent for web searching. The classification was divided into three hierarchical levels: informational intent, navigational intent, and transactional intent. According to the findings, more than 80% of web queries are informational in nature, with about 10% being navigational and 10% being transactional. They manually coded 400 queries to validate the accuracy of

the algorithm and compared the results from this manual classification to the results determined by the automated method. In order to identify the underlying intent of searchers, web search engines must leverage increased knowledge of user behaviour.

The phenomenon of searching for travel information on the internet is reported by Jansen et al., (2008). The prevalence of travel searching on the web, how people search for travel information on the web, and what terms people use to express their travel-related information needs were all investigated. According to the findings, approximately 6.5% of web queries were for travel searching. Geographic information accounts for 50% of all travel searches, with general travel information accounting for just fewer than 10%. An examination of individual terms in travel queries reveals that there is considerable interest in travel-specific websites such as MapQuest, Travelocity, and Orbitz. Travelers appear to target specific events, displaying a strong geographica l bias as well as a temporal component of the underlying information intent. According to the findings of this study, travel searches account for approximately 6% of all web searches.

According to Steffes& Burgee (2012), searchers intent is defined as "The extent to which the searchers involve physically and psychologically in searching eWOM on the internet". The purpose of this study was to determine whether traditional findings on social ties and WOM communication apply to eWOM information. Data were collected from 482 college students in the United States with varying levels of experience with eWOM forums, specifically RateMyProfessors.com. According to the study, when students are deciding which professor to take, the information they obtain from eWOM forums is just as influential as their own primary experience with the professor.

Cheung et al., (2014) examined the informational and normative determinants of the perceived credibility of online consumer recommendations. The study shows the importance of searching for eWOM messages on the internet before making a purchasing decision, as eWOM recommendations are critical in making decisions.

Wilson (2014)investigated the impact of information search behaviour on the destination image. A questionnaire-based survey was conducted in Tanzania to collect data from 625 tourists. Factor analysis was used to analyse the data, and relevant hypotheses were derived and tested using multiple regression analysis. The findings indicated that information search behaviours have a significant impact on the destination image. Different uses of different information sources have varying effects on destination

images, and the longer the travel planning horizon, the stronger the destination images. The findings revealed that, while the internet was the primary source of tourist information (ranking first), other sources made a significant contribution to the destination's image.

Su et al., (2018) stated that previous research has looked into people's online shopping habits and ways to predict online purchases. However, there is still a lack of an in-depth understanding of why users search, how they interact with, and perceive product search results. They investigated the relationship between user intents, search behaviour, and perceived satisfaction in the context of product search. According to the findings of this study, users with different intentions behave differently. These findings will assist search engines in selecting retrieval algorithms and interface designs based on user intents.

Oltwater (2020) conducted an exploratory study to discover relationships between search queries and consumer decision- making intentions (CDM- intent). The study determined that purchase intent and information search intent indicate CDM- intent and that search queries should be analysed based on the user intent of separate terms. CDM- intent can be predicted by analysing search query anatomy. The likelihood of writing a search query based on the model's assumptions increased by 61% for the corresponding consumer decision making intent.

Hussain et al., (2020) investigated consumers' motivational involvement in eWOM for online information adoption as mediated by writers. It was discovered, using a sample of 390 active Chinese internet users. It was discovered that soc ial ties and perceived risk are significant determinants of consumer behaviour, the likelihood of unfavourable outcomes, and the presence of uncertainty during the decision-making process. The findings demonstrate that consumers and e-commerce industries can work together to better understand Chinese consumers' online information adoption behaviour. The study emphasises the importance of practitioners and businesses understanding consumer behaviour in the online environment.

According to Angeloni and Rossi (2021), the goal and sequence of actions that consumers perform on Google are identical, but for potential sellers, each channel presents different costs and attributes. The results of an analytical model were presented in order to compare the profits generated by online search engines and online travel

agencies. The study suggested the maximum cost per click that a tourism organisation should pay to benefit from search engine marketing as much as from online travel agencies, assuming a trade-off between different online marketing channels.

Yulia et al., (2022) examined how consumers deal with the fear of the COVID-19 pandemic when planning to travel through online applications. The study measured various indicators such as health, personal and financial stressors, use of travel research and applications, social media, travel avoidance, and intentions. The results of the study indicated that health stressors had a significant impact on the use travel applications. Searching for travel information on social media during the pandemic did not have a significant effect on travel avoidance. However, searching for travel information on social media did have an impact on the intention to book future travel. This was because consumers were exposed to the experiences of friends and influencers who provided reviews, which ultimately led to an increased intention to book a trip. The study found that after searching for travel information on applications, consumers tended to delay their decision to travel during the pandemic. Overall, this research provides valuable insights into the role of stressors and their influence on the search for tourist information during a pandemic.

2.2.6. Level of Involvement

Richins and Bloch (1986) investigated the various temporal patterns of behaviour associated with each form. Behaviors associated with enduring involvement remained stable over time, whereas those associated with situational involvement declined when the situation that induced the involvement changed. According to the study, an individual's level of involvement influences the type and extent of information processing, implying that highly involved consumers are motivated to engage in information-processing activities.

Petty and Cacioppo (1984) conducted an experiment to test the view that arguments in messages could affect agreement with communication by serving as a simple acceptance cue, but could affect agreement by enhancing issue-relevant thinking when personal involvement was high. The researchers attempted to incorporate consumer involvement in their studies and demonstrated that customers' level of involvement can be a moderating factor when they search for and evaluate eWOM.

Laroche et al., (2003) tested which dimension of the intangibility construct is the most correlated with perceived risk. The result shows that the mental dimension of intangibility accounts for more variance in the perceived risk construct than the other two dimensions, even when knowledge and involvement are included as moderators. Purchase involvement was identified as another potential antecedent of motives to engage in eWOM because higher purchase involvement suggests that a higher level of cognitive effort was made in the consumption of a service. The influence of purchase involvement in the hospitality industry may be more critical due to higher risks caused by the inseparability and perishability of services.

Sussman and Siegal (2003) investigated how knowledge workers are influenced to adopt advice they receive in mediated contexts using a technology acceptance model combined with dual process models of informational influence to develop a theoretical model of information adoption. According to the findings of the study, in the context of online shopping, consumers rely on online information provided by others, which may be credible to adopt and may profoundly influence their behaviour, subjective norms, beliefs, intention, and attitude. Involvement, information credib ility, and information quality are important sources of positive or negative eWOM that appeal to consumers' social ties.

Park et al., (2007) defined involvement as a product's perceived personal relevance based on the needs, interests, and values of the individual consumer. They discovered that the importance of high- level involvement online product reviews was only affected by review quantity when the quality was high. The study also confirms that multiple positive e-reviews increase consumers' inclinations to buy.

The study by Lee et al., (2008) investigated the effects of negative online consumer reviews on consumer product attitude. In addition, from the standpoint of information processing, the proportion and quality of negative online consumer reviews were also studied. The elaboration likelihood model was used to explain the persuasive effect of product involvement on proportion and quality. According to the study, as the proportion of negative online consumer reviews increases, high- involvement consumers tend to conform to reviewers' perspectives, depending on the quality of the negative online consumer reviews; in contrast, low-involvement consumers tend to conform to reviewers' perspectives regardless of the quality of the negative online consumer reviews.

Individuals are more motivated to understand the important information as their involvement grows.

Jeong and Jang (2011) empirically investigated which restaurant experiences cause customers to engage in positive eWOM, where restaurant service quality (food quality, service quality, atmosphere, and price fairness) is the antecedent of eWOM communication. According to the study, opinion leaders are more likely to exhibit innovative behaviour than opinion seekers and have a higher level of involvement with the product category. They also discovered that opinion leaders have social leadership and active social involvement, allowing them to influence others rather than be influenced.

Gu et al., (2012) used a panel of sales and WOM data for 148 digital cameras from Amazon.com and three external WOM websites (Cnet, DpReview, and Epinions) over a four- month period to examine the relative impact of external and internal WOM's on retailer sales for high- involvement products. According to their findings, external eWOM has a greater impact on retailer sales of high involvement products. The findings also indicate that a retailer's internal WOM has a limited impact on its sales of high-involvement products, whereas external WOM sources have a significant impact on the retailer's sales.

Langaro et al., (2015) proposed a model that evaluates the impact of users' participation in Social Networking Sites on brand awareness and brand attitude, the two main pillars of brand knowledge. The study focused on brand pages on Facebook, the most popular social media platform for businesses. An online quantitative survey was conducted with brand page users of leading brands on Facebook. According to the study, it is found that the greater involvement is associated with more favourable attitudes toward a brand.

The study by Baek and Ahn (2015) looked at empirical research to determine the effect of eWOM on mobile app downloads. Furthermore, the study compared consumer behaviours for free and paid application downloads to see how consumer involvement affects the relationship between eWOM and mobile application downloads. According to the findings, the concept of involvement is gaining traction in consumer behaviour research because it can explain a consumer's mental and physical effort in many aspects of consumption-related activities.

Kim (2016) investigated how different service experiences influence motives and intentions to spread eWOM, with a focus on the antecedent roles of restaurant service experience valence and purchase involvement. The findings indicate that highly involved customers are more likely to provide eWOM in the aftermath of negative experiences, and that customer who have negative experiences hope to influence companies through eWOM.

According to Yan et al., (2016) consumer characteristics (cognitive level and involvement degree) moderate the effects of independent variables on eWOM usefulness and credibility. The study also shows that cognitive level and degree of involvement influence the perceived usefulness of eWOM. The study suggests that for consumers with a high cognitive and involvement level, the effects of eWOM volume and rate extremism on perceived usefulness will be reduced. That is, consumers with a high cognitive and involvement level make decisions primarily based on their own knowledge, experience, and judgement during the information process. The level of consumer involvement does not mitigate the effects of the antecedent factors of eWOM credibility.

The study by Krishnamurthy and Kumar (2018) investigated the consumers' perceptions of the brand image formed by eWOM exposure under the moderating influence of consumer involvement. According to the study's findings, high- involvement consumers will go through more eWOM information and spend more time with eWOM to develop a brand expectation or idea. High- involvement customers form a more positive image of the brand.

According to Chu et al., (2018) the need for self- improvement influences Chinese travellers' engagement with We chat. According to the social identity theory, sense of belonging is defined as user involvement experiences that lead to the user identifying himself/herself as a member of social circles or groups. It is found that an engaged Chinese traveller who maintains a high level of involvement and social interaction is most likely to actively generate or use travel-related eWOM.

Hussain et al., (2020) investigated consumers' motivations for participating in eWOM for online information adoption. Involvement, information credibility, and information quality are important sources of positive or negative eWOM that appeal to consumers' social ties. It implies that online customers' motivational involvement in eWOM for information adoption is influenced by organisational motives, and this

influences consumers' purchasing decisions. The study centred on reader motivations that involve in online communities, such as experience, prior knowledge, perceived risk, and information need, in response to eWOM information adoption, which was mediated by writer motivations, such as a social tie, involvement, information credibility, information quality, and information usefulness.

Santos et al., (2021) presented an extensive content analysis of two major constructs directly related to tourist behaviours (i.e. involvement and emotions), because there are still some critical gaps in the knowledge about tourists' emotions and involvement. An in-depth content analysis of involvement and emotions was adopted as a methodological approach. The findings of the study states that emotions and involvement demonstrate greater progress and scientific development to the level of tourism, marketing and consumer behaviour, representing an important issue for integrated tourism experiences.

Rasoolimanesh et al., (2022) conducted a study to investigate how memorable tourism experiences (MTE) affect the behavioural intentions of heritage tourists, with satisfaction acting as a mediator. The study collected empirical data from tourists visiting Iran's heritage city of Kashan. According to the findings, three dimensions of MTE, namely local culture, involvement, and knowledge, had a significant direct or indirect impact on tourists' intent to visit a destination. The study also discovered greater heterogeneity among respondents, with hedonism and novelty positively influencing satisfaction, revisiting, and word-of- mouth intentions. The study suggests that the degree of tourist involvement has an impact on their satisfaction with the travel service providers.

2.3 Mediators of Electronic Word-of-Mouth
2.3.1 Perceived Usefulness

According to Davis (1989) perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance". When consumers find the information useful in the context of making a purchase decision, they are expected to use eWOM. A consumer perceives eWOM to be useful when the information received leads to the acceptance or rejection of a travel-related product/service, such as a specific destination, sightseeing activity, hotel, or

restaurant that is being considered. Marketers are enticed to provide promotional chat or reviews in order to influence consumers' product evaluations. Furthermore, because of the online medium's relative anonymity, businesses can (and do) disguise their promotions as consumer recommendations. According to them, usefulness is the subjective likelihood that using the technology will improve a user's ability to complete a given task.

Sen and Lerman (2007) investigated the existence of the negativity effect in e-WOM consumer reviews for utilitarian versus hedonic products, as well as the impact of the reader's attributions about the reviewer's motivations. The study investigated the indirect effects of persuasive messages on message's perceived usefulness and related attitudes, as well as the mediating role of consumers' causal attributions.

Friske and Racherla (2012) analysed how people are influenced by information using reviews collected from Yelp.com, a popular online advisory website dedicated to service businesses across the United States. The study's findings indicate that a combination of reviewer and review characteristics is significantly related to the perceived usefulness of reviews. According to the study, reputation and expertise are the factors that influence perceived usefulness. The study concluded that review characteristics have no greater influence on perceived usefulness than reviewer characteristics.

Purnawirawan et al., (2012) says that when a review set begins and ends with reviews of the valence shared by the majority of the reviewers, the perceived usefulness of the set of unbalanced reviews is reinforced; in other words, the minority opinions are wrapped in the majority opinions. When reviews are perceived to be relatively useful, the recall of positive and negative review information influences attitude and intention formation through the impression it creates about the object. Several studies have already looked into the factors that influence the perceived usefulness of individual consumer reviews, such as source credibility, product type, argumentation, valence, and rating.The perceived usefulness of a review set moderates the relationship between readers' recall of review information, impressions of the reviews, and attitudes and behavioural intentions toward the reviewed object.

Renny et al., (2013) measured the influence of perceived ease of use and usefulness on attitudes toward usability. Consumers with internet access were among

those who took part in the study. Structural Equation Modelling was used to analyse the data. The findings show that perceived usefulness influences attitudes toward airline ticket reservation usability more than perceived ease of use and trust.

Lai et al., (2013) investigated the effects of website trust and the factors included in the Technology Acceptance Model (TAM) on consumers' online booking intention. This study's subjects were chosen from 30 Taiwanese B&B (bed & breakfast)sectors. Structural equation of statistics was used to analyse data collected from 359 respondents. It was found that consumers' trust in websites would positively influence their perceived ease of use and usefulness toward the websites. Consumers' trust in websites had no positive influence on their online booking intentions.

Kanchanatanee and Suwanno (2014) conducted a study to determine the effect of attitude toward perceived usefulness, perceived ease of use, and perceived compatibility on small and medium-sized business owners' intention to use E-Marketing in Thailand's three southern border provinces. A questionnaire-based field survey was conducted with 430 participants. Using structural equation modelling, the data was analysed and nine hypotheses tested. According to the findings, attitude toward the usage of E-Marketing is the most influential factor influencing intention to use E-Marketing. This study discovered that perceived compatibility had a direct effect on the perceived usefulness of E-Marketing; however, attitude toward using E-Marketing was not found to have a direct effect on the perceived usefulness of E-Marketing.

The critical factors of augmented reality usage as well as how these influence visitors' augmented reality usage intention and destination visit intention through beliefs and attitude were analysed (Chung, Han, & Joun, 2015) . In Deoksugung Palace, South Korea, data were collected from 145 people using an augmented reality application and SEM was used to analyse the hypotheses. The findings show that technological readiness predicts perceived usefulness. Furthermore, perceived ease of use was influenced by visual appeal and facilitating conditions. The perceived ease of use influenced the perceived usefulness. Finally, perceived usefulness and ease of use influenced the intention to use augmented reality and visit to a destination through an augment reality attitude.

Kucukusta et al., (2015) conducted an empirical study focusing on Hong Kong online users' intention to book online tourism products. 213 Hong Kong online users

were polled in Hong Kong business districts. According to the findings, the majority of respondents who use the Internet to book online travel products were young, and people over a certain age were less likely to prefer booking tourism products online. Perceived usefulness of the internet was more influential than ease of use in forming usage intention, and ease of use is perceived as more important by jobseekers, students, and employees than other profession groups.

Erkan (2016) investigated the impact of eWOM in social media on consumer purchase intentions. In the first phase, a theoretical model based on the integration of the Information Adoption Model (IAM) and related components of the Theory of Reasoned Action was developed to investigate the determinants of eWOM information on social media that influence consumers' purchase intentions (TRA). A survey of 384 social media users in the United Kingdom was conducted. The key factors for eWOM in social media that influence consumers' purchase intentions were found to be information quality, credibility, usefulness, and adoption, information needs, and information attitude.

Hussain et al., (2016) investigated the perceived usefulness, ease of use, and enjoyment as motivators for users' complex interaction with maps on mobile devices. Using the above three beliefs as antecedents, the TAM model was used to assess users' intent to use and acceptance of interactive mobile maps. The quantitative research methodology (survey) was used, and the analysis and findings revealed that all three explanatory variables used in this study explain the variability in user acceptance of interactive mobile map technology. User acceptance of interactive mobile maps is significantly influenced by perceived usefulness, perceived ease of use, and perceived enjoyment. The findings show that perceived usefulness has a positive impact on user acceptance of interactive mobile maps. The study highlights that perceived usefulness is significantly associated with user acceptance.

Kim et al., (2016) developed and tested a communication model for persuasive processes in mobile tourism shopping (MTS). The study looked at 357 respondents who had recently purchased a tourism product using mobile devices (smart phones or tablets). They found that source credibility has a positive effect on perceived usefulness and site attachment (peripheral route); perceived usefulness has a positive effect on site attachment and continued usage; and site attachment has a positive effect on continued usage. According to the study, argument quality has a significant influence on perceived

usefulness, perceived usefulness has a positive influence on site attachment and continued usage, and attachment has a positive influence on continued usage.

Abdullah et al., (2017) proposed a conceptual framework to understand the role of perceived interactivity, perceived ease of use, and perceived usefulness toward online booking intention among hotel website users. The underlying theory of the framework was the Technology Acceptance Model (TAM). According to the model, perceived website interactivity dimensions (two-way communication, responsiveness, and user control) influence perceived website ease of use and usefulness. The findings also show that hotel websites with higher perceived ease of use and usefulness are more likely to influence online booking intention. The three core dimensions of perceived website interactivity have a significant impact on perceived ease of use and perceived usefulness of online services and online booking website. The study also highlights that level of image interactivity of a website as having a significant positive effect on perceived ease of use and perceived usefulness.

Tien et al., (2018) used paper-based questionnaires to collect data from 314 Taiwanese respondents. The collected data was analysed using the SPSS and Smart PLS. The findings indicate that perceived persuasiveness, perceived informativeness, and source expertise are adequate predictors of eWOM utility. Furthermore, perceived persuasiveness, source expertise, and source trustworthiness significantly predict the credibility of eWOM on social networking sites. It was discovered that perceived usefulness and credibility, when combined, increase the likelihood of adopting a eWOM message, and that eWOM adoption plays a significant mediating role in the influence of eWOM credibility and usefulness on consumer purchase intention toward products recommended on SNSs.

Abedi et al., (2019) investigated the impact of eWOM information on consumers' behavioural intentions in mobile social networks. The information adoption model, theory of reasoned action, and social exchange theory were used in this study to investigate the impact of eWOM information on consumers' behavioural intentions in mobile social networks. The proposed model was evaluated using SmartPLS software using the data collected from 394 respondents. The study found that the quality and credibility of eWOM information has a direct positive effect on perceived information usefulness. The influence of perceived information usefulness on information adoption is

moderated by attitude toward eWOM information. Furthermore, attitude toward eWOM information has a significant positive influence on behavioural intentions such as purchase intent and eWOM information forwarding. According to the study, information credibility has a positive effect on the perceived usefulness of eWOM information in mobile social networks. The perceived usefulness of information contributes to a positive attitude toward eWOM information.

Wang and Li (2019) studied the antecedents and consequences of the perceived usefulness (PU) of travel review websites. The study found that the antecedents of the PU of travel review websites are utilitarian and hedonic perceptions, specifically the information quality of eWOM (utilitarian perceptions), curiosity fulfilment, and enjoyment in the use of travel review websites. Travel review websites' PU has a positive impact on travellers' eWOM generation, eWOM use, and purchase decision. According to the study, travel review websites, social media managers, and website designers can create a useful travel review website that will guide eWOM use and generation, as well as purchase decisions.

Jorge et al., (2020) investigated the impact of perceived usefulness on the image of a rural destination from the perspective of tourists. To accomplish this, a sample of 555 tourists visiting the Douro destination was used, and the data collected was analysed using structural equation modelling. The findings revealed that tourists' trusts in tourism digital marketing tools, as well as their attitude toward these tools, have an indirect effect on destination image. The perceived usefulness of some digital marketing tools used to search, plan, or purchase Douro destination, such as website, booking, and mobile devices, has a positive effect on the image of this destination.

Mensah, (2020) examined the moderating effect of eWOM communications on the relationship between the perceived usefulness (PU) and perceived ease of use (PEOU) of government services and the intention to use mobile government services. The results have shown that there was a significant moderating impact of eWOM on both the relationship between PU and PEOU and the intention to use mobile government services. In addition, perceived usefulness and perceived ease of use of mobile government service were significant in determining the intention to use mobile government services.

Nechoud et al., (2021) examined the process by which eWOM susceptibility moderates the strength of indirect links between the perceived credibility of eWOM messages and the intention to visit a destination via the destination image and the perceived usefulness of these messages. Structural equation modeling and Hayes procedure were used to study simultaneously and rigorously the mediating and moderating effects. The results indicate that the mediation links of the destination image on the relationship between perceived credibility and intention to visit a destination are moderated by the susceptibility of the eWOM. This study also indicates that the relationship between the perceived credibility of the eWOM and the intentions to visit a destination is mediated by the usefulness of the eWOM messages and the destination image.

In a study conducted by Ali et al. (2022), the impact of electronic word of mouth, perceived service quality, and perceived usefulness on customer commitment towards Alibaba, a leading e-commerce service provider, was investigated. The study aimed to explore the factors that influence customer loyalty towards Alibaba's products and services in the current digital era. The sample size of the study included 100 respondents. The findings of the study revealed that electronic word of mouth, perceived service quality, and price perception significantly influence customer commitment towards Alibaba. Additionally, perceived service quality was found to have a significant impact on customer commitment. The study also showed that customer loyalty is strongly correlated with perceived usefulness. Moreover, the study found that electronic word of mouth, service quality, and perceived usefulness have a significant impact on customer commitment towards Alibaba. These results highlight the importance of providing high-quality service, promoting positive customer reviews, and offering competitive pricing strategies to enhance customer loyalty and commitment towards Alibaba.

2.3.2. Attitude

Um and Crompton (1990) developed a two-stage approach for choosing a location. The two stages involved the evolution of an evoked set from the awareness set and the selection of a destination from the evoked set. At both stages, it was discovered that the choice of travel destination is influenced by one's attitude toward each alternative. The difference between perceived inhibitors and perceived facilitators was

used to operationalize attitude. To collect survey data from respondents at both stages of their decision-making process, a longitudinal approach was used. The results of the tests indicated that attitude played a role in determining whether a potential destination was chosen as part of the evoked set and in deciding on a final destination.

Ajzen (2001)found that the online word-of- mouth has a significant impact on attitudes toward visiting Isfahan, subjective norms, perceived behavioural control, and travel intention. Travel experience influences the use of eWOM and the Theory of Planned Behavior constructs (2013). The stronger the person's intention to engage in the behaviour, the more favourable their attitude towards it is.

Thurau et al., (2004) examined that consumers' desire for social interaction, desire for economic incentives, concern for other consumers, and the potential to increase their own self- worth are the primary motivators for eWOM behaviour. According to the findings, businesses may need to devise new strategies to encourage eWOM behaviour among their customers.

The study done by Chandra Lal (2010) inspired by the findings of a social impact study conducted at the Dambulla Tourism Destination in Sri Lanka. In phase one, exploratory interviews with local residents were conducted, and in phase two, a field survey was conducted to assess the effects of tourism on local residents. The information was gathered from 400 local residents. According to the research, there is currently a higher level of support for tourism among the local community. The study found that there is a favourable perception and a positive attitude toward the destination's tourism development.

Renny et al., (2013) confirmed previous research by measuring the influence of perceived ease of use and usefulness on attitudes toward usability. To collect data, a questionnaire was used as a research instrument. Consumers with internet access were among those who took part in the study. Structural Equation Modeling was used to analyse the data (SEM). According to the study's findings, perceived usefulness influences attitudes toward airline ticket reservation usability more than perceived ease of use and trust.

Jalilvand et al., (2013) studied the interrelationships between eWOM towards Islamic destinations and travel intention. Through a convenience-sampling approach, a ten-minute pen and paper questionnaire was distributed to international tourists in Isfahan

(189 participants). The study found that the eWOM influences tourists' attitudes toward Islamic destinations as well as their travel intentions. Furthermore, tourists' attitudes toward Islamic destinations are strongly related to their intent to travel.

Albarq (2013) investigated the empirical and theoretical evidence for causal e-WOM relationships between tourists' attitudes toward specific destinations and actual travel intention. They examined these relationships using the SEM technique during visits to Jordan. A pre- validated questionnaire was distributed to a convenience sample, with 97.3% responding. The findings revealed that eWOM communications positively impact tourists' travel intentions and attitudes toward Jordan as a destination, while attitudes toward Jordan visit have a positive effect on their intention to travel. Tourist attitudes and travel intentions are influenced by eWOM. There is a strong link between attitudes toward these destinations and travel intention. This sentiment is comparable to the findings of Jalilvand et al. (2012), who found that online WOM accurately reflects consumers' travel intentions towards a destination.

Debabi (2015) found that attitude toward a behaviour represents the perceived consequences of the behaviour as well as the person's assessment of the significance of the consequences. It was also asserted that attitude is a person's overall positive and negative belief and evaluation of behaviour; it represents a person's favourability or unfavorability of feelings toward performing the behaviour.

Ayeh J. K., (2015) proposed a model of consumer-generated media acceptance for travel planning that integrates the Technology Acceptance Model and the Source Credibility Theory. The study analysed the critical factors relevant to the cognitive processes that determine online travellers' affective and conative responses to the use of consumer- generated media for travel planning, based on an online survey of 661 valid responses and structural equation modelling. The findings suggest that combining technology acceptance and information adoption factors can improve understanding of consumer- generated media usage in the context of vacation planning. The study's findings revealed that the expertise and trustworthiness of travel reviewers have a significant impact on online travellers' attitudes toward the use of such reviews.

Zarrad and Debabi (2015) identified theoretical arguments and hypotheses about the interrelationships between eWOM and tourists' attitudes toward specific destinations and actual travel intentions. The SEM model was empirically tested using data collected

from a sample of 219 foreign tourists who participated in online communities and visited Tunisia during the research period. According to the findings, eWOM plays a significant role in shaping tourists' attitudes and intentions. The eWOM communication has a credible influence on both attitudes and intentions to return to Tunisia.

The study by Baber et al., (2016) investigated the effects of online word-of-mouth communication on consumer preferences, the variables influencing an individual's use of positive word-of-mouth, and their effect on consumers' attitudes and intentions to buy electronic products. The heuristic-systematic model and attitude formation theory provided a solid framework for collecting data from 251 internet users, covering six measures: speaker's trustworthiness, speaker's expertise, speaker's experience, word-of-mouth use, attitude, and purchase intentions. The findings indicate that attitude moderates the impact of credible and reliable eWOM on the behavioural intentions of receivers.

Murphy (2016) used discriminant analysis to examine three decision-making groups in various tourist destinations. According to the study, there are significant differences in attitudes and perceptions of local tourism development among the business sector, administration, and residents. The three decision- making groups do, in fact, have opposing views on local tourism development. The author used a step-by-step procedure, which determined the relative importance of an individual's attitude in this differentiation process.

Doosti et al., (2016) investigated that how eWOM attitude and city image influence tourists' intention to visit a tourism city. According to the empirical findings, eWOM has a positive and significant influence on tourists' attitudes and overall city image. eWOM has a significant influence on consumers' attitudes toward travel destinations, which has a positive impact on their visit intentions. If travellers have a more favourable attitude toward a travel city, they are more likely to visit it.

Abubakkar et al., (2017) investigated the impact of eWOM on revisit intention and destination trust, as well as the moderating role of gender in the medical tourism industry. SEM model on a sample of 240 respondents revealed that eWOM influences both intentions to revisit and destination trust; destination trust influences intention to revisit; eWOM influences intention to revisit about 1.3 times more in men; eWOM influences destination trust about 1.2 times more in men; and destination trust influences

intention to revisit about 2.3 times more in women. The study discovered that eWOM has a positive and significant effect on tourists' attitudes toward the destination to visit.

Jalilvand and Heidari (2017) wanted to find out which type of word-of-mouth communication, face-to-face vs. electronic, has a greater influence on destination image and attitude. The model was empirically tested with a sample of 678 tourists from the online tourist community - tripadvisor.com. Tourists were asked to fill out a survey about their information search on the virtual sharing platform and face-to-face interactions. The findings of this study indicate that eWOM has a stronger influence on destination image, attitude, and travel intention than face-to-face WOM.

Zainal et al., (2017) conducted a study to investigate the impact of trusting online eWOM sources and attitude on the intention to follow eWOM among Malaysian travellers. An online survey was used to collect 280 responses. The findings show that trust in the honesty, competence, and benevolence of eWOM sources has a significant impact on both attitude and intention toward eWOM. According to the study, attitude acts as a mediator between online travel reviews and the intention to use eWOM.

Rizky et al., (2017) examined the model of eWOM, destination image, and attitude toward destination together to determine which factor has the greatest effect on travel intention, including direct, indirect, and total effects. The model was tested using the Generalized Structured Component Analysis (GSCA) methodology. The findings show that eWOM influences attitude toward destination, and attitude toward destination influences travel intention. According to the findings, eWOM has a significant and positive impact on the attitudes and travel intentions of 167 online respondents in Batu City, Indonesia.

Mehmood et al., (2018) investigated the mediating role of heritage image and attitudes toward a heritage site in the relationship between user-generated content (UGC) and travel intention toward a heritage site. Through their mediators, the exogenous variables influenced travel intentions toward a heritage site both directly and indirectly (i.e., heritage image and attitudes toward a heritage site). Personal eWOM has a significant impact on their attitudes and travel intention to the heritage site. According to the study, which collected data from 280 domestic and international tourists in China revealed that attitude plays a significant role in mediating this relationship.

Shome and Anubha (2020) investigated the impact of eWOM on the behavioural intentions of Indian urban millennials to use it when booking travel. The eWOM was assessed on four dimensions: perceived credibility, quality, quantity, and completeness. The eWOM attitude was investigated as a mediator. To assess validity and reliability, the study first employs a confirmatory factor analysis. After collecting responses from 288 Indian millennials from six North Indian cities, structural equation modelling was used to test the research hypotheses. According to the findings, millennials' eWOM attitude fully mediates their perceived quality and usage intentions when booking travel. However, this mediation effect is only partial in terms of other eWOM components, such as perceived credibility, perceived quantity, and perceived completeness. According to the study, the relationship between perceived eWOM credibility and the intentions of Indian urban millennials or Generation Y to use eWOM is partially mediated by their attitudes toward such eWOM.

Bhat and Mishra (2020), investigated the attitudes of Kashmir region residents towards tourism development based on demographic characteristics. 650 valid questionnaires were collected, indicating that residents' attitudes could bene fit tourism development in any tourism-potential region. According to the study, the demographic characteristics of residents have a significant impact on their perceptions of the economic, social, and environmental effects of tourism in the Kashmir region. This study discovered that age was a predictor of residents' positive attitudes towards tourism effects on social life and the native environment, and educational attainment was a robust predictor of local residents' positive behaviour towards environmental benefits of tourism development, whereas more educated residents have a negative attitude towards economic and social costs. The level of income was identified as a significant indicator of local residents' attitudes towards tourism, and residents' occupation was identified as an indicator of the development of attitudes towards tourism's effects on the local community.

Moraru et al., (2021) conducted a study in Romania to examine the perceptions of residents towards tourism and to identify the factors that influence their acceptance of tourist activity. The researchers used a quantitative research method, based on a questionnaire, to determine the level of acceptance and support for tourism among the residents. The study found that the tourist activity had a negative impact on various

aspects of residents' lives, including hospitality, morality, and honesty. Additionally, the study found that tourist activity had negative effects on residents' attitudes towards labour, mutual trust, and good behavior, as well as city traffic, public health, spatial planning, landscaping, and sustainable development opportunities in the city. Overall, the research highlights the need for a sustainable approach to tourism that takes into accounts the concerns and perspectives of local residents.

Azhar et al., (2022) conducted a study using the theory of planned behaviour (TPB) to investigate the impact of electronic word of mouth (eWOM) on revisit intention after COVID-19, with a focus on potential tourists planning to return to India. The study aimed to improve the robustness of the TPB model by including two additional constructs: eWOM and destination image. Data was collected through an online questionnaire, with 301 responses obtained. The findings suggest that eWOM had the strongest effect on revisit intention, followed by destination image. The main components of the TPB model (attitude, subjective norm, and perceived behavioural control) were found to have a significant and positive influence on tourists' intention to return. The study implies that potential tourists have a positive attitude towards India and intend to revisit post-COVID-19.

2.3.3. Trust

Yoo (2009) investigated whether website and consumer characteristics are significant predictors of online trust. They found that the main source of trust is credibility. Trust is also influenced by brand image. Experience and product knowledge have a greater impact on trust. Online trust has a greater influence on the purchasing behaviour of online shoppers. According to the findings, online trust is a motivating factor in purchasing, and the greater the trust, the greater the impact on customer loyalty.

Dickinger (2011) compared the trustworthiness of three different online channels in his study (personal, marketing, and editorial). The experiment results show that user-generated content is highly trustworthy, with high levels of integrity; however, it is not always regarded as the most informative. Tourist boards and editorial content providers are regarded as the most capable information providers. 453 participants demonstrate that there is a difference in perceptions based on different information channels. The findings confirm that different dimensions of trustworthiness become effective as drivers of

overall trust depending on the type of online channel. The findings indicate that a city tourism board is far more trustworthy than others. Others should try to earn some sort of quality certificate or third-party certification to gain higher credibility and trust.

Burgess et al., (2011) studied the level of trustworthiness of online travel information from various sources. The study employed a survey of 12,000 Australian travel consumers, and the findings support the notion that there are differences in the level of trust for online travel information from various sources. Respondents 'tended to agree' that they trusted information provided by travel agents, commercial operators, and traveller comments on third-party websites. The information provided on State government tourism websites, on the other hand, received the highest level of trust. The findings suggest that when online travel comments are on a specific travel website, they are more trusted than when they are on a more general social networking website.

Sparks and Browning (2011) investigated the role of four key factors that influence trust perceptions and consumer choice. An experimental design was used to investigate four independent variables: the review's target (core or interpersonal); the overall valence of a set of reviews (positive or negative); review framing (which information comes first: negative or positive information); and computer- generated numerical ratings. The findings show that positive framing combined with numerical rating details increases both booking intentions and consumer trust. The findings suggest that when evaluating a hotel based on reviews, consumers prefer simple information. Higher levels of trust are also evident when a set of reviews focused on interpersonal service is positively framed.

Kim et al., (2011) investigated which factors influence trust, satisfaction, and loyalty. A structural equation modelling was used to examine the relationships between exogenous variables (navigation functionality, perceived security, and transaction cost) and mediating variables (trust and satisfaction), with loyalty as the dependent variable. The internet research firm collected 340 responses from online panel respondents for this purpose. The findings show that navigation functionality and perceived security have a significant positive effect on trust. According to the study, customers will buy tourism products and services online if the e-commerce website is perceived as trustworthy.

According to Phutela and Dasgupta (2013), online trust is a key differentiator that determines the success or failure of many online businesses. Customers can enjoy a secure and private online shopping experience when they use trusted websites.

Lopez and Sicilia (2014) proposed and tested a theoretical model that examines the extent to which eWOM participation can be considered as a determinant of eWOM influence on individual decision making, and it includes perceived source trustworthiness as a mediator. Both seeking and giving opinions appear to predict eWOM influence on decision making. The findings also show that perceived source trustworthiness mediates the relationship between opinion-seeking behaviour and the influence of eWOM on decision making. The perceived trustworthiness of the source has a positive effect on the influence of eWOM on decision making. When people believe a source is highly trustworthy, eWOM has a greater influence on their decision- making than when they believe it is less trustworthy.

Wang et al., (2014) discovered that consumer trust research is still in the process of borrowing constructs from other established disciplines and developed research models to test its compatibility in selected industrial sectors. The study was carried out by gathering data from consumers' perceptual responses via an onsite survey, a main survey, and an online survey. According to the study, when customers are in an uncertain environment, trust may dismiss their vulnerability during the decision- making process. Creating and maintaining a trustworthy relationship with customers is a strategy that benefits both customers and tourism businesses. The author emphasises that consumer trust is still a relatively new topic in the tourism and hospitality industries, as evidenced by a wide range of arguments and opinions. Direct citations from these two studies may not be logically acceptable due to concerns about research validity and reliability.

Ladhari and Michaud (2015) investigated the impact of Facebook comments on hotel selection. They also investigated the moderating role of internet users' trust in these comments. According to the study's findings, positive feedback increases trust. They also demonstrated a link between the quality of the website and the corporate image, making trust a more important factor.

Abubakar (2016) found that eWOM is related to travel intention and destination trust; and destination trust is related to travel intention. He discovered that eWOM had a

significant impact on destination trust for both genders, but was stronger for men, whereas destination trust had a stronger impact on travel intention for women.

According to Artigas et al., (2017) reputation and cognitive and affective evaluation of a destination are relevant antecedents of trust. Trust in a tourist destination is viewed as a multidimensional construct that includes local residents as well as honest, benevolent, and competent public and private institutions. The study employed a non-probabilistic sample of 750 tourists drawn from quotas and distributed proportionally among Chile's major tourist destinations. A structural equation model was estimated after testing the psychometric properties of the scales developed for this study, and it was discovered that trust is a result of the reputation of the destination, as well as the cognitive and affective evaluation of the tourists. The study discovered trust as a construct that implies interaction between the tourist and the locals and institutions. Tourists will expect to be welcomed and treated with honesty and benevolence, which will foster trust. This study confirms that tourists' trust in a destination is influenced by its reputation.

The study by Abubakkar et al., (2017) investigated the impact of eWOM on the intention to revisit and destination trust, as well as the moderating role of gender in the medical tourism industry. According to the study, eWOM influences the intention to visit and destination trust, and destination trust influences the intention to revisit. This paper emphasises that the strength of the relationship between trust and revisit varies by gender.

The study by Nam et al., (2018) investigated what causes consumers to trust or distrust a review website, as well as how value is created (or destroyed) through online reviews. Using the expectation confirmation model as a foundation, this study found that the consumers' dissatisfaction with previous eWOM leads to distrust of the eWOM, which leads to negative eWOM and, ultimately, distrust of the review website itself. Experience-based dissatisfaction influences negative review writing directly, but only indirectly influences website distrust. The survey data was collected from 227 Trip Advisor website users with PLS results supporting our model.

Bindu and Indu (2018) studied the sources of trust and distrust in online travel review sites, to identify factors influencing online trust, and to investigate users' behaviour regarding trustworthiness in online websites. According to the study, trust in e-commerce primarily affects the purchaser, mediator, and seller. Despite the other social

networking sites, the travel-related sites were regarded as trustworthy. According to the study, review sites should constantly encourage reviewers to share their ide ntity and other reliable and necessary information about themselves in order to assist potential customers in evaluating the credibility. According to the study, it is found that when it comes to trustworthiness, all types of tourists, whether they are young or old, evaluate online sites equally.

Lin et.al., (2018) developed a nomological framework to examine the causal relationships among the critical influencing antecedents on online consumer attitudes and purchase intentions toward group package tours in the fast-growing tourism social networks, combining the theoretical perspective of technology acceptance model (TAM) with the construct of trust on eWOM. Without conducting in-depth interviews with subjects, this study employed convenience sampling and conducted a questionnaire survey on consumers who purchase package tours from travel agencies. The findings show that: trust in eWOM in Tourism Social Networks has a positive impact on perceived usefulness, perceived ease of use, and consumer attitudes toward Group Package Tours; perceived usefulness and perceived ease of use positively affects consumers' attitudes and purchase intentions toward Group Package Tours in Tourism Social Networks; and consumer attitudes positively affects their purchase intentions toward group package tours in tourism social networks.

Martnez et al., (2020) identified the primary factors influencing eWOM on CSR issues covered by the media via social media. The construct items were measured using seven-point Likert's scales. According to the findings, information value, Facebook trust, and self-disclosure all have a positive impact on eWOM intentions. It also confirmed that source credibility affects information value positively. Because no significant relationship was found between Facebook trust and privacy concerns, as well as between this variable and intentions to share and comment, this study adds to the ongoing debate about the privacy paradox in the context of SNSs.

According to Pop et al., (2021), trust is a critical topic in influencer and tourism marketing because it is responsible for creating and maintaining successful long-term relationships between organisations and consumers. The purpose of this study was to evaluate the role of customer journey constructs (including desire, information search, evaluating alternatives, purchase decisions, satisfaction, and experience sharing) in

mediating the interrelationship between Social Media Influencer (SMI) trust and the dimensions of customer journeys. The analysis of the data using Smart PLS show that consumer trust in SMIs has a positive effect on each stage of travel decision-making.

2.4 Control Variable

2.4.1. Internet Usage

Pitoska (2013) investigated the use of information and communication technologies (ICT) by the Greek tourist industry, specifically non-coastal tourist units. According to the author, the tourism industry has become more competitive as a res ult of the internet's introduction of transparency, speed, flexibility, and a wide range of options. Reduced seasonality, improved customer communication, and an increase in reservations and sales overall are all advantages of e-tourism. The Internet has changed the structure and principles of the tourism industry forever. By utilising ICT and the internet, customers can easily choose a destination, compare prices, and complete financial arrangements. ICT and the internet provide innovative and useful tools to the tourism industry, allowing them to expand their presence in the global tourism market. According to the study, the online reservation system will be doubled in five years. The use of e-marketing is satisfactory, and the majority of respondents believe it is absolutely necessary for the success of an enterprise. According to the author, the majority of tourist attractions appear to be unfamiliar with electronic customer relationship marketing systems (E-CRM). Participation in social networking sites and collaboration with online travel agencies are useful tools for a tourist's efficient communication with a potential customer. Despite financial crisis, online reservations have contributed to an increase in visitor arrivals, giving the tourism industry reason to be optimistic.

Lam.et.al. (2014) discovered that all variables, namely "functional benefits," "complexity," "perceived risks," and "costs," had a significant influence on tourist satisfaction. This study was designed to investigate international tourists' satisfaction with their overseas travel experience as influenced by the internet. Majority of tourists claimed to have searched online for information on destination attractions, places to stay, and online booking. Few Malacca survey respondents claimed that they visited Malacca because of its historical image, which had been posted on an online travel blog, and this had enticed them to come over and discover themselves.

Xiang et al. (2014) examined American travellers use the internet. The stud y found that internet adoption has reached a saturation point, and that some traditional channels, such as online travel agencies, continue to dominate their customers' travel planning. Internet appears to be widely used for travel planning across all customer segments, particularly among Generation Y. The study's findings show that the internet has had a significant impact on the nature of travel planning. In terms of behavioural responses to the use of the internet for travel planning, there is a distinct strategy. The use of the internet for traditional travel planning appears to have reached saturation, though certain habits of using the same sources of information and channels of transactions are still maintained.

The study by Adeola & Evans (2018) looked at the linear and nonlinear effects of mobile phones and the internet on tourism in Africa from 1996 to 2017 using the system general method of moments which accounts for cross-sectional dependence. According to the findings, mobile penetration and internet usage have a significant negative impact on tourism, whereas squared mobile penetration and squared internet usage have a significant positive impact. The empirical findings support a non- linear (or quadratic) relationship between mobile penetration, internet usage, and tourism, with mobile penetration and internet usage having a significant negative relationship with tourism until a certain point, after which they become a boost for tourism. According to the causality analyses, there is unidirectiona l causality from mobile penetration to tourism, as well as bidirectional causality between squared mobile penetration and tourism.

According to Law et al. (2018), mobile technology has become a necessity for tourists, both in their daily lives and while travelling. To examine this, 92 related articles published in hospitality and tourism journals were analyzed. Researchers have given an overall unequal focus, with more studies focusing on consumers than on suppliers. This study provides practitioners interested in implementing mobile technologies with an overview of consumers' motivations, usage behaviour, and preferences for using mobile technologies for travel-related purposes.

Marco et al. (2018) investigated the extent to which the internet has penetrated various European countries, as well as how online consumers behave in travel and tourism- related activities. From 2006 to 2017, data were collected to examine the evolution of the internet and ICTs (Information and Communication Technologies)

among citizens over time, as well as similarities and differences in behaviour patterns in the tourism industry. The findings indicate that there are distinct behavioural patterns and trends in online travel and accommodation management, as well as in the use of ICTs.

Tzioras (2018) conducted a study with the goal of discussing the Internet's role as an important tool in the tourism industry by presenting how it is used in customer service. An online travel agency was the subject of the investigation. The study discussed the use of the internet and its significance in the field of tourism, as well as presented and analysed the features and functions of the online travel agency, with a focus on the customer subsystem, the provider's subsystem, and the intermediary subsystem. According to the study, tourism marketing is a necessary tool for all tourism businesses in order to achieve their marketing goals.

According to Khatri (2019), information technology is most commonly used in the tourism and hospitality industries to meet information needs, study behaviour and performance, manage operational processes, and innovate. This research was conducted through content analysis and was divided into major themes such as: fundamental purpose, process redesign, and value creation and competitive advantage. Seven major tourism and hospitality journals from the last ten years were reviewed for this study, yielding 64 research articles on information technology in the tourism and hospitality industries.

Kerdpitak (2021) investigated the impact of digital marketing on the business performance of tourism. The study looked at the role of technological innovation in mediating the relationship between digital marketing and tourism business performance. The survey-based methodology was used in the study, and the data was analysed using SEM-PLS. The study found the ability of digital marketing to effectively track the businesses leading it to be ahead of traditional marketing. The needs and desires of customers can be analysed in a meaningful and innovative manner. These arguments suggest that incorporating digital marketing into the set of marketing strategies would make a significant contribution to the effective attainment of business goals and objectives by allowing brands to gain deeper insights into customer preferences and serve them better as a result.

Hysa et al. (2021) investigated the use of social media in destination marketing by different generations from the standpoint of sustainable tourism. According to the

study, as the global COVID-19 pandemic worsens, intensive marketing efforts and sustainable tourism strategies will become increasingly important. Without a doubt, social media can help with destination promotion among a sufficient number and type of tourists. The article investigates how frequently different generations use social media and how much they use it when planning a vacation. The survey included 397 Baby Boomer (BB) respondents as well as those from Generations X, Y, and Z. The frequency with which people use SM decreases with age, according to the study's findings. The differences between generations can be seen in behaviours such as using social media to check opinions about tourist destinations, recommending a vacation based on positive social media opinions and comments, and resigning from a vacation based on negative social media opinions and comments.

According Mallick & Ghosh (2022), the influence of the Internet has led to rapid growth of the tourism industry in recent decades. E-tourism influences not only the overall satisfaction of travellers, but also their willingness to return to the same location. Meanwhile, as e-tourism grows rapidly, digital media intermediaries are still in their infancy. The study used random sampling, and 400 people were interviewed through a structured questionnaire. To assess the impact of the Internet on tourist satisfaction, multiple and logistic regression analyses were done. According to the study, increased internet use may improve the overall travel experience and rekindle travellers' intentions. Increased awareness and frequent use of the internet can help to reduce the threats and anxieties associated with security issues when using online travel websites.

2.5 Consequence of Electronic Word –of-Mouth
2.5.1. Intention to travel

Jalilvand et al., (2012) found that eWOM positively influences destination image, tourist attitudes and travel intent; destination image and tourist attitudes are significantly related to travel intent; the image of the destination has a positive effect on tourist attitudes, and the socio-demographic characteristics influence the image of the destination, tourist attitudes and travel intent through the use of eWOM.

Albarq(2013) investigated empirical and theoretical evidence for e-WOM causal associations between tourist attitudes toward specific travel destinations and actual travel intention associated with Jordan visits. According to the findings, e-WOM

communication has a positive impact on tourists' travel intentions and attitudes toward Jordan as a travel destination. This study found sentimental resemblance to Mohammad Reza Jalilvand AE (2013) who found that WOM online accurately reflects consumers' travel intentions toward a destination. The purpose of this study was to investigate the interrelationships between eWOM towards Islamic destinations and travel intention. The structural model results indicate that eWOM and eWOM has an positive impact on the destinations and travel intention. Furthermore, tourists' attitudes toward destinations are strongly related to their intent to travel. According to the study, tourist satisfaction is a strong predictor of future visits to the destinations.

Chew (2014) investigated the role of destination image in mediating perceived risks and revisit intention of repeat tourists to a risky destination. According to the study's findings, perceived socio-psychological and financial risks influenced both cognitive and affective destination images.

Zarrad and Debabi (2015) identified theoretical arguments and hypotheses about the interconnections between eWOM and tourists' attitudes toward specific destinations and actual travel intentions. The study's findings indicate that eWOM communication has a credible influence on both attitudes and intentions to return to Tunisia as a destination.

Agag and El-Masry (2016) developed and empirically tested a comprehensive framework to investigate the antecedents of customers' intention to participate in an online travel community. The results of a SEM analysis of data collected from a sample of 495 members show that innovation diffusion theory and TAM with trust provide an appropriate model for explaining consumers' intention to participate; this intention has a positive influence on intention to purchase and positive word of mouth.

Jordan et al., (2017) used the Theory of Planned Behavior (TPB) to examine predictors of US residents' intentions to travel to Cuba across three-time horizons: 1 year, 5 years, and 10 years. TPB constructs were administered to a cross-sectional panel of US residents. Results varied by time horizon, with US residents' negative attitudes toward Cuba having a positive and significant influence on their intention to visit Cuba within one year. The findings of this study suggest that certain US residents share characteristics with the Allocentric profile of tourists, and that they are drawn to travel to Cuba in the short term due to its current state of "rough edges," rather than in the long term. These findings have important implications for both Cuban and American tourism

organisations, especially if the US market becomes more accessible in the future, because the baseline data provided by this study can inform their strategies and decision-making.

Park et al., (2017) developed and tested a structural equation model using the extended Theory of Planned Behavior (TPB) to explain Chinese college students' intention to travel to Japan. The results of structural analyses reveal that the extended TPB has better predictive power for travel intention to Japan than others. Attitude is found to have the greatest impact on intention to travel to Japan. The mediating role of travel constraints shows a significantly negative effect on the relationships between the predictors and travel intention except for the relationship between perceived behavioral control and travel intention.

Khan et al., (2018) empirically tested a comprehensive model of visit intent based on travel motivation, perceived risks and travel restrictions. The results of the study show that the motivation to travel has a positive influence on the intention to visit. For the perceived travel risks, performance risk and time risk had a negative impact on the intention to visit. Physical risk, financial risk, and sociopsychological risk did not influence visit intention.

Yoo C. K., (2018) discussed the prevalent socio-psychological models which examine how tourists' needs and motivations affect their destination choices. Examining responses from 202 Hong Kong residents who have travel experience, he found that tourists' travel motivations and destination settings can be varied by their psychographics types. The findings also reveal that tourist's psychographic types can be vary by demographics, travel type, frequencies, duration, purpose and destination setting.

Bi &Gu (2019)examined the influence of cultural distance on the intentions of international tourists to visit a destination country. The structural equation model was used to analyse the responses of 729 potential tourists in China. The data support a model that suggests that cultural distance influences tourists' novelty and risk perceptions of a disease (COVID-19), the tourism industry has been severely impacted. The primary goal of this research was to create a conceptual framework that clearly explains the post-pandemic travel behaviours of US international tourists by expanding the theory of planned behaviour (TPB). The theoretical framework adequately assesses the impact of various types of disasters on international arrivals at the destination country and influences their intent to visit that country. Tourists' perception of a destination country

was found to be negatively related to their intention to visit. The eWOM of a destination country influences the visit intentions of potential tourists. According to the study, a perceived source of a destination country can attract tourists to visit the destination.

Han et al., (2020) found that since the outbreak of the coronavirus national level, this paper also attempted incorporates a dataset on natural and man-made disaster events into an international tourism flow model. According to the findings, the occurrence of various types of events alters tourist flows to varying degrees. Natural disasters and unexpected events have far-reaching consequences in all aspects of life, including tourism. In theory, there is a negative relationship between disasters and inbound tourism. The post-pandemic, travel intentions of US tourists for safer international destinations. The significant relationships were found between perceived knowledge of COVID-19 and the focal variables within the TPB.

Chi et al., (2020) investigated the effects of four elements of destination brand equity (perceived quality, loyalty, recognition, and image) on travel intentions and destination familiarity. Based on the findings, brand equity is positively related to travel intentions. Furthermore, destination familiarity has a positive moderating effect on destination awareness and perceived quality of travel intentions. In line with the study, foreign tourists' travel intentions are influenced by their perceived brand value in relation to the destination brand. According to the study, brand equity is an important indicator and a key factor in travel intentions.

Vos et al., (2021) examined existing social-psychological attitude theories and proposed a conceptual framework known as the "travel mode choice cycle" based on them. They investigated how satisfaction, attitude, desire, and intention are related to travel mode choice. They also claimed that the TMCC provides new insights into travel behaviour research by explaining travel mode selection and ways to encourage the use of preferred modes of transportation (i.e. active travel and public transport). This paper introduces the travel mode choice cycle (TMCC) as a comprehensive model aimed at linking attitude, desire, intention, behaviour, and satisfaction by integrating prominent social-psychological attitude theories such as the theory of planned behaviour, the model of goal-directed behaviour, and the theory of cognitive dissonance. According to the authors, the TMCC constructs are so intertwined that they can affect each other in both direct and indirect ways.

2.6 Research Gap

The researcher has conducted an extensive review of over 500 literature sources on the topic of word of mouth and electronic word of mouth in relation to various factors such as quality, quantity, source credibility, homophily, searchers' intent, level of involvement, perceived usefulness, attitude, trust, intention to travel, and tourism. Previous studies have focused separately on the antecedents and consequences of electronic word of mouth in the tourism industry. In this study, the researcher has combined both antecedents and consequences to develop a comprehensive framework, which needs to be empirically tested.

There is an ample amount of literature present from the 1970s' for word of mouth which is the oldest form of marketing (Coleman, 2017). The concept of electronic word of mouth (eWOM) was introduced in the mind 1990s; it is defined as consumers' information sharing and exchange about a product or company via the Internet, social media, and mobile communication, (Chu C. S., 2021). The internet has greatly improved consumers' ability to gather and disseminate product-related information. Consumers can now easily access peer-generated product information from anywhere in the world, and they can also influence many other consumers by sharing their own personal experiences. Researchers who are aware of this new phenomenon have called for new knowledge to better understand consumer behaviour in virtual communities (Jalilvand, Samiei, Dini, & Manzari, 2012). Because of information spread on social media, eWOM has a positive and significant effect on tourist attitudes and intentions to travel to tourist destinations. According to a Gretzel (2007), tourists read travel reviews on social media to improve confidentiality when making travel plans. Developing positive electronic word of mouth (eWOM) through online social media is crucial for influencing tourist attitudes and intentions and also for generating positive eWOM from tourists, as noted in a study conducted by Amalia et al., (2019).

The researcher's selection of antecedent (pre adoption) variables for the current study was guided by a combination of diverse theoretical approaches discovered during her literature review process. The published literature was examined, which included reviews, empirical studies, critical analyses, theories, and so on. Previous studies have focused separately on the antecedents and consequences of electronic word of mouth in the tourism industry. In this study, the researchers have combined both antecedents and

consequences to develop a comprehensive framework, which has also been empirically tested. A comprehensive study that addressed all of the major aspects of electronic word-of- mouth was desperately needed. This study filled that void. There is a scarcity of empirical evidence on this topic in India, particularly in the research region under consideration.

The detailed analysis of literature makes us understand that the influence of eWOM on our decision-making process is enhancing significantly. With the expansive role played by social media in sharing experiences and opinions, the complete scope of eWOM in shaping perception and actions spans well beyond the traditional constructs and forms adopted by previous researchers, especially in the tourism related literature. Hence a comprehensive model that encompasses the drivers or antecedents, the mediators associated with perception, attitude and trust and their combined influence on the intention to travel is worth developing and testing. The influence of internet usage behaviour also seems to play a significant role in the adoption of eWOM. The non-existence of such a framework and its lack of application in the regional context. Therefore, is the gap the researchers will address through the model and its testing in this study.

2.7 Theoretical Framework

In this study, the researchers have relied on two main sources to develop the conceptual framework: insights from the literature and major theories. Drawing insights from the literature involved reviewing and analyzing existing research studies related to the topic of interest. This allowed the researchers to identify gaps in knowledge and current themes and concepts that were relevant to the study.

In addition to drawing insights from the literature, the study was incorporated major theories such as the Theory of Planned Behavior (TPB), the Technology Adoption Model (TAM), and the Informational Adoption Model (IAM) to develop the conceptual framework. The TPB provides a theoretical framework for understanding how attitudes, subjective norms, and perceived behavioral control can influence an individual's behavior and intention. The TAM, on the other hand, explains how perceived usefulness and ease of use can influence an individual's intention to adopt a technology. Finally, the IAM provides a theoretical framework for understanding how attitude, subjective norm, and

perceived behavioral control can influence an individual's intention to adopt new information.

By incorporating these major theories into the conceptual framework, this study was able to develop a comprehensive understanding of the factors that can influence an individual's behavior and intention. The insights drawn from the literature and the major theories used together enabled to create a robust and comprehensive conceptual framework that can inform future research studies in the field and guide interventions or strategies aimed at promoting the adoption of the behavior or technology under study.

The technology adoption model (TAM) proposed by Fred Davis in 1986 is a theoretical framework that describes the factors that influence individuals' decisions to adopt new technology. The TAM is based on the premise that a person's decision to adopt new technology is primarily based on two factors: perceived usefulness and perceived ease of use. According to the TAM, the more an individual perceives a new technology as useful and easy to use, the more likely they are to adopt and use it. In addition, the TAM suggests that external factors such as social influence, training and support, and organizational context can also influence an individual's adoption of new technology, (Davis F. , 1986).

The Information Adoption Model (IAM) was proposed by Susan and Siegel in 2003 as a theoretical framework for understanding consumer behavior related to the adoption of new information techno logies. The IAM is based on the premise that consumers are rational decision- makers who evaluate the costs and benefits of adopting new technology before making a decision, (Sussman & Siegal, 2003).

The Theory of Planned Behavior (TPB) is a theoretical framework developed by Icek Ajzen that explains human behavio ur based on three main factors: attitudes, subjective norms, and perceived behavioural control. According to the TPB, the stronger an individual's positive attitude toward the behaviour, the more likely they are to engage in the behaviour. Similarly, the stronger the perceived social pressure to perform the behaviour and the higher the perceived behavio ural control, the more likely an individual is to engage in the behaviour, (Ajzen I. , 1991).

After doing a deep analysis of the literature pertaining to eWOM in the context of tourism related decision making, the researcher has identified the drivers or antecedent factors that can create or influence the intention to travel among tourists. These drivers

can be broadly categorised as characteristics associated with the message, source and searcher. The quality and quantity (volume) of eWOM play a significant role in shaping the perception of potential travellers. Similarly, the extent of source credibility, and homophily leads to a positive perception of eWOM's usefulness. The level of involvement and the intention of the searchers also shape the perception. Hence, the message, source and searcher's characteristics influence perceived usefulness, which in turn influences the attitude, and trust towards eWOM, leading to the intention to travel.

The TAM, IAM and TPB theories explain the role of attitude, perceived usefulness and ease of use in adoption or decision- making. Hence the theoretical framework is drawn keeping in mind the constructs drawn from the literature and their logical sequencing based on the theories. The drivers serve as the independent variable, perceived usefulness, attitude and trust serve as the mediator variables; and intention to travel serves as the dependent variable in the model created for empirical testing.

The researcher also believes that the dependence on eWOM for travel-related decision- making will be largely influenced by the internet usage of the respondents. In other words, it is argued that the fit of the model derived by the researcher will depend on the internet usage patterns of the respondents. Hence internet usage is used as a control variable and the robustness of the model to predict the intention to travel will be compared with and without internet usage intervention as a control variable. The premise is that if the potential traveller is not internet savvy the independent variable will not be able to predict the intention to travel significantly.

The study will focus on specific constructs selected from the three theories mentioned earlier. These constructs include perceived usefulness, attitude, intention of behaviour, perceived behavioural control (referred to as trust), eWOM quantity, eWOM quality, source credibility, internet usage, and homophily. The conceptual model hypothesizes that eWOM adoption acts as a complete mediator between the antecedents and consequences of eWOM. Based on the gaps identified in the literature, the proposed conceptual model will be empirically tested for the present study.
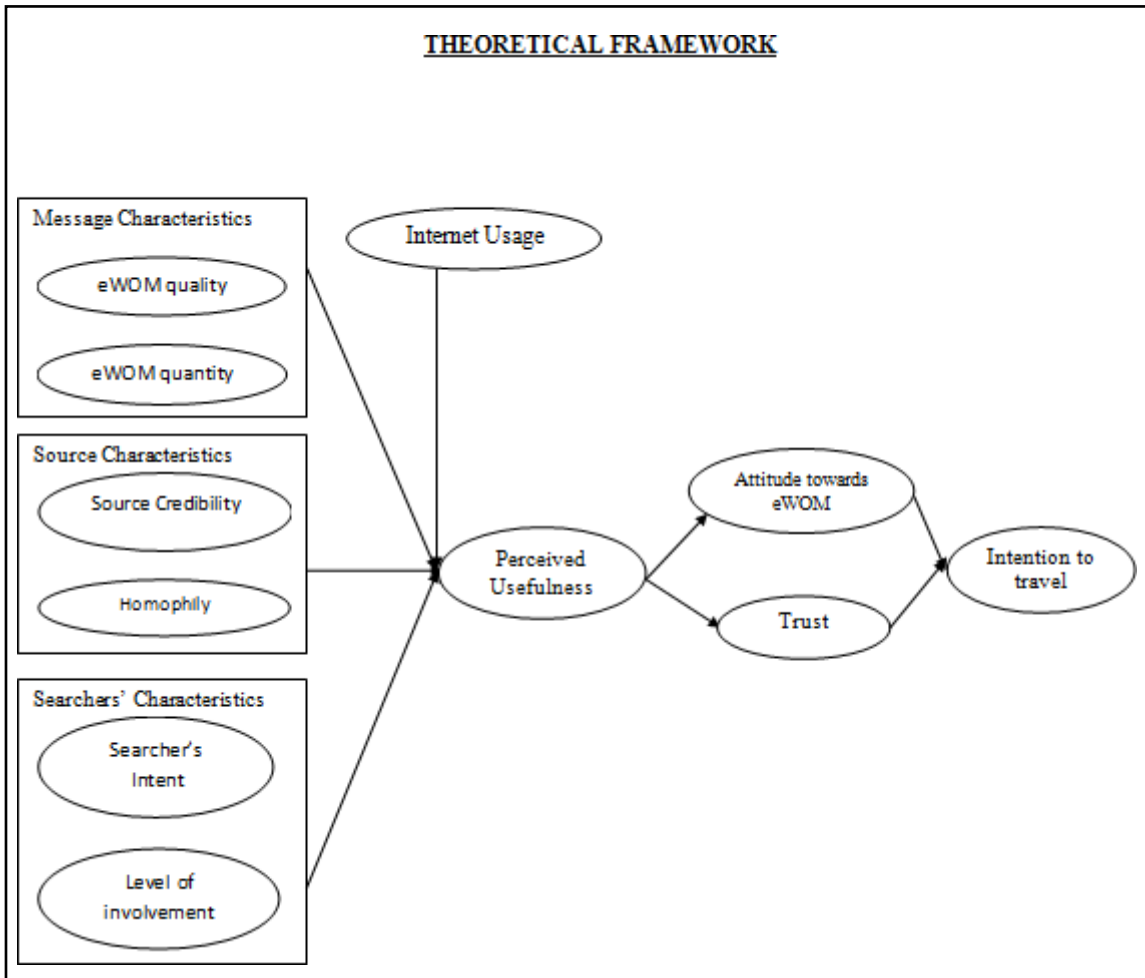
Figure 2.1 Theoretical Frame work of the Study

The literature review indicates that previous studies in the field of tourism have mainly concentrated on one or two theories, such as the Theory of Planned Behavior (TPB) or the Technology Acceptance Model (TAM), and have only examined the impact of message, source, or searcher characteristics separately. However, no study has attempted to integrate all three theories into a comprehensive model and empirically test it.

Therefore, this study has developed a comprehensive model that combines all three theories for empirical testing. The results of this study are expected to provide valuable insights into the factors that influence tourist behavio ur, particularly in the context of India and the study region. This new addition to the existing literature on tourism has the potential to advance our understanding of tourist behavio ur and inform tourism-related policy and practice.

2.7.1 Operational Definitions of Constructs:

CONSTRUCTS	DEFINITION
eWOM	Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Thurau et al., 2004).
eWOM Quality	The persuasive strength of arguments embedded in the User-Generated Content (Bhattacherjee & Sanford, 2006).
eWOM Quantity	The amount of electronic word-of-mouth (eWOM) generated for a specific product or service(Cheung & Thadani, 2010).
Source Credibility	A person's perception of the truth of a piece of information is referred to as credibility. It is a multidimensional concept that allows the information receiver to rate the source or transmitter of the communication in relation to the information,(Hovland et al., 1963).
Homophily	The tendency of individuals to associate disproportionately with others who are similar to themselves, (Lazarsfield & Merton, 1954).
Searchers' Intent	The extent to which the searcher involve physically and psychologically in searching eWOM on the internet (Steffes & Burgee, 2012).
Level of Involvement	The degree of psychological identification and strength of emotional ties the receiver of the information has with a product or

	service (Cheung & Thadani, 2010)
Perceived Usefulness	The subjective perception of users where they believe that using certain technologies can improve the performance of their work (Fred, 1986).
Attitude	The degree to which the individual has a positive evaluation of the behaviour in question (Ajzen & Fishbein, 1975).
Trust	A willingness to rely on an exchange partner in whom one has confidence (Moorman et al., 1993).
Intention to Travel	The subjective probability of whether a customer will or will not take certain actions that are related to a tourist service. These intentions to travel by potential customers are their perceived likelihood of visiting the destination within a specific time period (Woodside & Macdonald, 1994).