Do e-WOM Persuade Travelers Destination Visit Intentions? An investigation on how Travelers Adopt the Information from the Social Media Channels

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ABSTRACT

The main aim of this study is to investigate how travelers adopt the information from Facebook (FB) electronic word of mouth (e-WOM) and its impacts on their intention to visit a destination. Purposive sampling was used to gather data from 412 visitors visiting several tourist destinations in major cities of India. To determine the minimum necessary sample size "G*Power software version 3.1.9.7" was used. For data analysis, Partial Least Square Structural Equational Modelling **(PLS-SEM) was used in the study.** The results of this study show that all the antecedents except timeliness have a significant influence on travelers' visit intentions through Facebook e-WOM adoption. The outcomes of this study will be beneficial to internet community organizers in terms of better managing their websites for the aim of delivering relevant information. It would also benefit them in attracting users and, as a result, in paying advertisers. This research aids to the knowledge about the use of the content of Facebook e-WOM to help people decide whether or not to visit a certain destination. The major limitation is that this study is more inclined towards the destination visit intentions of travelers rather than actual visit behavior.

Keywords: e-WOM, Visit intentions, Information adoption model, Facebook, Destinations, PLS-SEM.

1. INTRODUCTION

e-WOM has long been thought to be a powerful marketing tool (Kumar & Benbasat, 2006) (Zhang et al., 2010). Before buying products or services, individuals seek information provided by prior consumers to assist them to feel more at ease (Pitta & Fowler, 2005). Blogs, discussion groups, review sites, online shopping sites, and finally social media (SM) channels have all given acceptable platforms for e-WOM (Cheung & Thadani, 2012; Khan & Magd, 2021). Nowadays firms considered SM as a valuable communication platform for their promotional and strategic decisions in order to increase consumer's interaction as Internet usage is becoming more widespread and the usage of social media (Facebook, YouTube, Twitter, etc.) grows over time(Hoffman & Novak, 2012). Peoples' online sharing networking and knowledge sharing activities are also the result of such advancements in information technology (IT)) (Kaplan & Haenlein, 2010; Khan et al., 2021; Magd & Khan, 2022). People's travel habits have drastically changed as a result of SM (Fatanti & Suyadnya, 2015). Tourists are linked, educated, and engage with the tourism industry, greatly increasing their interest in destinations around the world. Throughout the most recent thirty years, the business environment and markets in the travel industry and travel enterprises have advanced and been essentially changed because of a progression of variables, like

globalization, unstable business sectors, profoundly serious rivalry, emergencies, all things considered, and inescapable dispersion of data and correspondence innovations (Morrison, 2019; Gangwar & Khan,2021).

It is essential to understand the dynamic concept of innovation and how it impacts travel-related information in order to truly comprehend messages on SM (Xiang & Gretzel, 2010). In this unique situation, SM has arisen as a significant source to work with both offers to sightseers and also to have communications with them (Choe et al., 2017; Leung et al., 2013; Swani et al., 2017). It's also a great way to improve consumer loyalty and business-to-business as well as customer-to-business experiences (Munar, 2011; Sigala, 2012). Facebook is by far the most prevalently used SM website and is also used to support and market several destinations around the world (Munar, 2011). Users' comments being supported will reflect the efficacy of social media posts through Facebook posts (Cervellon & Galipienzo, 2015; Kanozia, Rubal et al., 2021). Because it encourages word of mouth (WOM) among users, Facebook is seen as a medium for addressing customer service concerns as well as a tool for viral marketing. There are on average 1.88 billion daily active users of Facebook for march 2021 with an increase of 8% year-over-year (Facebook, 2021). The number of monthly active users of Facebook is 2.88 billion as of March 2021, with an increase of 10% year-over-year (Facebook, 2021). Also, if we talk about daily active people of Facebook it is 2.72 billion as of March 2021, with an increase of 15% year-over-year (Facebook, 2021). Facebook allows users to not only keep in touch with friends as well as to create social networks (Bailey et al., 2018; Soteriades, 2012; Cramer & Inkster, 2017) but also reveals them to a wealth of information.

Existing literature studied Facebook in numerous contexts, Mariani et al., (2016) discussed how FB is used as a tool for destination marketing, Blasco-Lopez et al., (2019) examined "the role Facebook Fan Pages (FFPs) play in the generation of visit intention", Mariani et al., (2019) tried to look into the factors of utilizing non-travel-related social media (particularly FB) to make travel decisions before a vacation. Setiawan, (2014) examined the causal relationships among e-WOM, destination's image, satisfaction and loyalty . However, research on influence of Facebook e-WOM platform on intentions to visit a destination are still in their infancy. Also as stated by Erkan & Evans (2018) that future studies could concentrate the e-WOM on a single social media platform. With an approach to information adoption proposed by Erkan & Evans (2016), current study attempts to address the research gap by studying how visitors acquire information from Facebook e-WOM and its impacts on their intentions to visit destination.

The remainder of the paper is structured as follows. Underneath the heading of literature review in section two theoretical framework and conceptual model are presented. The third section discusses the methods and techniques used to examine the phenomena. In section four study's results are presented. Section five discusses the conclusion and discussions followed by theoretical and managerial implications, lastly limitations and future research.

2. LITERATURE REVIEW

2.1 Theoretical framework

In the aspect of information systems dual-process theories have always been used to describe how individuals are impacted by concepts or the information adoption (Bhattacherjee and Sanford, 2006; Sussman and Siegal, 2003). Sussman & Siegal, (2003), on the other hand, go a step farther and propose information adoption model (IAM). This study is grounded on the theory of information adoption (IA) (Sussman & Siegal, 2003). TAM as well as the TRA (theory of reasoned action) both contribute to a better understanding of consumers' intentions to adopt information, but neither model explains how customers are impacted by the information they acquire (Sussman & Siegal, 2003;Erkan and Evans, 2016). The IAM explains how people use computer-mediated platforms to acquire information. It also discusses how customers can get information via two routes: "argument quality i.e. the central route", and "source credibility i.e. the peripheral route" (Cheung et al., 2008; Shu & Scott, 2014). Argument quality further has four components that are accuracy, timeliness, comprehensiveness, relevance whereas source expertise and source trustworthiness are part of source credibility.

2.2 Conceptual model

In recent years, advances in ICT have expanded the usage of social networking sites, which has a major impact on consumer behavior and decision-making (Buhalis, 1998), especially when planning a trip or buying travel-related goods and services (Buhalis, 1998; Gretzel et al., 2008) As per the report, social media's impact on people's tourism decisions may boom. They described social media as a communication forum or medium that distributes user-generated information and travel-related details to potential tourists. Travelers also use social media to find, compare and choose tourism destinations, as well as share travel experiences and memories. Destination marketers were willing to reach a global audience with their contact messages using social media at a relatively low cost. Many social media sites enable users to post photos, clips, comments, and feedback, which can be used as sources of information and testimonials (Xiang & Gretzel, 2010). Many visitors rely on other travelers' experiences shared via SM to consider the difficulties and services available in every destination (Litvin et al., 2008).

All aspects of social life have been revolutionized by social media and the internet, including relationships, usage, interactions, and economies. Their implementation remains a major challenge for everyone, especially for businesses and, in the tourism industry, for destinations (Özdemir & Çelebi, 2015). Because of the rapid pace of technological change and involvement within the global network, destination management organizations (DMOs) must embrace and incorporate tools and strategies to boost the efficiency as well as the effectiveness of destination marketing and also to meet the demands of today's competitive tourism industry (Soteriades, 2012).

i. Relevance (RV)

The degree of alignment between what a person wants and what the information provides is referred to as relevance. Dunk, (2004) study identified relevance as a critical factor in decision-making. Customers desire to receive information that they can find fast and with minimal effort while searching the internet (Dunk, 2004). Madu & Madu, (2002) claims that users avoided reading lengthy material on online pages, preferring to skim information to find important information. Users are time-conscious and desire to obtain just relevant information. If consumers are satisfied with the information presented, they are inclined to use it to make purchasing decisions (Filieri & McLeay, 2014). So, information givers should only post relevant content because people prefer it. Relevance has been confirmed as a key forecaster of information usability in numerous situations, including hotel review sites (Manthiou & Schrier, 2014; Sirithanaphonchai, 2017), the satisfaction of users (Wixom & Todd, 2005;Khan et al., 2021; Ligori et al., 2022) (Wixom & Todd, 2005), adoption of e-WOM (Filieri & McLeay, 2014). So, we hypothesize-

> **H1:** Relevance significantly influences the information usefulness of tourists through Facebook e-WOM.

ii. Information Accuracy (IA)

The accuracy of information refers to their reliance. It also indicates the person's belief that the data is accurate(Wixom & Todd, 2005). Nelson, (2005) suggested that IA is defined as data that is correct, convincing, impartial, and devoid of vagueness. It denotes that the information presented is trustworthy (Yu & Natalia, 2013). When customers seek content from internet sources, IA plays a big influence in their decision (Filieri & McLeay, 2014). The accuracy of the messages communicated all over the channel is likewise crucial, as per the media richness theory (Daft & Lengel, 1986). If accuracy of an information presented is strong, the perceived utility of the information will also be strong as well. Existing research shows that accuracy has a favorable impact on information usefulness in a variety of contexts, which include hotel review sites as well (Manthiou & Schrier, 2014; Sirithanaphonchai, 2017), the satisfaction of users (Wixom & Todd, 2005) , adoption of e-Wom (Filieri & McLeay, 2014). So, we hypothesize-

> **H2:** IA significantly influences the information usefulness of tourists through Facebook e-WOM.

iii. Timeliness (TN)

The accessibility of extracted information at a moment when it can be used is referred to as timeliness (Bailey & Pearson, 1983). This necessitates recent, timely, and accurate information. (Madu & Madu, 2002) If a source of information is really not upgraded on a

regular basis, it will not match the expectations of users and will consequently be of no use to them. Cheung and Thadani, (2012) specified that if an information is supplied in a timely manner, customers will be more likely to use it. In previous literature, timeliness has been investigated in the context of hotel review sites (Manthiou & Schrier, 2014; Sirithanaphonchai, 2017; Shiva et al., 2020), the satisfaction of users (Wixom & Todd, 2005), adoption of e-Wom (Filieri & McLeay, 2014). So, we hypothesize-

H3: Timeliness significantly influences the information usefulness of tourists through Facebook e-WOM.

iv. Comprehensiveness (CN)

The term comprehensiveness refers to the totality of the output information content (Bailey & Pearson, 1983). It indicates that the data should be comprehensive enough to meet the needs of the user, with all relevant values and appropriate breadth and depth. Cheung et al., (2008) defined CN as the wholeness of the message. Consumers are more inclined to use the website when the website offered information in detail. Comprehensiveness has been confirmed as a major determinant of information usefulness in numerous situations, including hotel review sites (Manthiou & Schrier, 2014; Sirithanaphonchai, 2017), the satisfaction of users (Wixom & Todd, 2005), adoption of e-Wom (Filieri & McLeay, 2014). So, we hypothesize-

H4: Comprehensiveness significantly influences the information usefulness of tourists through Facebook e-Wom.

v. Source expertise (SE)

Whenever consumers feel that the information given by the source is accurate, this is referred to as source expertise (Ayeh et al., 2013). Shanteau et al., (2002); Alba & Hutchinson, (1987) revealed that as one's experiences grow, so does one's expertise. Respondents who publish reviews after several years are labeled as experts by Shanteau et al., (2002), whilst those with limited experience are labeled as novices. Consumers' intents and willingness to acquire a product are influenced by source expertise (Yang et al., 2011). Kim et al., (2017) Consumers will be more persuaded by a message if they believe the source to be more knowledgeable. Consumers pay more attention to the usefulness of information when the provider is more knowledgeable (Yang et al., 2011). Existing research shows that SE has a favorable impact on information usefulness in a variety of contexts, which include hotel review (Manthiou & Schrier, 2014) (Sirithanaphonchai, 2017), online customer communities Cheung et al., (2008); Lee et al., (2011), the satisfaction of users (Wixom & Todd, 2005), adoption of e-Wom (Filieri & McLeay, 2014), restaurant's UGC (Salehi Esfahani et al., 2016). So, we made a hypothesis-

H5: SE significantly influences information usefulness through Facebook e-Wom.

vi. Source Trustworthiness (ST)

The extent to which the source strives to give relevant, as well as truthful proclamations, is characterized as source trustworthiness. Khammash & Griffiths, (2011) indicated that customers who seek other people's opinions on things available on the internet frequently are often more probable to judge source reliability. People, on the other hand, seem not able to evaluate other peoples' opinions on the internet if they don't look for it. It was discovered that those who get pleased by other people are strongly trusted (Friedman et al., 1978). According to Armstrong and McAdams, (2009), the demographics also have a massive effect on ST. Male-provided information, for example, is thought to be more trustworthy than female-provided information. Ability, honesty, and compassion are all criteria that influence source trust (Weese Mayer et al., 2007). Past researchers found that SE improves information usefulness in numerous contexts, including hotel reviews (Sirithanaphonchai, 2017; Manthiou & Schrier, 2014; Singh Kaurav et al., 2021), online customer community (Cheung et al., 2008; Cheung, 2014; Lee et al.., 2011), user satisfaction (Wixom & Todd, 2005), adoption of e-Wom (Filieri & McLeay, 2014) and influence of e-Wom on decision making. So, we hypothesize-

H6: ST significantly influencSes information usefulness through Facebook e-Wom.

vii. Information Usefulness (IU)

When a customer believes that the supplied information is valuable, according to (Hsu et al., 2013), information usefulness influences information adoption and also purchase choice. IU is defined as "the perception of an

individual that he holds on to the provided information and how he can use new information to boost performance" (Bailey & Pearson, 1983). Potential tourists watch online content from Facebook to enable them to decide whether or not to visit a certain location. As a result, if other individuals in an online world think online content like photos and videos are beneficial, the likelihood of adopting online content rises. Existing studies have proved IU as a strong element in IA in numerous contexts, such as online consumer review (Shen et al., 2016), govt. electronic services (Horst et al., 2007), UGC (user-generated content) of restaurants' (Sirithanaphonchai, 2017), purchasing decision (Zhu et al., 2016) and also online purchasing intents (Erkan and Evans, 2018). So, we hypothesize-

H7: IU significantly influences information adoption through Facebook e-WOM.

viii. Information Adoption (IA)

IA is the deliberate use of information by individuals. One of the most common activities that users desire to engage in in digital environments is information adoption behavior. Lee, (2018) defined that the degree to which customers adopt the information that drives them to purchase is referred to as information adoption. Information adoption, according to Cheung & Thadani, (2012), is a key element that impacts customers' purchase decisions. As a result, Erkan & Evans, (2016) claim that customers who embrace online content have purchasing intentions as well. Furthermore, Pitta & Fowler, (2005) and (Yadav et al., 2022) proposed that customers examine thoughts and comments provided by experienced buyers before deciding to make a buying choice. Consumers seek assistance in virtual communities by submitting questions (Sussman & Siegal, 2003). According to several research, users are affected by online customer's reviews (Mauri & Minazzi, 2013; Cheng & Loi, 2014; Xiang & Gretzel, 2010) and online buying intentions (Erkan & Evans, 2016). So, we hypothesize –

H8: IU significantly influence information adoption through Facebook e-WOM.

3. RESEARCH METHODOLOGY

The target population of this study is India, data was gathered from visitors visiting several tourist destinations in major cities of India. The purposive sampling method was utilized to gather data. "G*Power software version 3.1.9.7" was utilized to determine the minimum necessary sample size (Faul et al., 2007). A required minimum sample size of 227 respondents was needed to attain the real power of 0.95, however, the study utilized the sample size of 412 respondents, which met the acceptable sample size criteria. Figure 2 shows the minimum sample size computations. The questionnaire was created adopting a multi-item method, with many items measuring each construct to intensify reliability and validity. Likert scale 5-point was utilized to examine all the variables, ranging from

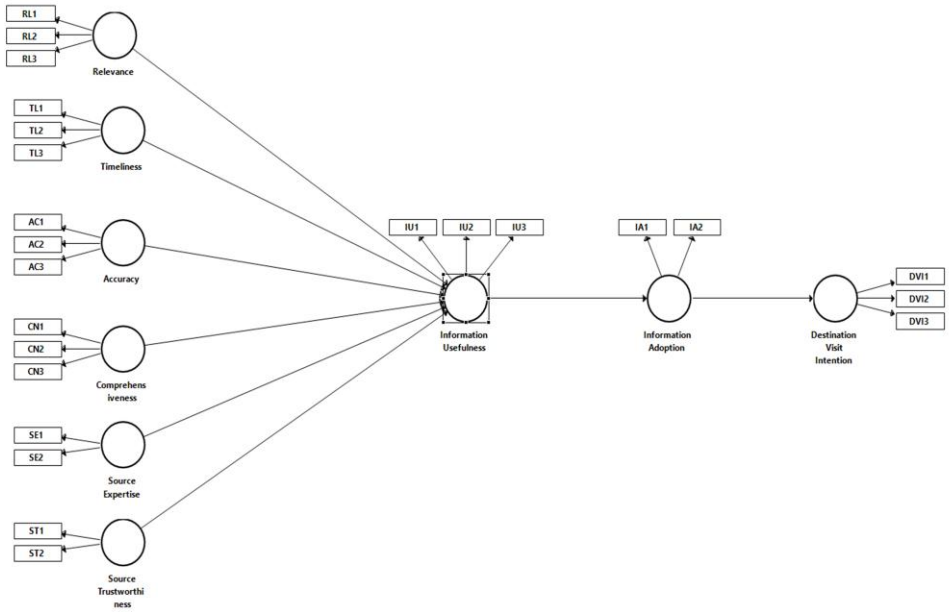

Figure1: Proposed Conceptual Model

"strongly disagree (1) to strongly agree (5)". Items of each construct were taken from prior research and altered to fit the needs of the research. Specifically, Relevance, Timeliness, Accuracy, Comprehensiveness and Information usefulness were being measured by "3 item scales" which were adopted from the study of (Cheung et al., 2008), further, Source expertise, Source trustworthiness and information adoption were measured by "2 item scales" which were adapted from the study (Cheung et al., 2008), finally, items of Destination visit intentions were measured by three-item scale adopted from (Han et al., 2011).

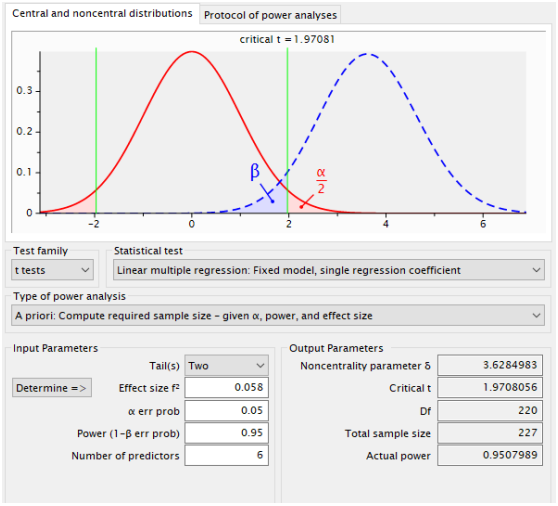

Figure 2: G*Power Analysis

4. RESULT

4.1. Descriptive Analysis

The descriptive analysis's results are shown in Table 1 shows that females made up 50.98 percent of the total number of responses and the majority of respondents fell under the age group of 15-25 years with a percentage of 58.74. Further, 76.21% of respondents were unmarried and 41.01% respondents were postgraduates.

Table 1: Respondent's Demographics (N = 412)

Demographic variables	Category	Frequency	Percentage % (100)
Gender	*Male*	202	49.02
	Female	210	50.98
Age (in years)	15-24	242	58.74
	25-34	118	28.64
	35-44	40	9.70
	44 and above	12	2.92
Marital status	*Unmarried*	314	76.21
	Married	98	23.78
Education Level	Below graduation	90	21.85
	Graduation	153	37.14
	Post-Graduation	169	41.01
Monthly Income	Less than 2,50,000	78	18.93
	2,00,000-5,00,000	130	31.55
	5,00,000-10,00,000	109	26.46
	More than 10,00,000	60	14.56
	Prefer not to say	**35**	**8.50**

4.2 Assessment of Measurement Model

The measurement model assessment result is depicted in Table 2. Construct's reliability and validity was examined by using Cronbach's Alpha (CA), Dijkstra and Henseler's rhoA (Rho_A), Composite Reliability (CR), Average variance extracted (AVE). All the values of CA, Rho_A and CR meet the ideal benchmark of 0.70 (Hair et al., 2017; Ali et al., 2018; Hair et al., 2020). All values of AVE are in the range of 0.658 - 0.843 which is above the minimums required value of 0.5 (Hair et al., 2019). All factor loading values are more than the acceptable minimum value of 0.708 (Hair et al., 2019).

Table 2: Assessment of Measurement Model's Results

	Item	Factor Loading	Cronbach's Alpha	Rho_A	CR	AVE
Relevance (RV)	RV1	0.887	0.761	0.896	0.852	0.658
	RV2	0.767				
	RV3	0.774				
Accuracy (AC)	AC1	0.824	0.836	0.842	0.902	0.754
	AC2	0.893				
	AC3	0.886				
Comprehensiveness (CN)	CN1	0.837	0.744	0.756	0.853	0.659
	CN2	0.814				
	CN3	0.783				

	Item	Factor Loading	Cronbach's Alpha	Rho_A	CR	AVE
Timeliness (TN)	TN1	0.907	0.819	0.867	0.891	0.733
	TN2	0.745				
	TN3	0.907				
Source Trustworthiness (ST)	ST1	0.917	0.780	0.788	0.901	0.819
	ST2	0.893				
Source Expertise (SE)	SE1	0.892	0.818	0.871	0.915	0.843
	SE2	0.943				
Information Usefulness (IU)	IU1	0.953	0.870	0.905	0.921	0.796
	IU2	0.933				
	IU3	0.780				
Information Adoption (IA)	IA1	0.919	0.733	0.773	0.880	0.786
	IA2	0.853				
Destination Visit Intention (DVI)	DI1	0.826	0.765	0.775	0.864	0.679
	DI2	0.793				
	DI3	0.851				

Further, the discriminant validity is examined using Fornell and Larcker's Criterion (1981). Results shown in table 3 depict that each construct meet the criterion of Fornell and Larcker as there is no discriminant validity problem because there is no similarity between any constructs which shows the fitness of study for final analysis.

Another way to examine discriminant validity is Heterotrait Monotrait ratio (HTMT). All the values of HTMT ratio should be less than 0.85 (Henseler et al., 2015;Voorhees et al., 2016). Result of HTMT is depicted in Table 4. This represents that all the values of HTMT are less than 0.85, which means all the constructs meet the minimum threshold limit.

Table 3: FORNELL-LARCKER Criterion

	AC	RV	CN	DVI	IA	IU	SE	ST	TN
AC	0.868								
RV	0.509	0.811							
CN	0.534	0.570	0.812						
DVI	0.259	0.353	0.437	0.824					
IA	0.511	0.480	0.526	0.642	0.887				
IU	0.652	0.655	0.660	0.455	0.655	0.892			
SE	0.469	0.513	0.648	0.442	0.493	0.643	0.918		
ST	0.589	0.524	0.547	0.405	0.598	0.690	0.509	0.905	
TN	0.664	0.550	0.664	0.428	0.561	0.653	0.630	0.505	0.856

Table 4: HTMT Ratio

HTMT Criterion	AC	RV	CN	DVI	IA	IU	SE	ST	TN
AC									
RV	0.593								
CN	0.666	0.662							
DVI	0.318	0.402	0.581						
IA	0.633	0.548	0.691	0.846					
IU	0.764	0.717	0.801	0.537	0.782				
SE	0.562	0.568	0.824	0.556	0.593	0.739			
ST	0.728	0.621	0.709	0.521	0.772	0.831	0.623		
TN	**0.769**	**0.633**	**0.845**	**0.530**	**0.692**	**0.750**	**0.771**	**0.612**	

4.3 Structural Model Assessment

In structural model assessment all the relationships among the constructs and their predictive relevance were examined (Hair et al., 2019). To determine the relevant p-values for the hypotheses presented in the study, the procedure was done using the bootstrapping technique with suggested 5000 bootstraps without changing signs (Hair et al., 2020). Table 5 shows the result of structural model assessment which revealed that relevance, accuracy, comprehensiveness, source expertise and source trustworthiness were significantly influences information usefulness with standard beta 0.214, 0.177, 0.122, 0.177, 0.273 respectively and with $p < 0.05$. Further IU positively influences IA with ($p < 0.05$, $\beta = 0.655$) and IA have significant impact of destination visit intention with ($p < 0.05$, $\beta = 0.642$). The results also depict that timeliness does not have any significant impact on information usefulness ($p > 0.05$, $\beta = 0.087$).

Further, the R2 (Coefficient of determination) of dependent variable (DVI) was 41.2% which is significantly low to moderate. The variance (R2) of IU and IA was 60.9% which is moderate to high and 43% which is low to moderate respectively.

4.4 Evaluation of the overall fit of the model

The SRMR (Standardized root mean square residual) global fit indices was utilized to calculate goodness of fit. A global model fit index like the SRMR is important in today's research using PLS-SEM models for evaluating the model's goodness of fit (Hair et al., 2020). Results of the study show SRMR value of 0.08 which is equal to the minimum threshold value of 0.08 which indicates a good explanatory power of the model (Hu & Bentler, 1999; Henseler et al., 2016).

Table 5: Results for the structured model

Hypothesis	Sample mean	St. beta	St. Errors	t-values	CI 2.5%	CI 97.5%	P-values	DECISION Supported
H1 (RL -> IU)	0.214	0.214	0.034	6.215	0.148	0.281	0.000	Yes
H2 (TN-> IU)	0.087	0.087	0.045	1.954	0.002	0.176	0.051	No
H3 (AC -> IU)	0.176	0.177	0.041	4.296	0.097	0.258	0.000	Yes
H4 (CN -> IU)	0.123	0.122	0.039	3.139	0.048	0.201	0.002	Yes
H5 (SE -> IU)	0.177	0.177	0.038	4.651	0.103	0.254	0.000	Yes
H6 (ST -> IU)	0.272	0.273	0.038	7.113	0.195	0.346	0.000	Yes
H7 (IU-> IA)	0.656	0.655	0.036	18.140	0.582	0.724	0.000	Yes
H8 (IA -> DVI)	**0.643**	**0.642**	**0.029**	**21.833**	**0.584**	**0.697**	**0.000**	**Yes**

4.5 Predictive Relevance (Q2 and f2) -

Stone-Geissers' Q2 was utilized to determine the structural model's predictive significance between constructs, and it was found to be 0.273 for destination visit intention (DVI), 0.543 for information usefulness (IU) and 0.324

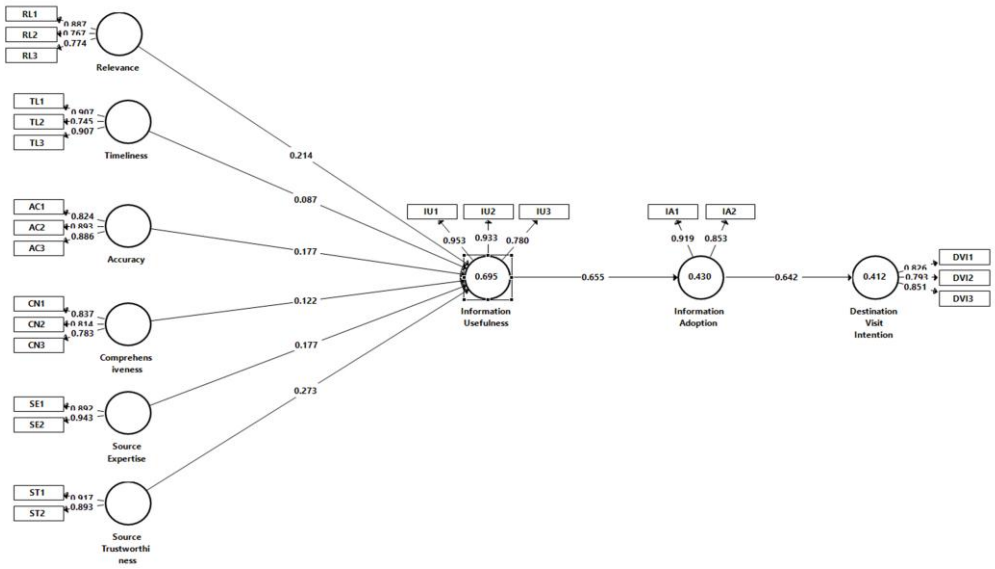

Figure 2: Structural Model Assessments

for information adoption (IA), indicating moderate predictive relevance in case of destination visit intention and strong predictive relevance of information usefulness and information adoption of the model (Stone, 1974;Geisser, 1974), implying that findings can be generalized in different contexts in the future (Stone, 1974; Geisser, 1974). A value greater than 0.02 can be used to generalize the findings in the future and have enough predictive power (Richter et al., 2016).

The recommended limits for examining the change in R2 owing to the influence of independent constructs on dependent constructs are 0.02-0.15, 0.15-0.35 and above 0.035 (weak effect), (moderate effect) and (strong effect) respectively (Cohen, 1988) . As per the results of the current study, the f2 of information adoption (f2 =0.699) revealed a strong impact on destination visit intention.

5. DISCUSSION AND CONCLUSION

The study used the IAM to investigate how the travelers adopt information from Facebook e-WOM and its impacts on their intentions to visit destination. The outcomes of the study show that antecedents have a significant impact on travelers' information use of Facebook e-WOM for destination visit intentions. The proposed hypothesis H1 shows the relationship among IU and relevance which was found significant, revealing travelers found the content of Facebook e-WOM relevant, the result is identical to other researches (Cheung et al., 2008; Lee, 2018). H2 posits a significant relationship among AC and IU, which indicates that travelers find Facebook e-WOM content accurate, same results are shown by (Arora & Lata, 2020). Consequently, H3 shows the relationship among TN and IU which was not found significant, which states that the TN does not influence IU of user's to acquire information via Facebook e-WOM content and the result is found to be consistent with existing studies (Arora & Lata, 2020;Cheung et al., 2008). H4 posits relationship among comprehensiveness and IU which was significant and is similar with the results of other studies (Arora & Lata, 2020; Cheung et al., 2008; Cheung, 2014). Furthermore, relationship among SE and IU i.e., H5 was also found to be significant, indicating that tourists prefer to get information from experts. The result was similar to other studies (Yu & Natalia, 2013; Arora & Lata, 2020; Lee, 2018; Salman Shamsi et al., 2022). Relationship among source trustworthiness and information usefulness H6 was also significant and it is consistent with other studies (Arora & Lata, 2020; Cheung et al., 2008), indicating that travelers trust the content provided on Facebook.

Furthermore, H7 shows the relationship among IU and IA which was significant, (Cheung et al., 2008; Sussman & Siegal, 2003; Erkan & Evans, 2016). Relationship among IA and destination visit intention was also found positively significant, similar findings are shown by other studies (Cheung, 2014; Erkan & Evans, 2016; Cheng & Loi, 2014).

5.1 Theoretical Implication

The study's findings made numerous theoretical contributions to the adoption of Facebook e-WOM content by tourists. Firstly we based our research framework on Sussman & Siegal, (2003) information adoption model. They performed their research by looking at how people are persuaded to take specific actions based on genuine suggestions and ideas they got via email in an organizational setting. The same model was tested in the setting of an online consumer community in the current study. We also elaborated the components of information quality (AC, TN, RL and CN) and source credibility (SE and ST) in our current study. Second, past research in the information adoption focused on purchase intents, online communities, and SM platforms such as Twitter and YouTube, but this particular study focused on information adoption via Facebook e-WOM for intentions to visit destination which is still in its infancy. Lastly, this study adds to the confined knowledge on the impact of IA on destination visit intentions via the adoption of Facebook e-WOM content.

5.2 Practical Implication

This research has several implications for practitioners. Indian travelers actively engage in tourism due to their large disposable money. The penetration of new information technology into the tourist sector has transformed tourism into an information-intensive business (Josef, 2015; Wang, 2015; Khan et al., 2022). Tourists use several online media, particularly social media like YouTube, Facebook, Pinterest etc. to learn about tourism destinations (Li & Liu, 2014). Previous

research has mostly focused on the reasons for spreading e-WOM. This research proves that Facebook e-WOM content of travel destinations is indeed an effective medium for raising the destination's profile and, as a result, increasing the no. of tourist arrivals.
This study, on the other hand, focused on the factors which embolden consumers to accept and adopt consumer-generated messaging (e-WOM). We hope that the outcomes of this study will be beneficial to internet community organizers in terms of better managing their websites for the aim of delivering relevant information. It would also benefit them in attracting users and, as a result, in paying advertisers. This research adds to the knowledge about the use of the content of Facebook e-WOM to help people decide whether or not to go to a certain destination. The study also provides empirical evidence that the accuracy, relevance, timeliness, comprehensiveness, source trustworthiness and source expertise, all impact a tourist's destination visit intention.

5.3 Limitations

When evaluating the findings of the study number of limitations must be considered. First, this study is more inclined towards examining the destination visit intentions of travelers rather than actual visit behavior. As a result, future studies should focus on the adoption of information by travelers for real destination visits via Facebook e-WOM. Secondly, all the relationships of this study were investigated directly so, future research can be done by adding moderators like gender, age, etc. Thirdly, the study was based on the variables of IAM. So, future research can be done by adding some more variables such as attitude, habit.

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