# Examining Users' Trust in the Travel Information Provided in Social Networking Services (SNS)

## *(Memeriksa Kepercayaan Pengguna terhadap Maklumat Perjalanan yang disediakan Dalam Perkhidmatan Rangkaian Sosial)*

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*ABSTRACT*

*Research into the effect of users' trust in social media for travel consumption remains unaddressed within tourism literature. Hence, the principal goal of this research is to examine factors influencing users' trust in travel information provided in social networking services (SNS). Multiple regression analysis was the chosen method of data analysis to assess the hypothesized relationships. The findings revealed that users' trust in travel information provided by SNS is heavily linked with perceived values. Users are heavily reliant on SNS as they consider SNS as reliable avenues to obtain recent travel information at anytime and anywhere to aid their decision making. At the same time, they are still concerned that their personal detailss are being misused by others without their consent. The quantitative results delivered instrumental understanding to the tourism-related organizations regarding the significant factors affecting users' trust in travel information provided by SNS. It is vital for them to strongly uphold users' trust the travel information by outlining effective marketing strategies and persuasive advertising campaigns regarding the companies' travel products and services via the SNS which could trigger travel consumption and destination visit intentions and behaviours. Suggestion for future research is also presented.*

*Keywords: Privacy Concern; perceived risks; perceived enjoyment; perceived value; trust; travel; behaviour*

*ABSTRAK*

*Penyelidikan ke atas kesan kepercayaan pengguna terhadap maklumat perjalanan yang disediakan dalam perkhidmatan rangkaian sosial masih kurang diselidiki dalam kesusasteraan pelancongan. Oleh itu, matlamat utama penyelidikan ini adalah untuk mengkaji faktor-faktor yang mempengaruhi kepercayaan pengguna terhadap maklumat perjalanan yang disediakan dalam perkhidmatan rangkaian sosial (SNS). Analisis regresi berganda adalah kaedah analisis data yang dipilih untuk menilai hubungan hipotesis. Hasil kajian menunjukkan bahawa kepercayaan para pengguna terhadap maklumat perjalanan yang disediakan dalam perkhidmatan rangkaian sosial sangat dikaitkan dengan nilai yang dirasakan. Pengguna sangat bergantung kepada SNS kerana mereka menganggap saluran SNS boleh dipercayai bagi mendapatkan maklumat perjalanan pada bila-bila masa dan di mana sahaja untuk membantu mereka membuat suatu keputusan. Pada masa yang sama, mereka turut merasa risau bahawa butir-butir peribadi mereka akan disalahgunakan oleh orang lain tanpa persetujuan mereka. Hasil kajian kuantitatif ini memberikan pemahaman instrumental kepada pembuat dasar, kerajaan, dan organisasi mengenai faktor-faktor penting yang mempengaruhi kepercayaan pengguna terhadap maklumat perjalanan yang disediakan dalam perkhidmatan rangkaian sosial. Adalah penting untuk mereka menitikberatkan kepercayaan pengguna terhadap maklumat perjalanan dengan menggariskan strategi pemasaran yang berkesan dan kempen pengiklanan berkaitan produk dan perkhidmatan syarikat melalui SNS yang persuasif bagi mencetuskan penggunaan maklumat perjalanan dan niat untuk membuat lawatan ke beberapa destinasi. Sesungguhnya ia juga merupakan cara yang berkesan untuk menyebar luas maklumat perjalanan, pengalaman, dan pengetahuan yang lebih baik. Cadangan untuk penyelidikan masa depan juga dibentangkan.*

*Kata kunci: Kepedulian privasi; risiko yang diperolehi; keseronokan yang diperhatikan; nilai yang dipertimbangkan; amanah; perjalanan; perilaku*

# INTRODUCTION

A dramatic advance of technology enables individuals to build relationships via several avenues like microblogs (e.g. personal blogs or Twitter), social networking sites (SNS) (e.g. Facebook), and pictures or video sharing applications (e.g. Flickr, YouTube) (Buccafurri et al. 2015; Mohd Suki 2013a, 2013b; Zhang et al. 2018). Social media are defined as "Internet-based application complexes that build on the ideological and technological foundations of the Web 2.0" (Kaplan & Haenlein 2010: 61). Further, SNS are referred to as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate to a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Boyd & Ellison 2008: 211). The number of active Facebook users is growing progressively, for instance, in Q3 2017 over 2.07 billion users had registered monthly and 1.47 billion users had visited it daily in Q2 2018 (Facebook 2018).

SNS enable users to search for friends and family members who have not been in touch for many years to preserve social connections, share private information and obtain any related information (Gunawan & Huarng 2015; Mohd Suki et al. 2011). This movement has transformed the cultural norms and behavior of the consumers as well as tourists as it helps to sustain relationships between friends and create new contacts aside from searching for individuals who share the same interests and ideas, including exchanging and sharing travel information, experience and knowledge (Abd Aziz, Sulaiman & Musa 2008; Mohd Suki & Mohd Suki 2019). The latter is indispensable in lessening the risk of procuring tourism products (Tan & Chen 2012), and risk in making travel decisions (Gursoy & McCleary 2004). By acquiring this information, existing and potential tourists turn out to be self-advisors by referencing and correlating their experience and knowledge (Gursoy & McCleary 2004; Xiang & Gretzel 2010).

Understanding factors influencing users' trust of travel information provided in SNS is necessary to understand their travel-information-sharing behavior, and destination visit intentions. Preceding tourism scholars like Luo and Zhong (2015), and Narangajavana et al. (2017) stressed research about the effect of social media in travel consumption remains unaddressed within tourism literature. Indeed, Filieri, Alguezaui and McLeay (2015) suggested new research should be initiated on user behavior related to privacy concerns and trust-based aspects. Users' with minimal trust and high privacy concern lean towards having less dealings with the service and relating parties (Mohd Suki 2011). Hence, the principal goal of this research is to examine factors influencing users' trust of travel information provided in SNS. This paper seeks answers to the primary research question of what factors influence users' trust of travel information provided in SNS. Furthermore, this study will furnish practical implications to aid tourism-related organizations disseminate, retrieve, and search for or share travel information, experiences, and knowledge via SNS.

Following this introduction, the subsequent section reviews related literature and presents a proposed research framework. Section 3 describes the methodology employed. The analyses of data are reported in Section 4, while Section 5 offers a discussion of the findings. These are followed by the conclusions and implications of the study.

## LITERATURE REVIEW

Tourism scholars like Hew et al. (2018), Mwaura, Acquaye and Jargal (2013) and Tan and Ooi (2018) noted that tourism products are intangible, perishable, and inseparable. As such, the uncertain outcomes of the transactions resulting from using the advancement of technology may lead consumers to doubt the service providers and their online consumption experiences (Yang 2015; Yap & Tan 2017). Consequently, trust is used when there is no personal contact between the customers and the service providers whether in offline or online transactions (Tan & Ooi 2018). Trust is referred to as "an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited" (Corritore, Kracher & Wiedenbeck 2003). Trust plays an essential role in online purchases as consumers refuse to perform online transactions if they sense ambiguity in their transaction and its processes (McKnight, Choudhury & Kacmar 2002). What's more, trust helps users to lessen the ambiguity of intentions towards prospective actions of online vendors, as acknowledged by Alalwan, Dwivedi and Rana (2016). The ensuing section describes the effects of trust by aspects like privacy concern, perceived risk, enjoyment, and value.

## PRIVACY CONCERN

Privacy concern is related to the "gathering, unlawful right to use, errors, usage, control, and alertness of confidentiality data" (Malhotra, Kim & Agarwal 2004: 336). Consumers experience a higher level of privacy concerns in using smartphones when their personal data is collected without their consent which obstructs their rights and freedom to protect it (Puzakova, Rocereto & Kwak 2013). They prefer to share less data, particularly demographic characteristics such as gender, age, income, occupation, and education

with other people as they have high concerns about their privacy and put less trust and willingness to make it public for viewing (Young & Quan-Haase 2013). Consumers are concerned that they are exposed to cyber-attacks and data intrusions in the wired technologies, including mobile devices due to the occurrence of higher vulnerability (Mortimer et al. 2015). Earlier studies asserted that the perceptions of the SNS users on the subject of privacy concerns affect their trust (Nofer et al. 2014; Shin 2010). Accordingly, it is posited that:

H₁  Privacy concern has a positive relationship with users' trust in the travel information provided by SNS.

## PERCEIVED RISK

Perceived risk is defined as "the potential loss perceived by a consumer when considering the purchase of trave online compared to the purchase of travel offline" (Amaro & Duarte 2015: 64). An activation of one's cognitive response is endorsed when one is able to judge between the magnitude of benefits and risks (Jung, Hur & Kim 2015). It has been reported that consumers tend to conduct minimal dealings with a service and related parties when they have high risk and lack of trust in them (Gefen, Karahanna & Straub 2003). Accordingly, they are predisposed to shop online when they believe there is a minimal risk in online purchases (Corbitt, Thanasankit & Yi 2003). Preceding research indicates that risk affects trust (Doney, Cannon & Mullen 1998). Risks that consumers are predicted to experience in the digital era are psychological and financial losses when their personal and private information might be manipulated by hackers (Tan et al. 2017). This increases their averseness to adopt digital technologies like mobile payment systems, and book hotel rooms and hotel reservations via mobile devices, etc. (Ozturk et al. 2016; Peng, Xiong & Yang 2012; Wang & Wang 2010). Research work by Ozturk (2016) avowed that perceived risk is negatively linked with consumers' intention to use cashless payment systems in the hospitality industry. Tan and Ooi (2018) echo these findings in different contexts and conclude that perceived risk has a significant negative effect on consumers' intention to buy tourism products using mobile devices. Thus, it is predicted that:

H₂  Perceived risk has a positive relationship with users' trust in the travel information provided by SNS.

## PERCEIVED ENJOYMENT

Perceived enjoyment is defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated" (Davis, Bagozzi & Warshaw 1989: 982). Enjoyment derives from several forms like music, animation, and picture access via mobile devices which are helpful in attracting one's attention to the product and service message contents (Lu & Su 2009). In addition, Young Im and Hancer (2014) highlighted that consumers used mobile devices to retrieve travelling information, review travel products and services based on self-exploration and experience. These researchers also asserted that consumers are also inclined to share and interact the travel input with others to enhance enjoyment. Accordingly, when consumers find perfect tourism products online, they tend to experience enjoyment. This discovery was stated by Jeng (2013). Furthermore, users' intention when using hedonic systems are affected by aspect like perceived enjoyment (Van der Heijden 2004), and was the most imperative element that influences consumer trust (Rouibah, Lowry & Hwang 2016). Henceforth, it is put forward that:

H₃  Perceived enjoyment has a positive relationship with users' trust in the travel information provided by SNS.

## PERCEIVED VALUE

Perceived value is referred to as "the consumer's overall assessment of the utility of a product is based on perceptions of what is received and what is given" (Zeithaml 1988: 14). The perceived value represents an interchange concerning the benefits gained and the sacrifices experienced while receiving the benefits which vary among individuals (Zeithaml 1988). The first refers to the perceived quality of service and psychological (i.e., economic, social and relational) benefits, while the latter is regarded as the sacrifices in terms of monetary and non-monetary forms such as time, money, effort, risk, and convenience (Dodds, Monroe & Grewal 1991; Zeithaml 1988). Perceived value is made up of five dimensions: social value, emotional value, functional value, epistemic value, and conditional value (Sheth, Newman & Gross 1991). Perceived value in the hotel context entails multidimensional constructs such as cognitive dimensions (i.e. price and quality), and affective dimensions (i.e. self-gratification, aesthetic pleasure, prestige, transaction, and hedonism) (El-Adly & Eid 2017). The positive influence

between perceived value and behavioral intention in the ICT domain such as mobile devices is coherent with earlier research (Turel, Serenko & Bontis 2010). In relation to the preceding literature, the subsequent hypotheses are posited:

H$_4$ Perceived value has a positive relationship with users' trust in the travel information provided by SNS.

In line to the aforementioned literature, the proposed theoretical framework is presented in Figure 1.
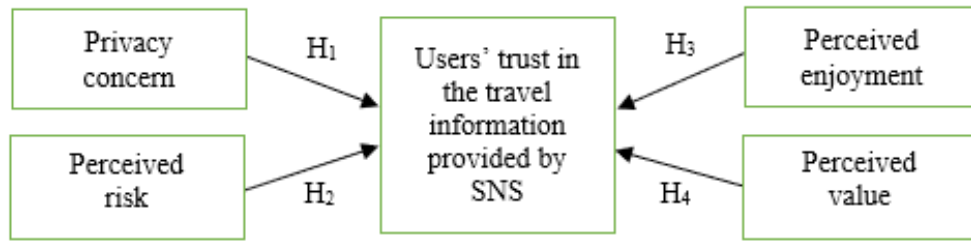
## MEASUREMENTS

Of the two-section self-administered questionnaire, the demographic characteristics of the respondents were elicited in Section A. The subsequent section, Section B required them to furnish responses to twenty measurement items of five factors namely, privacy concern (4 items); these items were borrowed from several sources like Shin (2010), and Tan and Qin (2012), perceived risk (3 items) were modified from McKnight et al. (2002), perceived enjoyment (3 items) were adapted from Moon and Kim



FIGURE 1. Proposed theoretical framework

## PARTICIPANTS AND PROCEDURE

A structured self-administered questionnaire was developed and circulated among 350 people in the Federal Territory of Labuan, Malaysia. They were approached at the airport, library, hospital, supermarkets, and ferry terminal. Of this, 300 questionnaires were usable for further analysis after excluding those incomplete questionnaires with a valid response rate of 86%.

(2001), perceived value (5 items) were borrowed from sources such as Teas and Agarwal (2000), and trust in the travel information (5 items) were adapted from Hsu, Chang and Yen (2011), and Gefen (2000). These items, as detailed in Appendix A, were measured based on five 5-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree).

TABLE 1. Demographic characteristics of the respondents

| Variables | Categories | Frequency (n) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 138 | 46.0 |
| | Female | 162 | 54.0 |
| Age | < 21 | 178 | 59.3 |
| | 21-30 | 102 | 34.0 |
| | 31-40 | 20 | 6.7 |
| Education Level | STPM Diploma | 5 | 1.7 |
| | Degree | 28 | 9.3 |
| | Master | 230 | 76.7 |
| | | 37 | 12.3 |

## STATISTICAL TECHNIQUE

Multiple regression analysis was the chosen method of data analysis to assess the hypothesized relationships and was executed via the Statistical Package for Social Sciences (SPSS) computer program Version 21. Before that, all measurement of items was checked for reliability and validity analysis by employing an exploratory factor analysis test, Cronbach's alpha, and correlation analysis.

## RESULTS

Table 1 details that male respondents made up 45%, and 55% were females. Of the total respondents, more than half (59.3%) were less than 21 years old and the balance between 21 and 40 years old. As for education level, close to 77% of the respondents were degree holders, 12% master, and 11% held diploma and STPM.

## EXPLORATORY FACTOR ANALYSIS AND RELIABILITY ANALYSIS

An exploratory factor analysis test was performed via the SPSS software to check the unidimentionality of all measurement items. Factor loadings for all independent variables were all beyond the threshold of 0.50 (from 0.737 to 0.873), which is largely satisfactory (Hair et al. 2010). All variables explained over 50% of variance extracted (see Table 2). The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.785 surpassed 0.70, and Bartlett Test of Sphericity was significant ($p<0.01$), which validates the continuity of the analysis. These results were improved after removal of weak factor loadings for items like PVSS3, and PVSS5.

With regards to the exploratory factor analysis of the dependent variable i.e. trust in the travel information, all factor item loadings topped the threshold value of 0.50 (see Table 3). Prior to that, item TTASS2 was discarded for having weak loadings. Besides, the Kaiser-Meyer-Olkin measure of sampling adequacy = 0.721 exceeded 0.70, and

TABLE 2. Factor loadings and reliability analysis for independent variables

| Variables | Items | Loadings | Eigenvalue | Cronbach's alpha | Comporite Reliability | Average Variance Extracted |
|---|---|---|---|---|---|---|
| Privacy concern | PC1 | 0.831 | 4.131 | 0.868 | 0.900 | 0.693 |
| | PC2 | 0.873 | | | | |
| | PC3 | 0.847 | | | | |
| | PC4 | 0.777 | | | | |
| Perceived risk | PR1 | 0.845 | 2.482 | 0.822 | 0.872 | 0.694 |
| | PR2 | 0.836 | | | | |
| | PR3 | 0.818 | | | | |
| Perceived enjoyment | ESA1 | 0.830 | 1.614 | 0.775 | 0.837 | 0.632 |
| | ESA2 | 0.814 | | | | |
| | ESA3 | 0.737 | | | | |
| Perceived value | PVSS1 | 0.776 | 1.036 | 0.724 | 0.809 | 0.586 |
| | PVSS2 | 0.778 | | | | |
| | PVSS4 | 0.741 | | | | |

TABLE 3. Factor loadings and reliability analysis for dependent variable

| Variables | Items | Loadings | Eigenvalue | Cronbach's alpha | Comporite Reliability | Average Variance Extracted |
|---|---|---|---|---|---|---|
| Trust | TTASS1 | 0.699 | 2.350 | 0.765 | 0.813 | 0.521 |
| | TTASS3 | 0.756 | | | | |
| | TTASS4 | 0.667 | | | | |
| | TTASS5 | 0.761 | | | | |

Bartlett Test of Sphericity = 301.485, with df = 6 and $p<0.01$, which validates the continuity of the analysis. Further, the internal consistency of the constructs was evaluated via Cronbach's alpha. Cronbach's alpha larger than of 0.70 is considered high in internal consistency (Hair et al. 2010). The reading of Cronbach's alpha for all the variables topped the criterion of 0.70 (i.e. ranges between 0.724 and 0.868), signifying the measurement instrument is consistently reliable to reflect all the constructs. Based on the aforementioned results, the exploratory factor analysis is confirmed and satisfactory for further analysis.

CORRELATION ANALYSIS

The Pearson correlation coefficient was executed to assess the inter-construct correlations. Correlation coefficient ($r$) value of -1 specifies a negative correlation and +1 point to a positive correlation (Pallant, 2007). The readings of the correlation coefficients in Table 4 show that perceived value ($r=0.488$, $p<0.01$) had the strongest connection with users' trust in the travel information acquired from mobile SNS. This is followed by aspect like perceived enjoyment ($r=0.356$, $p<0.01$). What's more, the correlation between

perceived risk and users' trust in the travel information acquired from mobile SNS is also significant ($r=0.227$, $p<0.01$). However, smallest significant association on users' trust in the travel information acquired from mobile SNS occurred by privacy concerns ($r=0.145$, $p<0.05$).

MULTIPLE REGRESSION ANALYSIS

A multiple regression analysis was performed with trust in the travel information as the dependent variable and with privacy concern, perceived risk, perceived enjoyment, and perceived value as independent variables. The coefficient of determination ($R^2$) is 0.45, and the $F$ value in the ANOVA test is 72.61 at $p<0.05$, which infers that the model is appropriate for the collected data. The Durbin Watson statistic is 2.818 and does not signal autocorrelation. The readings of the variance inflation factor (VIF) are all below five, implying nonappearance of multicollinearity problem. Table 5 details the results of the multiple regression analysis of which privacy concern has a positive relationship with users' trust in the travel information provided by SNS ($\beta_1=0.144$, $t=2.508$, $p<0.05$). Hence, $H_1$ is supported. Additionally, as posited, the perceived risk also has a

TABLE 4. Inter-construct correlations

| Variables | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| (1) Privacy concern | 1 | | | | |
| (2) Perceived risk | 0.351** | 1 | | | |
| (3) Perceived enjoyment | 0.184** | 0.201** | 1 | | |
| (4) Perceived value | 0.107 | 0.317** | 0.543** | 1 | |
| (5) Trust in the travel information | 0.145* | 0.227** | 0.356** | 0.488** | 1 |
| Mean | 3.970 | 3.747 | 3.956 | 4.054 | 3.871 |
| Standard deviation | 0.954 | 0.966 | 0.808 | 0.734 | 0.791 |
| Skewness | 1.401 | 1.151 | 1.119 | 1.373 | 0.964 |
| Kurtosis | 1.530 | 0.711 | 0.870 | 2.106 | 0.672 |

Notes: * $p<0.01$; ** $p<0.05$

TABLE 5. Relationships on users' trust in the travel information provided by SNS

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| Privacy concern | 0.173 | 0.069 | 0.144* | 2.508 | 0.013 | 0.754 | 1.171 |
| Perceived risk | 0.277 | 0.046 | 0.228* | 4.047 | 0.036 | 0.812 | 1.232 |
| Perceived enjoyment | 0.109 | 0.059 | 0.111* | 1.976 | 0.049 | 0.671 | 1.490 |
| Perceived value | 0.443 | 0.067 | 0.408* | 6.583 | 0.000 | 0.647 | 1.546 |

Notes: * $p<0.05$; $R^2 = 0.45$

positive influence on users' trust in the travel information provided by ($\beta_2$=0.228, $t$=4.047, $p<0.05$). Hence, H$_2$ is recognized. Likewise, perceived enjoyment has a significant linkage on users' trust in the travel information provided by SNS ($\beta_3$=0.111, $t$=1.976, $p<0.05$), thus maintaining H$_3$. Support is also found for H$_4$, which postulates that users' trust in the travel information provided by SNS is significantly linked with perceived value ($\beta_4$=0.408, $t$=6.583, $p<0.05$).

## DISCUSSION

This study examined the factors influencing users' trust of travel information provided in SNS. The multiple regression analysis revealed that privacy concern is significantly impacted on users' trust in travel information provided by SNS, thus supporting H1. Users are heavily reliant on SNS in order to obtain recent travel information to aid their decision making at the same time they are still concerned that their personal particulars are being misused by others without their consent. This significant result matches the findings of Mortimer et al. (2015), Nofer et al. (2014), and Shin (2010).

Furthermore, users' trust in the travel information provided by SNS was influenced by the aspect of perceived risk. Hence, H$_2$ is sustained. Users developed high perceived risk on the credibility and security mechanism of the SNS provider in handling the privacy aspects. Peng et al. (2012) opined that consumers perceived the mobile payment system to be risky, and are thus hesitant to adopt the system. The outcomes are also in agreement with the results of the foregoing research found in earlier literature (Ozturk et al. 2016; Tan & Ooi 2018). Similar refusal scenarios are reported in the work of prior tourism studies such as Ozturk et al. (2016) in the perspective of booking hotel rooms through mobile devices, and Tan and Ooi (2018) in the context of buying tourism products and services via this channel. The requirement to disclose financial data and other private information in the wired technologies support this rationale, as claimed by Wang and Wang (2010).

A closer inspection of the multiple regression analysis discovered that H$_3$ and H$_4$ are strongly held due to the perceived enjoyment, and the perceived value has significant links to users' trust in the travel information provided by SNS. When their perceived enjoyment and value is high, they will be more likely to form positive trust in the travel information provided by SNS. Subsequently,

they keen to continue to use SNS for acquiring travel information after their initial adoption when they perceived the usage of the SNS to be enjoyable, valuable, convenient, and reliable platform for procuring updated travel information and advice at anytime and anywhere. The results corroborate the discoveries of earlier studies (e.g. Rouibah et al. 2016; and Turel et al. 2010).

## CONCLUSION

This quantitative research offers vital managerial and theoretical implications as the investigation of users' trust in social media for travel consumption have been shown as essential towards travel and tourism business sustainability. With regards to theoretical implications, this quantitative research delivers instrumental understandings regarding the significant factors affecting users' trust in travel information provided by SNS. Precisely, perceived value had the strongest significant relationship on users' trust in the travel information provided by SNS, followed by the perceived risk, and privacy concern. However, perceived enjoyment had the least significant linkages with users' trust in the travel information provided by SNS. As for managerial implications, travel and tourism managers should strongly uphold users' trust in the travel information by producing persuasive advertising campaigns regarding the companies' travel products and services via the SNS. Additionally, they should utilize SNS and online advertisements as a right avenue of introducing or publicising travel information which could trigger travel consumption and destination visit intentions and behaviours. This helps potential tourists to acquire travel information and plan trips.

Future research is recommended to amplify the size of sample coverage and to collect the data in various geographical locations beyond Malaysia, in order to increase the generalizability of the current findings. The rationale is that cross-cultural differences may play an imperative role in establishing subjective well-being and influences of tourism experiences (Chen, Lehto & Cai 2013). Furthermore, the investigation of moderating role gender is also pertinent to check gender differences concerning users' trust in the travel information provided by SNS. Ho et al. (2017) reported that females have higher perception of trust as they are less confident and have lower inclination to accept any risk than their counterparts. Besides, aspect of users' loyalty in mobile SNS (Mohd Suki 2012a, 2013c; Mohd Suki & Mohd Suki 2016), and satisfaction (Abd Aziz et al. 2011; Mohd Suki 2012b) are also relevant for examination.

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APPENDIX A. Measurement of instruments

| Variables | Label | Statements |
|---|---|---|
| Privacy concern | PC1 | I am concerned that my personal data may be read by other people. |
| | PC2 | I am concerned that my personal data may be used by other people |
| | PC3 | I am concerned that my personal information on the web will be accessed and used by other people without my consent. |
| | PC4 | I am concerned that using the Internet will reveal my privacy information. |
| Perceived risk | PR1 | The security mechanism provided by the social networking services (SNS) is not enough to protect my privacy well. |
| | PR2 | Overall, I think it is more-or-less unsafe to use SNS. |
| | PR3 | I feel that using SNS sometimes may cause unexpected issues. |
| Perceived enjoyment | ESA1 | I can get useful information I need from SNS activity. |
| | ESA2 | I like to use SNS activity to find the information I need. |
| | ESA3 | SNS activity is a convenient channel for me to collect information. |
| Perceived value | PVSS1 | Using SNS can speed up the search of information. |
| | PVSS2 | I can easily get information from SNS. |
| | PVSS3 | Using SNS can help me find the information I want. |
| | PVSS4 | During the travel, I can find appropriate products and services matching my needs by using SNS. |
| | PVSS5 | By using SNS, I can get promptly updated information about the products and services, and this is useful for me. |
| Trust in the travel information | TTASS1 | I trust SNS in providing me with reliable travel advice |
| | TTASS2 | I trust travel advice acquired from SNS, because it is competent to help its users. |
| | TTASS3 | I believe that the travel advice acquired from SNS is usually honest. |
| | TTASS4 | I depend on SNS for the purpose of acquiring travel advice I need. |
| | TTASS5 | I consider SNS as a trustworthy source for providing travel advice. |