What Motivates Tourists to Get Involved in Cyberspace? A Comparative Look at Two Countries

Alaleh Dadvari[1], Massoud Moslehpour[2*], Ting-Ying Yang[3], Martha Viridiana Pérez Vega[4]

1. Department of Business Administration National Central University,Taichung,Taiwan
2. Associate Professor Department of Business Administration Asia University,Taichung,Taiwan
3. Department of Psychology Asia University,Taichung,Taiwan
4. Master's students Department of Business Administration Asia University,Taichung ,Taiwan

Abstract

This paper aimed to test the influences of perceived usefulness on travelers' willingness to create user-generated content (UGC) through attitudes toward social media, travel planning attitude, and electronic word of mouth, as mediating variables, and compare the proposed model results between two culturally and geographically distinct nations. The research model and the interactions among the constructs were tested and validated through structural equation modeling. Randomly selected qualified responses from Mexican (N=192) and Taiwanese (N=200) participants were analyzed. The comparative analysis of statistical results showed that in Mexico, travel planning attitude does not directly influence travelers' involvement in UGC. Instead, choosing a travel destination is the reason why Mexicans would generate content. However, in Taiwan the non-significant direct relationship is between electronic word of mouth and user-generated content. Despite the massive social media affect in Taiwan, reading and collecting information online is not the reason for Taiwanese to get involved in providing online content. Research findings assist the destination marketers and tourism stakeholders to identify essential elements that positively motivate and inspire travelers' intention to share opinions through social media in order to promote or adjust plans and adopt compatible strategies to successfully form and influence travelers' decision-making behavior.

Keywords: perceived usefulness, attitude toward social media, travel planning attitude, electronic word of mouth, user-generated content.

1. Introduction

The advancement of social media has significantly influenced several aspects of tourism (Aluri et al., 2016; Tajeddini et al., 2021). While decision-making is the first step in travel planning, the online environment facilitates travel decisions by allowing travelers to digitize and provide recommendations on a particular destination or travel services (Li et al., 2021; Xiang et al., 2015). In addition, online reviews benefit travelers and marketing experts as consumers' purchase decisions can be made based on online content (Zhang et al., 2016). Evidence shows that Millennials rely heavily on Facebook (87%) and Twitter (50%) for their travel planning (Ferries, 2020). In the UK, 40% of millennial tourists plan their travels based on how "instagramable" a location is (Bernardin, 2019). Hence, online reviews on travel destinations are prominent data sources in hospitality and tourism industry (El-Said, 2020).

Nowadays, travelers are more self-reliant seeking information (Kim & Kim, 2020). Thereby, online reviews, posts, and comments, also named user-generated content (hereafter

---

* Corresponding Author, Email: mm@asia.edu.tw

"UGC"), as a fresh way of spreading the word of mouth suggestions has become a propounded topic in tourism marketing research (Kwok et al., 2020). Millennials (97%) post their traveling adventure experiences online (Kemp, 2020a, 2020b). Besides online reviews generate an 18% uplift in sales an estimated US$10 billion annually in online travel buying (Kim et al., 2018; Maslowska et al., 2017), and consumers' user-generated content accounts for 93% of the purchase decisions (Kaemingk, 2020). The tourism industry is highly dependent on shared reviews in cyberspace to be the winner in the competitive conditions.

Electronic word of mouth (hereafter "e-WOM") is another valuable source of information that may influences travelers' decisions (Litvin et al., 2018). In this regard, extensive growth of e-WOM can contribute to providing UGC that is deemed a critical factor when travel planning (Narangajavana Kaosiri et al., 2019). Therefore, the importance of UGC in the travel industry has been a topic of interest among scholars. For instance, Litvin et al. (2008) claim that the UGC shared by travelers may have significant impacts on the spread of e-WOM that directly influences travelers' tendency to visit a destination. Thus, understanding UGC and its function through social media play an essential role in the tourism industry.

In this regard, the usefulness of social media platforms as effective factor to determine user' behavior is impossible to ignore. Perceived usefulness (hereafter "PU") is a potent driver for shaping the individual's intention to adopt a new behavior or apply new technology (Bhattacherjee & Sanford, 2006). Individuals perceive cyberspace as a practical tool for information attainment. Hence, they may accept travel information shared in the social media space. Aside from PU as a utilitarian factor, attitude is another crucial determinant of intention (Bhattacherjee & Sanford, 2006). Notably, travelers' perceptions of usefulness significantly affect their attitude and inspire them to get involved in cyberspace (Ayeh et al., 2013a). However, recent studies make bold the significant influences of UGC on traveler's behavior and destination choices (Ayeh et al., 2013b; Gursoy, 2019). Therefore, understanding potential factors that can actively motivate travelers to generate online content deserves a further look. Importantly, comparative studies that evaluate antecedents of traveler-generated content at the same time in different countries are found rare. Therefore, investigating the potential key determinants that push traveler's intention to create content was the primary motivation behind the study. The current study proposed a structural model to expand the existing knowledge and fill the research gap by hypothesizing the associations among a series of determinants to measure the effect of stimulus behind UGC provided by travelers.

Moreover, we compared Mexico and Taiwan's results, two geographically distinct countries. Culturally, according to Hofstede (1980), in both countries, collectivism outweighs individualism. In addition, both Taiwan and Mexico have high social media penetration rate (Molly, 2020; Navarro, 2020). Therefore, a direct comparison between Taiwan and Mexico would provide insightful knowledge on consumer's intentional behavior in the tourism market. Thus, it was of particular interest to investigate similarities and contrasts in the mentioned countries.

Mexico and its tourism industry are quite well-known in the global tourism market. With a total of 39.3 million visitors in a year, Mexico ranks the 6th destination country for travelers in the world (Embamex, 2017). Interestingly, 98.2% of Mexicans have access to social media. Besides, 54 million are Facebook users, which places Mexico as the second leading country in the Latin America sites (Kemp, 2020a; Navarro, 2020). A key point highlighting the significance of social media is that Mexican Internet users heavily depend on online reviews for trip planning (Ceballos et al., 2016).

Taiwan has one of the highest rates of Internet penetration in the world. There were 20.51 million Internet users, and Internet penetration in Taiwan stood at 86% in January 2020 (Kemp, 2020b). Social media penetration in Taiwan stood at 88% (Kemp, 2020b). About 82.5% of

Taiwanese residences use Internet services, and over 89% of Taiwanese are active Facebook users (Molly, 2020). There were 18,870,000 Facebook users in Taiwan in June 2020, which accounted for 79% of its entire population (NapoleonCat. Stats, 2020).. In 2019, Taiwan attracted a record 11,864,105 inbound visitors in 2019, up 797,398 visits or 7.21% from 2018 (Tourism Bureau, MOTC, 2022), showing that Taiwan's tourism industry is flourishing.

   This study compares the similarities and differences between Taiwan and Mexico. The results are followed by recommendations for a more detailed strategy for destination marketers. This paper focuses on the perceived usefulness (PU) of UGC among travelers as the independent variable, travel planning attitude (hereafter "TPA"), social media attitude (hereafter "ASM"), and electronic word of mouth (e-WOM) as potential mediators, and travelers' intentions to provide UGC as an outcome variable.

2. Conceptual Background and Theoretical Framework

In the current study, researchers drew insight from attribution theory (Kelley, 1967) and the technology acceptance model (TAM) (Davis, 1989; Japutra et al., 2019). Employing attribution theory assists in understanding factors involved in providing an experience that results in positive or negative consumer perception toward a product or service, which eventually results in behavioral implications (Jackson, 2019). According to TAM, consumer's acceptance of using a particular technology or related application depends on the estimation of perceived usefulness (PU), perceived ease of use, consumers' attitude, and behavioral intention to use that technology (Davis, 1989). The research framework is illustrated in Figure 1.

2.1. Perceived Usefulness (PU)

According to Davis (1989), perceived usefulness is how an individual believes that employing a specific system increases the performance of a defined work. Not to mention that in consumer behavior settings, perceived usefulness is a prominent, well-known construct derived from TAM, which describes user adoption of information technology. In line with tourism research, early studies have underlined the importance of perceived usefulness as the critical element of technology utilization (Bhattacherjee & Sanford, 2006; Hew et al., 2018). The usefulness of UGC relates to shared reviews that exist in an online environment and assist travelers in their travel planning (Mendes-Filho et al., 2018; Wang & Li, 2019). Previous scholars have declared the link between usefulness and attitude (Moon & Kim, 2001).

2.2. Attitude Toward Social Media (ASM)

Social media platforms and online communities are a significant source of generating knowledge among travelers. Xiang et al. (2015) approved the influence of social media applications encouraging the exchange of user-generated travel information. Moreover, studies represent that reading other travelers' comments in cyberspace, mainly on the social media, is one of the leading online activities that eventually lead to travel planning behavior (Dedeoğlu et al., 2020).

2.3. User-Generated Content (UGC)

According to Kaplan and Haenlein (2010), UGC is a creative content that can be shared individually or collaboratively in cyberspace, especially on the social media. UGC is particularly useful to tourism customers to access fresh opinions and experiences from others

(Oliveira & Casais, 2019). Given the notion of tourism as a knowledge-intense industry, UGC is considered a valuable information source to assist travelers in making decisions (Zeng & Gerritsen, 2014).

2.4. Electronic Word Of Mouth (e-WOM)

Several previous studies have discussed the acceptance of Internet technologies in the tourism sector and the importance of e-WOM to understand e-WOM effectiveness (Mariani et al., 2016; Wang & Li, 2019). Early studies prove that e-WOM communications can occur in different channels such as YouTube, Facebook, Twitter, and e-WOM applications are extensively being applied as a reference in the tourism industry, which significantly influences traveler's choice of destination. Yan et al. (2018) represented the effect of travelers' emotions when choosing e-WOM platforms.

2.5. Attitude Toward Travel Planning (TPA)

Attitude and perception are essential motivating concepts in marketing (Duarte & Silva, 2018; Innis & La Londe, 1994). Berkman and Gilson (1986) defined attitude as consumers' evaluative intentions toward an object that could be a product or service. Attitude, therefore, is one of the most accurate drivers of individual behavior. Recent findings related to studies on the use of technology and consumers' attitudes toward traveling indicate that the rapid expansion of the Internet has positively affected individuals' travel planning attitude (Mendes-Filho et al., 2018).

2.6. Interrelationships Among Study Constructs

Based on the TAM model, an individual's perception of technology usefulness influences his/her intention (Davis, 1989). In our study, the construct perceived usefulness describes how the individual presumes that applying social media will assist them in being a better travel planner. Perceived usefulness directly influences the user's attitude toward applying social media (Wang & Li, 2019). The conceptualization of the usefulness of using social media positively influences consumers' attitudes (Kucukusta et al., 2015).
    Following the above arguments, the current research postulates that:

    H1: Perceived usefulness is positively associated with social media attitude.

    H2: Perceived usefulness is positively associated with travel planning attitude.

    Previous studies establish the association between PU and e-WOM. For example, Yang (2017) showed that the perceived usefulness of a restaurant web page would influence the spread of positive e-WOM. Erkan and Evans (2016) developed a conceptual framework to show that PU is one of the significant antecedents of e-WOM in social media that significantly affect consumers' purchase intentions. Matute et al. (2016) confirmed the positive association between e-WOM and PU dimensions that eventually lead to consumers' online repurchase intention. Therefore, when the degree of usefulness is high, e-WOM tends to be positive. Based on the theoretical arguments, this study formulates the next hypothesis:

    H3: Perceived usefulness is positively associated with e-WOM.

    E-WOM is one of the primary external information sources for tourism planning (Wang & Li, 2019). More notably, in tourism settings, Jalilvand and Samiei (2012) found a significant positive relation between e-WOM and travelers' attitudes to visit Isfahan by shedding light on

revealing the influence of e-WOM on the user's attitude and intentional interactions. In this sense, this study intends to postulate a definite link between tourist attitude and e-WOM, and it is hypothesized that:

H4: Travel planning attitude is positively associated with e-WOM.

Scholars suggest that UGC directly influences travelers' behavior (Alcázar et al., 2014). Furthermore, Book et al. (2018) explained that online social groups actively influence traveler decisions. This paper aims to uncover the connection type between travel planning attitude and engagement in sharing user-generated content. Thus, in line with the previous studies, we propose that:

H5: Travel planning attitude is positively associated with user-generated content.

H6: E-WOM is positively associated with user-generated content.

A critical insight deducted from related studies is that social media attitude will affect social media postings activities. For example, Mukherjee and Jansen (2017) demonstrated that individuals' attitudes toward social media are related to web search; in return, web search was found to be positively linked to the posting activities in cyberspace. A recent work by Anh et al. (2019) focusing on travelers' manners suggests that travelers with a positive attitude toward social media are more engaged in posting online reviews. Accordingly, we hypothesize that there will be a positive relationship between social media attitude and user-generated content.

H7: Social media attitude is positively associated with user-generated content.

In tourism, PU, as one of the main subsets of TAM, can be considered as an external driving force when a consumer is visiting an online platform to improve travel planning (Ayeh et al., 2013b). Matute et al. (2016) concluded that PU mediates the influence of e-WOM and consumers' repurchase intention. Consistent with the theory of planned behavior of Ajzen and Fishbein (1975) and based upon TAM proposed by Davis (1989), PU is a determinant of attitude, and attitude plays a specific mediation role in the relationship between individual's behavioral intention. Contemporary literature documents the mediating effects of attitude in different disciplines (Davis et al., 1989). Ayeh et al. (2013a) indicated that the traveler's attitude significantly affects tourist consumer tendencies to accept e-WOM and use the website for travel planning. Jalilvand et al. (2012) demonstrated that the information on e-WOM is directly related to travelers' attitudes toward exploring a new destination. More recently, Doosti et al. (2016) attempted to analyze the intermediary role of travelers' attitudes on the link between e-WOM and visit intention. Although previous studies have focused on e-WOM in various contexts, scant studies pay attention to antecedents and consequences of e-WOM, particularly in social media among travelers (Cheung & Thadani, 2012). It is discussed that the adoption of e-WOM is not a remote procedure, and the consumer's attitude is engaged during the decision-making process (Yan et al., 2016). Thus, based on previous studies, the following hypotheses are formulated:

H8: E-WOM mediates the influence of PU on UGC.

H9a: TPA mediates the influence of PU on e-WOM.

H9b: TPA mediates the influence of PU on UGC.

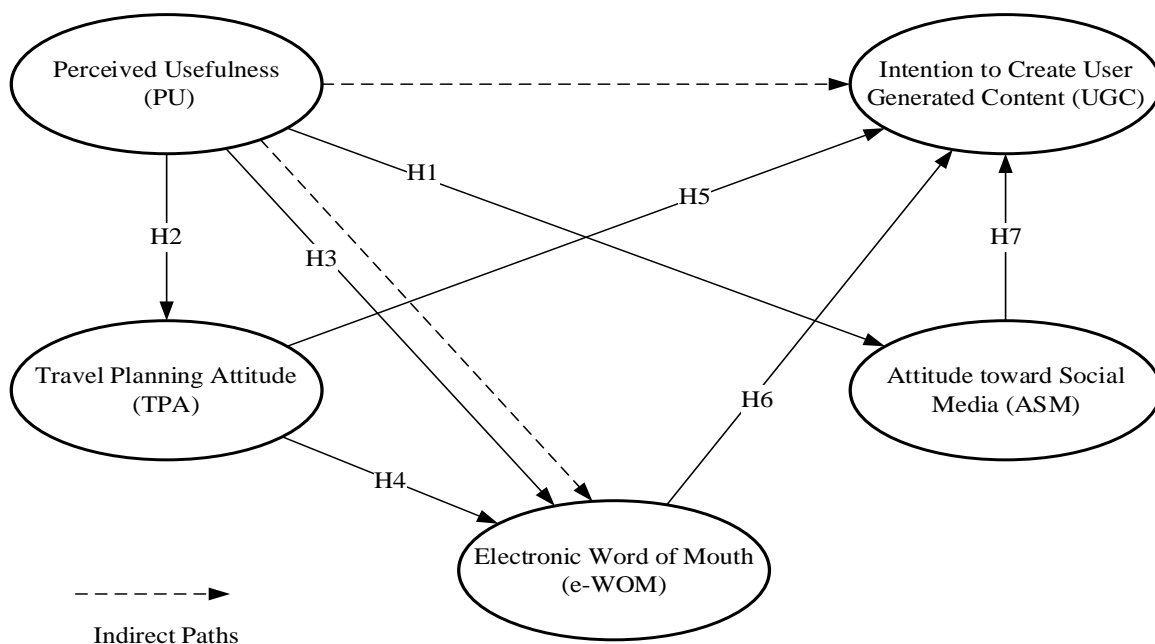**H10:** TPA and e-WOM mediate the influence of PU on UGC.

Figure 1. Research Framework

3. Methodology

3.1. Scale Operationalization

With slight modifications from prior studies, we adopted the current measurement item to fit the research purpose. PU was measured using five items adapted from Lin (2012) and Wu et al. (2011). TPA was assessed using four items adapted from Gursoy and Gavcar (2003) and Laurent and Kapferer (1985). The scale of e-WOM was borrowed from Amaro and Duarte (2013) and Lam and Mizerski (2005), representing four items. ASM was measured using five items from McQuarrie and Munson (1992) and Moon and Kim (2001). Finally, three items were drawn from Munar and Jacobsen (2013) to measure an individual's intention to create UGC. We translated the questionnaire into Spanish and Mandarin Chinese and verified it through the back-translation method.

3.2. Data Collection and Sample Characteristics

Researchers gathered the data through Google Form. Then, online questionnaires were sent to targeted respondents from Taiwan and Mexico. After data screening, a total of 392 usable questionnaires were obtained for analysis. Thus, 200 Taiwanese (TW) and 192 Mexican (MX) participants met the research criteria. Screening questions are used to ensure that participants are qualified (e.g., Have you previously read other travelers experience shared on the Internet to learn more about tourist attractions).

4. Data Analysis Procedure

We employed the structural equation modeling (SEM) approach, which is preferable for non-experimental research and is highly desirable when estimating a group of complex relationships (Hair et al., 2013).

4.1. Scale Accuracy Analysis and Measurement Model

First, the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were performed to ensure sampling accuracy and validity of factor analysis. Based on the respective recommended criterion, the KMO value between 0.5 and 1.0 confirms the sample adequacy for factor analysis (Tabachnick et al., 2007). Additionally, results should be significant. In Mexico's case, the total KMO value for the research instrument was 0.82 (p < 0.000). As for Taiwan, this value was 0.84 (p<0.001), indicating that this study fulfilled the requirement to pass Bartlett's Test of Sphericity. The measurement model was assessed through the reliability and validity of the studied constructs. All together, and considering values with CR > AVE, AVE > 0.5, MSV < AVE, √AVE > Max r (maximum interrelated correlation), the reliability and validity of research constructs were confirmed. Table 1 displays the results of reliability and validity tests.

Table 1. The results of reliability, discriminant, and convergent validity analyses

		α	CR	AVE	MSV	Max r	PU	TRA	e-WOM	ASM	UGC
	PU	0.88	0.853	0.594	0.247	0.497	0.771				
	TPA	0.88	0.843	0.650	0.091	0.302	0.225	0.806			
Mexico	e-WOM	0.92	0.876	0.701	0.247	0.497	0.479	0.302	0.837		
	ASM	0.87	0.886	0.609	0.182	0.427	0.427	0.092	0.193	0.780	
	UGC	0.79	0.798	0.570	0.125	0.354	0.354	0.223	0.334	0.223	0.755
	PU	0.86	0.814	0.527	0.291	0.539	0.726				
	TPA	0.89	0.849	0.655	0.266	0.449	0.516	0.809			
Taiwan	e-WOM	0.87	0.814	0.595	0.291	0.539	0.539	0.449	0.837		
	ASM	0.80	0.797	0.442	0.123	0.350	0.350	0.197	0.244	0.665	
	UGC	0.86	0.862	0.675	0.110	0.332	0.305	0.332	0.159	0.278	0.822

Table 2 presents the descriptive statistics, factor loadings, exploratory factor analysis (EFA), and confirmatory factor analysis (CFA) for each item for both countries.

Table 2. Factor Analysis and Descriptive Statistics

Variables	Items	EFA loading	CFA loading	Mean	SD	KMO
Minimum accepted value		> 0.5	> 0.5			> 0.5
Mexico						
	PU1	0.79	0.84			
	PU2	0.69	0.72			
PU	PU3	0.85	0.84	3.55	0.98	0.85
	PU4	0.78	0.76			
	PU5	0.76	0.68			
	TPA 1	0.79	0.75			
TPA	TPA 2	0.87	0.90	4.40	0.77	0.80
	TPA 3	0.93	0.94			
	TPA 4	0.79	0.68			
	e-WOM1	0.86	0.87			
e-WOM	e-WOM2	0.90	0.91	3.75	1.04	0.84
	e-WOM3	0.82	0.83			
	e-WOM4	0.83	0.81			
	ASM1	0.83	0.75			
	ASM2	0.80	0.83			
ASM	ASM3	0.84	0.84	3.71	0.74	0.85
	ASM4	0.80	0.79			
	ASM5	0.79	0.65			

Table 2.

Variables	Items	EFA loading	CFA loading	Mean	SD	KMO
UGC	UGC1	0.78	0.77			
	UGC1	0.88	0.82	2.94	1.19	0.69
	UGC3	0.76	0.66			
Taiwan						
PU	PU1	0.84	0.79	4.00	0.69	0.83
	PU2	0.66	0.66			
	PU3	0.80	0.80			
	PU4	0.79	0.85			
	PU5	0.58	0.62			
TPA	TPA 1	0.82	0.77	4.36	0.68	0.80
	TPA 2	0.84	0.87			
	TPA 3	0.88	0.94			
	TPA 4	0.72	0.69			
e-WOM	e-WOM1	0.82	0.78	4.12	0.66	0.81
	e-WOM2	0.85	0.86			
	e-WOM3	0.83	0.82			
	e-WOM4	0.71	0.71			
ASM	ASM1	0.73	0.61	3.89	0.53	0.78
	ASM2	0.72	0.67			
	ASM3	0.69	0.61			
	ASM4	0.79	0.77			
	ASM5	0.71	0.65			
UGC	UGC1	0.86	0.85	3.62	0.99	0.73
	UGC2	0.85	0.84			
	UGC3	0.86	0.77			

Note: *P < 0.05, **P < 0.01, ***P < 0.001. Research items are: PU 1: I often use social media to search for information for travel purposes. PU2: Using social media for travel planning inspires my curiosity. PU3: Social media improves my travel planning. PU4: Social media makes it easier for me to make travel-related decisions. PU 5: Social media helps me save time. TPA1: Travel interests me. TPA2: Choosing travel destinations entertains me. TPA 3: Choosing travel destinations is exciting, TPA 4: Choosing travel destinations relaxes me. e-WOM 1: I read other tourists' online travel reviews to know what destinations make good impressions on others. e-WOM 2: I read other tourists' online travel reviews to make sure I choose the right destination. e-WOM 3: I read other tourists' online travel reviews to select an attractive destination. e-WOM 4: I collect information from tourist's online travel reviews before I travel to a certain destination. Social media for travel purposes is ASM1: Important. ASM 2: Exciting. ASM 3: Matters to me. ASM 4: Interesting. ASM 5: Useful. UGC1: I upload photos for friends on Facebook, etc. UGC 2: While traveling, I check-in (or update) my location on social media such as Facebook. UGC 3: I upload photo albums/videos on the Internet (blogs).

4.2. Test of Hypotheses and Mediation Analysis

After testing the overall model fit, we examined the hypotheses for both cases in Mexico (Figure 2) and Taiwan (Figure 3).

Table 3 presents the results of the proposed hypotheses. As can be seen for Mexico, except for H5, all other hypotheses (H1-H4, H6) are supported, and the path from TPA to UGC is not significant. As for Taiwan, results indicate that except for H6 representing the significant influence of e-WOM on UGC, all other hypotheses (H1-H5, H7) have received support.

Table 3. The Results of Hypotheses Testing for the Direct Path

Hypotheses	Path	β (MX)	Result (MX)	β (TW)	Result (TW)
H1	PU → ASM	0.43***	Supported	0.36***	Supported
H2	PU → TPA	0.26**	Supported	0.52***	Supported
H3	PU→ eWOM	0.45***	Supported	0.42***	Supported
H4	TPA → e-WOM	0.19*	Supported	0.23*	Supported
H5	TPA → UGC	NS	Rejected	0.30**	Supported
H6	e-WOM → UGC	0.27**	Supported	NS	Rejected
H7	ASM → UGC	0.16*	Supported	0.23**	Supported

NS = Not Significant, *p < 0.05, **p < 0.01, ***p < 0.001

Table 4. The Results of Path Analysis (Mexico and Taiwan)

Hypotheses	Country	Path	Total	Direct	Indirect	Mediation
H8	Mexico	PU→e-WOM→UGC	0.36**	0.25**	NS	Not supported (No mediation)
	Taiwan		0.30**	0.30**	NS	Not supported (No mediation)
H9a	Mexico	PU→TPA→e-WOM	0.50***	0.45**	0.05*	Supported (partial mediation)
	Taiwan		0.53***	0.41***	0.12*	Supported (partial Mediation)
H9b	Mexico	PU→TPA→UGC	0.36**	0.32**	0.04*	Supported (partial mediation)
	Taiwan		0.30**	NS	0.13*	Supported (full mediation)
H10	Mexico	PU→(TPA+e-WOM)→UGC	0.36***	NS	0.12*	Supported (full mediation)
	Taiwan		0.30**	NS	NS	Not supported (no mediation)

NS = Not Significant, *p < 0.05, **p < 0.01, ***p < 0.001

We performed bootstrapping using 5000 bootstrap samples to test the mediation. The results of the mediation hypotheses for the research model in both Mexico and Taiwan are given in Table 4. In Mexico, there is no evidence to support the mediation effect of e-WOM on the relationship between PU and UGC. However, partial mediation effects of TPA are found for hypotheses H9a and H9b. Moreover, H10 (which regards the dual mediation effect of two variables, namely TPA and e-WOM, on the relation between PU and UGC) is proved. Likewise, the mediation analysis for Taiwan declares that similar to Mexico, e-WOM cannot mediate the relationship between PU and UGC. Notably, TPA's full mediation of the association between PU and UGC is found. H9a and H9b have both received support. In addition, it is found that TPA could partially mediate the relationship between PU and e-WOM. However, H10 is rejected. Thus, the dual mediation of TPA and e-WOM has not received support.
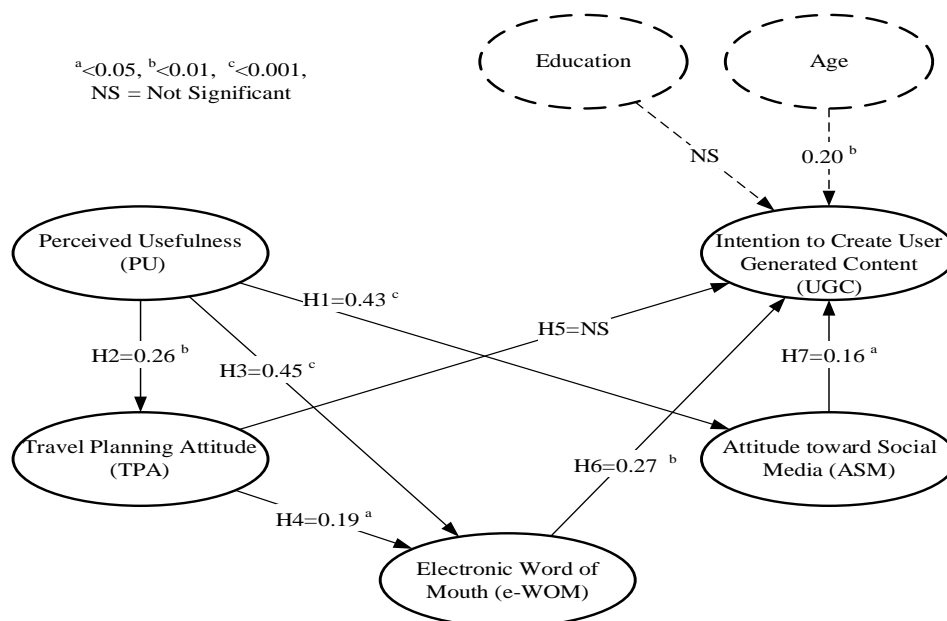

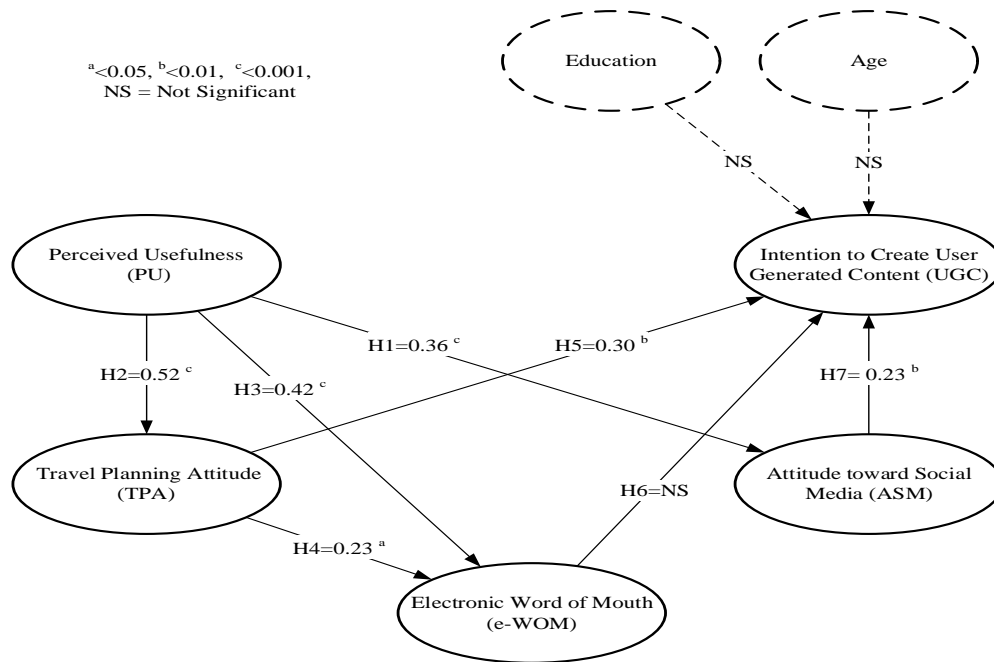**Figure 2.** The Structural Equation Model (SEM) Testing for Mexico

Figure 3. The Structural Equation Model (SEM) Testing for Taiwan

5. Discussion

User-generated content is a promising phenomenon with applications in tourism and marketing context. Factors influencing individuals to create, use, and adopt the content deserve consideration as travelers read and evaluate reviews when deciding on their next travel adventure. This study analyzed the relationships among a determinant (PU), three mediating variables (ASM, TPA, and e-WOM), and one dependent variable, an individual's intention to post and share user-generated content (UGC). The current research framework was developed based on previous research. Although results were mostly consistent with previous findings, there were differences between the two countries.

This research attempted to explain the factors that mainly affect travelers' intention to share content in social media about their travel. Furthermore, the differences and similarities were illustrated between two culturally different countries. Our results showed that Taiwanese attitudes toward travel planning (TPA) strongly persuade travelers to share user-generated content (UGC). However, for Mexican respondents, attitudes toward travel planning (TPA) were not found to have any significant influence on travelers' intention to generated content (UGC).

According to Trompenaars and Hampden-Turner (2020), Taiwan is a universalist, neutral, and introverted society. Mexico, however, falls on the opposite side of the spectrum. Mexico is a particularist, affective, and extraverted country. For the Taiwanese, activities involved in planning a trip are exciting and entertaining. The influence of travel planning in an introverted society encourages travelers to share their experiences with friends and family. For the introverted Taiwanese, the time spent in front of the computer monitor is exciting when choosing a travel destination. While traveling, and after traveling, Taiwanese travelers reciprocate the excitement for the next group of travelers by sharing and generating information online.

In contrast, in Mexico, electronic word of mouth (e-WOM) is the most influential paradigm in persuading travelers to provide comments and to share their opinions. For the extraverted and affective Mexicans, reading and talking about the travel is as exciting activity

as the travel itself. Extraverted affective Mexican traveler is not about where to go, but what to do when traveling. Reading and writing travel reviews are about the feeling toward the travel destination. Therefore, by creating and sharing online information, the Mexican travelers reciprocate the feeling of excitement they experience from the travel destination. In addition, this study reveals that perceived usefulness (PU) has a significant influence on attitude toward social media (ASM), electronic word of mouth (e-WOM), and travel planning attitude (TPA) in both countries. This finding is supported by previous studies (Hew et al., 2018; Wang & Li, 2019).

5.1. Theoretical Implications

From a theoretical standpoint, our study enriches the literature by building a framework to measure and predict tourism consumer's intention to create UGC by focusing on the perceived usefulness (PU) of UGC among travelers as the independent variable, and travel planning attitude (TPA), social media attitude (ASM), and electronic word of mouth (e-WOM) as potential mediators. Findings also claim an application of attribution theory to the research field, indicating perceived usefulness (PU) as one of the leading causes that can motivate traveler's intention toward a specific behavior. The results collaborate on the significance of perceived usefulness (PU) as an influential factor in forming traveler's attitude in two different countries, namely Mexico and Taiwan. These findings are consistent with past studies confirming that PU positively influences attitudes and intentions. Put it differently, travelers representing a positive attitude toward the perceived usefulness of UGC are more willing to get involved in using and providing UGC (Mendes-Filho et al., 2018; Wang & Li, 2019).

5.2. Practical Implications

This study validates the critical role of perceived usefulness when predicting an individual's attitude and intention toward sharing user-generated content on social media for travel planning purposes. In other words, when it comes to travel generated content in social media, PU shows a significant influence in the travel planning situation, indicating that PU and attitude are deemed appropriate constructs in TAM studies when exploring an individual's intention toward sharing UGC related to travel planning. Notably, culture consists of observable behavior such as beliefs, attitudes, and behavior (Kim & Gudykunst, 1988). The research consequences in the two countries address behavioral patterns among samples, which can serve as a useful guide for tourism marketers.

The results of this study offer valuable insights for market managers to understand travelers' decision-making behavior better. Destination marketers and tourism stakeholders significantly benefit from the research findings. This study reveals essential elements that positively motivate and inspire consumers' attitudes, travel planning, and tourist intention to share opinion thorough social media actively. Consequently, as a result of travelers' perceived usefulness of social media attitude and electronic word of mouth, e-WOM has the potential to influence the travel planning attitude. This revelation means that travelers are likely to employ electronic word of mouth for their travel planning.

This study shows that e-WOM has a significant impact on the travel planning attitude. Thifinding implies that if the tourism industry provides more resources to improve the valence of its online consumer reviews, it is possible to have more users generating content. Since social media platforms serve as a substantial communication channel in the tourism industry, all the people involved should set up an active communication approach and

elucidate their electronic reviews. These online reviews can enable travel agencies to gain consumers' trust and to promote potential future businesses.

UGC supplies a new venue for companies to get in touch with travelers and influence travelers' opinions. Thus, the ease of access to information has changed UGC to a unique source creating new dynamics in the industry and market. Moreover, the electronic form of WOM challenges traditional markets, which makes bold the effectiveness of social media. Furthermore, as this study found, social media attitude has a strong influence on perceived usefulness. The tourism industry might consider creative ways to offer new applications that facilitate sharing and posting reviews to actively encourage travelers to provide content on their businesses.

5.3. Limitations and Suggestions for Future Research

The current study is still subject to several limitations that provide new directions for future research efforts. A significant limitation of a study like ours is the inability to determine whether respondents and non-respondents differ significantly. The results are sensitive to each sample's characteristics.

This study is conducted in Taiwan and Mexico. Therefore, a different market could have different characteristics, showing different results by the same number of respondents because background factors such as culture and environment influence people's behavior. A larger sample could help refine the results.

Finally, it would be complementary to this study if future studies investigate where social media is mostly used to choose tourist destinations.

References

Alcázar, M. D. C. H., Piñero, M. S., & Maya, S. R. d. (2014). The effect of user-generated content on tourist behavior: The mediating role of destination image. *Tourism & Management Studies, 10*(speical issue), 158-164.

Aluri, A., Slevitch, L., & Larzelere, R. (2016). The influence of embedded social media channels on travelers' gratifications, satisfaction, and purchase intentions. *Cornell Hospitality Quarterly, 57*(3), 250-267. https://doi.org/10.1177/1938965515615685.

Amaro, S., & Duarte, P. (2013). Online travel purchasing: A literature review. *Journal of Travel & Tourism Marketing, 30*(8), 755-785. https://doi.org/10.1080/10548408.2013.835227.

Anh, T., Hanh, P., Cam, L., Van, K., & Dinh, L. (2019). A study of the factors affecting the content created by international travellers in Vietnam. *Management Science Letters*, *9*(12), 2051-2062. https://doi.org/10.5267/j.msl.2019.8.031.

Ayeh, J. K., Au, N., & Law, R. (2013a). Do we believe in TripAdvisor?" Examining credibility perceptions and online travelers' attitude toward using user-generated content. *Journal of Travel Research, 52*(4), 437-452. https://doi.org/10.1177/0047287512475217.

Ayeh, J. K., Au, N., & Law, R. (2013b). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management, 35*, 132-143. https://doi.org/10.1016/j.tourman.2012.06.010.

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, *82*(2), 261.

Bhattacherjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. *MIS Quarterly*, *30*(4), 805-825. https://doi.org/10.2307/25148755.

Berkman, H. W., & Gilson, C. C. (1986). Consumer behavior: Concepts and strategies. Thomson South-Western.

Bernardin, C. (2019). What is the impact of social media on travel? Retrieved July, 2020 from https://theboar.org/2019/12/what-is-the-impact-of-social-media-on-travel/

Book, L. A., Tanford, S., Montgomery, R., & Love, C. (2018). Online traveler reviews as social influence: Price is no longer king. *Journal of Hospitality & Tourism Research, 42*(3), 445-475. https://doi.org/10.1177/1096348015597029.

Ceballos, F., Personales, F., & Style, L. (2016). Turismo, rey del e-commerce en Mexico [Tourism, King of the e-commerece in Mexico] …]. Cnnexpansion.com. Retrieved March, 2018, from http://www.cnnexpansion.com/opinion/2012/05/18/turismo-rey-del-ecomerce-en-mexico.

Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, *54*(1), 461-470.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3) …, 319-340. https://doi.org/ 10.2307/249008.

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science, 35*(8), 982-1003. https://doi.org/10.1287/mnsc.35.8.982.

Dedeoğlu, B. B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation. *Tourism Management*, 76, 103954. https://doi.org/10.1016/j.tourman.2019.103954.

DIGITAL. (2020). *DIGITAL 2020: Taiwan*. Retrieved July, 2020, from https://datareportal.com/reports/digital-2020-taiwan.

Doosti, S., Jalilvand, M. R., Asadi, A., Pool, J. K., & Adl, P. M. (2016). Analyzing the influence of electronic word of mouth on visit intention: The mediating role of tourists' attitude and city image. *International Journal of Tourism Cities, …*

Duarte, P. A. D. O., & Silva, S. C. E. (2018). The role of consumer-cause identification and attitude in the intention to purchase cause-related products, *International Marketing Review*, 37(4), 593-601. https://doi.org/10.1108/IMR-04-2018-0159.

El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, 33, 100604. https://doi.org/10.1016/j.tmp.2019.100604.

Embamex. (2017). *Mexico's rise to sixth most visited country in the world confirmed by UNWTO*. Retrieved September, 2018, from https://embamex.sre.gob.mx/reinounido/index.php/en/view-more-press/37-press2018/1631-mexico-s-rise-to-sixth-most-visited-country-in-the-world-confirmed-by-unwto.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47-55. https://doi.org/10.1016/j.chb.2016.03.003.

Ferries, C. (2020). *Vital millennial travel trend statistics*. Retrieved July, 2020, from https://www.condorferries.co.uk/millennials-travel-statistics-trends.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research, 53*(1), 44-57. https://doi.org/10.1177/0047287513481274.

Gursoy, D. (2019). A critical review of determinants of information search behavior and utilization of online reviews in decision making process. *International Journal of Hospitality Management, 76*, 53-60. https://doi.org/10.1016/j.ijhm.2018.06.003.

Gursoy, D., & Gavcar, E. (2003). International leisure tourists' involvement profile. *Annals of Tourism Research, 30*(4), 906-926. https://doi:10.1016/S0160-7383(03)00059-8.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning, 46*(1-2), 1-12.

Hew, J.-J., Leong, L.-Y., Tan, G. W.-H., Lee, V.-H., & Ooi, K.-B. (2018). Mobile social tourism shopping: A dual-stage analysis of a multi-mediation model. *Tourism Management, 66*, 121-139. https://doi.org/10.1016/j.tourman.2017.10.005.

Hofstede, G. (1980). Motivation, leadership, and organization: Do American theories apply abroad? *Organizational Dynamics, 9*(1), 42-63. https://doi.org/10.1016/0090-2616(80)90013-3.

Innis, D. E., & La Londe, B. J. (1994). Customer service: The key to customer satisfaction, customer loyalty, and market share. *Journal of Business Logistics*, *15*(1), 1-27.

Jackson, M. (2019). Utilizing attribution theory to develop new insights into tourism experiences. *Journal of Hospitality and Tourism Management*, *38*, 176-183. https://doi.org/10.1016/j.jhtm.2018.04.007.

Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning., 30*(4), 460-476. https://doi.org/10.1108/02634501211231946.

Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management, 1*(1-2), 134-143. https://doi.org/10.1016/j.jdmm.2012.10.001.

Japutra, A., Loureiro, S. M. C., Molinillo, S., & Ekinci, Y. (2019). Travellers' mindsets and theory of planned behaviour. *Tourism Management Perspectives*, *30*, 193-196. https://doi.org/10.1016/j.tmp.2019.02.011.

Kaemingk, D. (2020). 20 online review stats to know in 2019. *Qualtrics*. https://www.qualtrics.com/blog/online-review-stats

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53*(1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003.

Kelley, H. H. (1967). Attribution theory in social psychology. *Nebraska Symposium on Motivation, 15,* 192–238..

Kemp, S. (2020a). Digital 2020: Mexico. *Datareportal*. Retrieved February, 2020, from https://datareportal.com/reports/digital-2020-mexico

Kemp, S. (2020b). Digital 2020: Taiwan. *Datareportal*. Retrieved, February, 2020, from https://datareportal.com/reports/digital-2020-taiwan

Kim, Y. Y., & Gudykunst, W. B. (1988). *Theories in intercultural communication* (Vol. 12). Sage Publications.

Kim, S. J., Maslowska, E., & Malthouse, E. C. (2018). Understanding the effects of different review features on purchase probability. *International Journal of Advertising, 37*(1), 29-53. https://doi.org/10.1080/02650487.2017.1340928.

Kim, M., & Kim, J. (2020). The Influence of authenticity of online reviews on trust formation among travelers. *Journal of Travel Research, 59*(5), 763-776. https://doi.org/10.1177/0047287519868307.

Kim, D. Y., Park, J., & Morrison, A. M. (2008). A model of traveller acceptance of mobile technology. *International Journal of Tourism Research, 10*(5), 393-407. https://doi.org/10.1002/jtr.669.

Kucukusta, D., Law, R., Besbes, A., & Legohérel, P. (2015). Re-examining perceived usefulness and ease of use in online booking: The case of Hong Kong online users. *International Journal of Contemporary Hospitality Management, 27*(2), 185-198. https://doi.org/10.1108/IJCHM-09-2013-0413.

Kwok, L., Tang, Y., & Yu, B. (2020). The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb. *International Journal of Hospitality Management*, *90*, 102616. https://doi.org/10.1016/j.ijhm.2020.102616.

Lam, D., & Mizerski, D. (2005). The effects of locus of control on word- of- mouth communication. *Journal of Marketing Communications, 11*(3), 215-228. https://doi.org/10.1080/1352726042000333180.

Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, *22*(1), 41-53. https://doi.org/10.1177/002224378502200104.

Li, C., Wang, Y., Lv, X., & Li, H. (2021). To buy or not to buy? The effect of time scarcity and travel experience on tourists' impulse buying. *Annals of Tourism Research*, *86*, 103083.

Lin, W. S. (2012). Perceived fit and satisfaction on web learning performance: IS continuance intention and task-technology fit perspectives. *International Journal of Human-Computer Studies, 70*(7), 498-507. https://doi.org/10.1016/j.ijhcs.2012.01.006.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458-468. https://doi.org/10.1016/j.tourman.2007.05.011.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management, 30*(1), 313-325. https://doi.org/10.1108/IJCHM-08-2016-0461.

Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional destination management organizations. *Tourism Management, 54*, 321-343. https://doi.org/10.1016/j.tourman.2015.12.008.

Maslowska, E., Malthouse, E. C., & Bernritter, S. F. (2017). Too good to be true: The role of online reviews' features in probability to buy. *International Journal of Advertising, 36*(1), 142-163. https://doi.org/10.1080/02650487.2016.1195622.

Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review, 40*(7), 1090-1110. https://doi.org/10.1108/OIR-11-2015-0373.

Mendes-Filho, L., Mills, A. M., Tan, F. B., & Milne, S. (2018). Empowering the traveler: An examination of the impact of user-generated content on travel planning. *Journal of Travel & Tourism Marketing, 35*(4), 425-436. https://doi.org/10.1080/10548408.2017.1358237.

McQuarrie, E. F., & Munson, J. M. (1992). *A revised product involvement inventory: Improved usability and validity.* ACR North American Advances.

Molly, M. (2020). Active social media user penetration in the Asia Pacific region in January 2020, by country or region. *Statista*. https://www.statista.com/statistics/255235/active-social-media-penetration-in-asian-countries/

Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information & Management, 38*(4), 217-230. https://doi.org/10.1016/S0378-7206(00)00061-6.

Mukherjee, P., & Jansen, B. J. (2017). Conversing and searching: The causal relationship between social media and web search. *Internet Research*, *27*(5), 1209-1226. https://doi.org/10.1108/IntR-07-2016-0228.

Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and involvement in tourism social media and web-based travel information sources. *Scandinavian Journal of Hospitality and Tourism, 13*(1), 1-19. https://doi.org/10.1080/15022250.2013.764511.

Nam, K., Baker, J., Ahmad, N., & Goo, J. (2019). Determinants of writing positive and negative electronic word-of-mouth: Empirical evidence for two types of expectation confirmation. *Decision Support Systems*, *129*, 113168. https://doi.org/10.1016/j.dss.2019.113168.

NapoleonCat. Stats. (2020). Facebook users in Taiwan, June 2020, Retrieved May, 2022 from https://napoleoncat.com/stats/facebook-users-in-taiwan/2020/06/#:~:text=There%20were%2018%20870%20000,group%20(4%20900%20000)

Narangajavana Kaosiri, Y., Callarisa Fiol, L. J., Moliner Tena, M. A., Rodriguez Artola, R. M., & Sanchez Garcia, J. (2019). User-generated content sources in social media: A new approach to explore tourist satisfaction. *Journal of Travel Research, 58*(2), 253-265. https://doi.org/10.1177/0047287517746014.

Navarro, J. G. (2020). Latin America: Social media reach 2020, by country. *Statista*. Retrieved September, 2020 from https://www.statista.com/statistics/942938/social-media-reach-latin-america-country/.

Oliveira, B., & Casais, B. (2019). The importance of user-generated photos in restaurant selection. *Journal of Hospitality and Tourism Technology, 10*(1), 2-14. https://doi.org/10.1108/JHTT-11-2017-0130.

Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). Using multivariate statistics (7th ed.) Pearson.

Tajeddini, K., Rasoolimanesh, S. M., Gamage, T. C., & Martin, E. (2021). Exploring the visitors' decision-making process for Airbnb and hotel accommodations using value-attitude-behavior and theory of planned behavior. *International Journal of Hospitality Management, 96*, 102950.

Tourism Bureau, MOTC. (2022). *Republic of China (Taiwan)*. Retrieved April, 2022, from https://admin.taiwan.net.tw/upload/contentFile/auser/b/annual_2019_htm/en/01_2_Taiwan-Tourism-Market.html#:~:text=Visitors%20to%20Taiwan,visits%20or%207.21%25%20from%202018.

Trompenaars, F., & Hampden-Turner, C. (2020). *Riding the waves of culture: Understanding diversity in global business* (4th ed.). McGraw-Hill Education

Wang, P., & Li, H. (2019). Understanding the antecedents and consequences of the perceived usefulness of travel review websites. *International Journal of Contemporary Hospitality Management, 31*(3), 1086-1103. https://doi.org/10.1108/IJCHM-06-2017-0380

Wu, S., Lin, C. S., & Lin, J. (2011). An empirical investigation of online users' keyword ads search behaviours. *Online Information Review. 35*(2), 177-193. https://doi.org/10.1108/14684521111127998.

Xiang, Z., Wang, D., O'Leary, J. T., & Fesenmaier, D. R. (2015). Adapting to the Internet: Trends in travelers' use of the web for trip planning. *Journal of Travel Research, 54*(4), 511-527. https://doi.org/10.1177/0047287514522883.

Yan, J., Yang, Z., Li, Z., Li, X., Xin, L., & Sun, L. (2016). Drivers of cropland abandonment in mountainous areas: A household decision model on farming scale in Southwest China. *Land Use Policy*, *57*, 459-469.

Yan, Q., Zhou, S., & Wu, S. (2018). The influences of tourists' emotions on the selection of electronic word of mouth platforms. *Tourism Management, 66*, 348-363. https://doi.org/10.1016/j.tourman.2017.12.015.

Yang, F. X. (2017). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: The moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*, *41*(1), 93-127. https://doi.org/10.1177/1096348013515918.

Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives, 10*, 27-36. https://doi.org/10.1016/j.tmp.2014.01.001.

Zhang, Z., Zhang, Z., & Yang, Y. (2016). The power of expert identity: How website-recognized expert reviews influence travelers' online rating behavior. *Tourism Management, 55*, 15-24. https://doi.org/10.1016/j.tourman.2016.01.004.