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Impacts of electronic word-of-mouth (eWOM) from social networks sites (SNS) on the intention to purchase tourism accommodation of Gen Z in Vietnam

Nguyen Phi Long
Department of Tourism and Hospitality
Thang Long Univeristy
Dai Kim, Hoang Mai, Ha Noi
longnp@thanglong.edu.vn

abstract
Abstract—**Social networking sites (SNSs) have been playing a significant role in spreading electronic word-of-mouth (eWOM) amongst gen Z tourists in Vietnam recently. However, the underlying process by which customer-to-customer (C2C) eWOM from SNSs affects tourism consumers has not been fully studied. The author of this paper introduces a comprehensive research model that concentrates on the impacts of C2C eWOM using the information/ persuasion relationship as regards to the intention to make purchases. This research gathered data from 382 Vietnamese participants through traditional paper questionnaires. The collected quantitative data was processed through SPSS. The statistical results suggest that perceived persuasiveness, perceived expertise, and perceived trustworthiness are a positive relationship with eWOM usefulness from SNSs. Also, eWOM usefulness was confirmed to increase the probability of eWOM adoption, which, in turn, can boost the purchase intention toward the tourism accommodations proposed in the eWOM. This empirical study can enable marketers to gain an in-depth understanding of the impacts of eWOM from SNSs, especially from key opinion leaders (KOLs), on consumer purchase behaviour of tourism products. Accordingly, our findings can inspire marketers to plan and execute effective SNSs marketing campaigns to generate trustworthy and useful C2C eWOM, thus, increasing the intention to purchase tourism accommodations.**

Index Terms—**eWOM Social, networking sites, information usefulness, information adoption, purchase intention.**

I. INTRODUCTION

Social media is regarded as one of the most powerful communication channels all over the world. At the beginning of 2022, Facebook was still the most popular social networking site (SNS) with 2.9 billion active users per month. Ranking in second place is Wechat (1.2 billion), Instagram (1 billion), and Tiktok (1 billion). The prosperity of SNSs has created a perfect environment for the rise of online key opinion leaders (KOLs) and their social word-of-mouth (sWOM), an "expanded" form of electronic word-of-mouth (eWOM), to be passaged to SNSs users [1]. On the other hand, today consumers are becoming increasingly dependent on product-related information provided by others, especially from their acquaintances and KOLs, when forming their purchase intention [2]. Accordingly, owing to SNS, companies have betta er chance to increase the exposure of their products thus, improving product commercialization.

Tourism accommodations have been picked up as the focus of this paper. Owing to the rise of disposal income, the thirst for new experiences, and the anxiety to relax after a long social lockdown, the domestic tourism market in Vietnam has grown dramatically since the beginning of 2022 of which per cent accounted by gen Z consumers [3]. According to [4], gen Z tourists are the heaviest SNSs users so that their behaviours are more likely to be influenced by product-related information collected from such channels. Likewise, authors like [5] believe that gen Z new online consumption behaviours has given the thriving chance for new marketing practices of KOLs in tourism, which have not been effectively utilized. Accordingly, the study on the mechanism by which SNSs' eWOM affects the decision to purchase tourism accommodations amongst Vietnam gen Z consumers is appropriate and necessary.

To provide consumers with informative eWOM, many brands have been focusing on developing their own SNS fan pages through various tactics [6]. In detail, they are employing the practices of encouraging user comments on their official posts, creating a forum for followers to exchange product-related information, and seeding positive posts on other related online groups [6]. However, according to [7], the usage of only B2C SNS platforms is not sufficient for firms to gain the upper hand as consumers often perceived eWOM from C2C SNS platforms are more trustworthy. Accordingly, today consumers are more likely to formulate their purchase intentions based on the reviews or suggestions gathered from C2C interaction [8,9,10]. However, the underlying process which contains the receiving and evaluating of eWOM and the adoption of such eWOM from C2C SNS platforms in making purchase decision remains largely unknown. This is because most existing studies in this area focus on eWOM gathered from brand fan pages or brand-sponsored sites [11], while many others evaluate purchase intention based on the collected (but not evaluated) C2C eWOM only [12]. To overcome such shortcomings, the author of this paper studies C2C SNS platforms' eWOM which is the outcome of various actions including watching video reviews, interacting with reviewers (through their posts and private messaging), and communicating with other users. Accordingly, this study can provide marketers with a more accurate knowledge of such user-generated content of the way consumers process them to come up with a more effective online content strategy [13].

C2C eWOM can significantly influence customer attitude towards the products and the buying decisions; therefore, an in-depth assessment of the mechanism behind it is required

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139

[7]. In addition, as suggested by [14], the impact of eWOM from SNSs is different from those of other eWOM platforms, such as OTA websites in the case of tourism accommodation, owing to the difference in the relationship between the reviewers and the potential buyers. While the latter has received a lot of attention from researchers in the file of tourism consumer behaviours, the former, resulting from C2C interaction on SNSs, is largely overlooked [10]. However, studies on the behaviour of the rising tourism segment of gen Z consumers indicate that C2C eWOM from SNSs is the most popular source of preference for the decision-making process [5]. Besides, there is the lack of homogeneity amongst the findings concerning the influences of eWOM in the tourism industry, which confuses the current marketing practitioners of the accommodation sector [15]. Thus, a more thoughtful and stronger research framework is required to unify and reinforce existing literature on the effects of SNSs' eWOM on gen Z consumers buying behaviours.

The employment of the information adoption model (IAM) to explain relationship between eWOM and consumer behaviours has raised the concern about validity [16]. However, scholars like [17] state that the processing of information acquired from eWOM can influence the decision whether or not to believe in and to buy the products/services informed. Therefore, the IAM can be regarded as effective in examining the underlying process by which the characteristics of the eWOM and its "creator" could influence consumers' opinions about its usefulness and their decision to accept the information it contains [18]. A study conducted by Forbes on gen Z consumers in the US indicates that 97% of them read online user-generated content and 65% of such people make their decision to buy based on those consulted eWOM [5]. Similar findings are recorded in the works of Djafarovaa and Bowes (2021) in the fashion industry [19], Boateng in the cosmetic industry [20], and especially Liu et al. in the tourism industry [21]. On the other hand, the adoption of information has been regularly employed by authors like Song et al. to describe the process of how eWOM can facilitate the purchase decision, the cause-and-effect relationship between the adoption of information contained in SNSs' eWOM and intention to buy has not been widely studied [22]. Therefore, by employing the IAM, the author of this paper hopes to fill such research gap and to offer a more comprehensive and effective guideline on persuading online consumers to make purchase decision through SNSs' eWOM.

In spite of the fact that such relationships have been widely examined in many empirical studies of various backgrounds, the findings from this research are remarkably important owing to the distinct nature of its context. In the highly competitive tourism industry in Vietnam where the gen Z consumers, who belong to a highly collectivist culture, often value tourism product-related advice from both sources of their elders (offline) and equals (online) [3]. Accordingly, their attitudes toward eWOM may have special characteristics that, in turn, modify the way eWOM usefulness and eWOM adotion are interrelated and their impacts on customer purchase intention as opposed to other existing literatures.

Only positive eWOM were evaluated in this paper to evaluate the influence of SNSs' user-generated content on consumers' purchase intention as the negative ones are proven to produce strong but unfavourable effects [23]. As stated above, this paper aims to assess the underlying process by which the perceived features of eWOM (persuasiveness and informativeness) and its creator's profile (expertise and trustworthiness) affect the level of perceived usefulness, the adoption of eWOM, and the intention to buy. To meet such aim, at first, the IAM is reviewed in the context of eWOM. After that, existing literature on the same topic is critically assessed to develop the hypotheses for this study. That part is followed by the description of the employed methodology and the findings, which provided the base for the contributions in both academic literature and real-life implication. In the end, some shortcomings of the research and the proposals for future studies are provided.

II. LITERATURE REVIEW

A. Information adoption model (IAM)

In 2003, Sussman and Siegal introduced the information adoption model (IAM) which has been the primary framework for the assessment of the underlying process by which persuasive information is received, interpreted, and accepted in many studies [24]. Such model is developed based on the two essential works of Petty and Cacioppo (1986), the Elaboration Likelihood Model expressing the transition in attitude [25], and of Davis (1989), the Technology Acceptance Model describing how users take on the usage of technology [26]. As can be seen from figure 1, the IAM consists of four basic elements of information adoption, information usefulness, argument quality, and source credibility. Consumers will process a certain detail in both central and peripheral routes to assess its usefulness based on which they will decide to follow or ignore the suggestion [24,25]. In the former route, consumers carefully examine the quality of the argument, which is the information concerning their personal preference on social media. In particular, arguments which are perceived as powerful, and persuasive are more favourable than feeble and unbelievable ones [25]. In the latter route, consumers inspect the credibility of the information sources, which consist mainly of the content generator in the case SNSs such as other users or KOLs. Owing to the nature of SNSs where everyone can become the source of information (from eWOM), the issue of source credibility seems to be a more compelling element of the persuasion process [27].
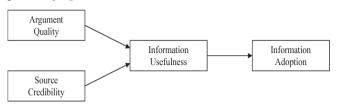

Fig. 1 Information adoption model (IAM) (Sussman & Siegal, 2003)

However, Cheung et al. (2008) discovered that the initial IAM proposed by Sussman and Siegal cannot be employed to fully interpret the perceived information usefulness in the

context of SNSs and online forums [28]. To overcome such weaknesses, in the following part, several variables taken from various studies in the same context are closely examined and, thus, chosen to articulate and replace argument quality and source credibility. Based on the original information adoption model, the author of this paper postulates that consumers who acquire product-related information from SNSs will store such information in their mind as a reference for later decision-making process.

B. Determinants of perceived usefulness

According to Alhammad and Gulliver (2014), perceived persuasiveness of an eWOM refers to its ability to convince receivers to adopt it to alter their behaviour [29]. Similarly, Drozd et al. (2012) indicate that eWOM is perceived as highly persuasive when it is regarded as highly convincing, influential, and relevant so that its receivers want to rely on the information it contains to change their behaviour [30].

Accordingly, the level of argument's persuasiveness perceived by the consumers has been confirmed to be in a significant and positive relationship with their responding actions [31,32]. Schreiner et al. (2017) proved that a persuasive statement can indirectly influence the consumer's perception of its suitability and practicality [33]. Along the same line, finding from a study conducted by Bench-Capon et al. (2004) indicate that consumers' perceived value of a product-related message correlates with their impression of its persuasiveness [34]. In the case of SNSs, Gunawan and Huarng (2015) believe that the more convincing the argument is, the stronger the consumer's favour towards the information is, and thus, its perceived usefulness [35]. Thus, it is hypothesized that:

H1. The perceived persuasiveness can positively influence the perceived usefulness of eWOM collected from SNSs.

Perceived informativeness refer to the extent to which the eWOM can provide a consumer with helpful product/service information [36]. Likewise, informativeness can be decided based on target receiver's evaluation of information's helpfulness and resourcefulness, those are in fact perceived usefulness [37].

As empirically suggested by Sussman and Siegal (2003), higher quality of the message received can better facilitate the decision to/ not to purchase the products [24]. This argument was later supported in the works of Racherla et al. (2012) and Lee and Shin (2014), who found out that consumers tend to value product-related messages which are perceived as higher quality [38,39]. In the context of SNSs, as consumers are often overloaded with suggestions and recommendations about their desired products from many information sources, they must use a set of criteria to examine such information [40]. In general, those criteria are in accordance with the receiver's preferences and demands [41]. Rani and Shivaprasad (2019) discovered that message's relevance can significantly improve online business outcomes [42]. On the other hand, online consumers expect to receive product-related information which is regularly updated and renewed [43]. Moreover, they tend to interact with, purchase from, or recommend brands offering detailed information at a great amount [44] (Xiaorong et al., 2011). A study conducted by Ho Nguyen et al. (2022) indicates that the recipient's perceived informativeness of the eWOM is strongly and positively tied to the message's timeliness, relevance, and comprehensiveness [45]. Besides, perceived informativeness, in turn, is proven to improve consumer's attitude toward the message value, suitability and practicality [46]. In the case of eWOM in the tourism industry, timeliness, relevance, and comprehensiveness are regularly pointed out as determinants of perceived message usefulness [47]. Accordingly, the following hypothesis is developed:

H2. The perceived informativeness can positively influence the perceived usefulness of eWOM collected from SNSs.

Source expertise is defined as the sum of knowledge and skills gathered thorough real-life experience [48]. However, it is hard to identify the level of source expertise of users/ influencers in the online environment owing to the in accessibility of personal information [28]. Therefore, the determination of source expertise can only be possible when audiences assess the information disclosed or attached to the eWOM [49]. In the case of today SNSs' reviewers, they tend to showcase their expertism through various profile information such as qualification, professional, connection, past experiences, etc..., thus, self-proclaiming as experts in their areas [50]. Since humans are "cognitive misers", who only need to rely on "just enough" amount of information to form an attitude, while ignoring the actual information quality [51]. Accordingly, in this study, source expertise was measured based on three items of the creator's profile and only one of the actual eWOM's content.

Source trustworthiness, on the other hand, is defined as the level of belief perceived by the target audiences after examining the reviewers' motives behind their WOM [52]. In the case on eWOM, online consumers, especially gen Z ones, are becoming more and more suspicious owing to the blurring boundary between commercial advertisements and actual product reviews [53].

As mentioned in part 2.1, in the online environment, the credibility of the information source is a crucial factor in evaluating the message. Consumers tend to rely on product reviews and advice from people, who are regarded as "professional", during their decision-making process [54]. The higher the capability and competency of message creators, the higher the possibility at which receivers believe in and employ the information provided in eWOM [55]. In the context of SNSs, expert's recommendations are proven to produce much stronger effects on consumers perceived message usefulness than do those from ordinary online users [56]. Nevertheless, owing to the limitation in experience with the content creators, many consumers find it hard to figure out their level of expertise and trustworthiness [57]. Such argument is supported by the findings from the works of [58,59] suggesting that source credibility does not significantly influence consumer perceived usefulness of the communicated message. However, due to the rise of personal branding of SNSs platforms and the rise of KOLs is a very example, consumers nowadays can assess and validate the information source's expertise and trustworthiness based on many B2C and C2C content from various channels. Such validation, in turn, serves as the motivator for recipients to em-

ploy/ or to drop a certain piece of information from SNSs' eWOM in their decision-making process [59]. All in all, based on the suggestion from Kang and Namkung (2019) in the context of SNS's eWOM, the author of this study theorizes that if the consumers develop a strong and favourable perception of the source expertise and trustworthiness, they will judge the information as highly useful, regardless of the nature of the relationship between them and the content creators [60]. Accordingly, it is hypothesized that:

H3. The perceived source trustworthiness can positively influence the perceived usefulness of eWOM collected from SNSs.

H4. The perceived source expertise can positively influence the perceived usefulness of eWOM collected from SNSs.

C. Perceived usefulness and eWOM adoption

Information adoption, according to [60] Wang (2016), "is a process in which people purposefully engage in using information" and is one of the most significant acts that audience seek to perform in the online environment. Besides, in the social media platforms, product-related content is constantly generated, articulated, and spread so that online user tends to form his/her own attitude toward each of such content. In particular, he/she can decide which information is useful enough for better decision-making process [28]. In other words, if a piece of eWOM is perceived as more useful than the others, it is more likely to be adopted by the receiver (Ibid). In the context of this study, eWOM adoption is measured based on four items proposed by Fang (2014), indicating the level of knowledge provided by the piece of eWOM, its helpfulness in the decision-making process, and its motivation on making purchase actions of tourism products [61].

As mentioned in the IAM of Sussman and Siegal (2003), the intention to adopt information is significantly influenced by the consumer perceived usefulness of such information. In the online context, a study conducted by Kawakami and Parry (2013) supports that the more useful the piece of information is judged, the higher the possibility that information is received, processed, and exploited by the forum's members [62]. Along the same line, users of B2C platforms, under the pressure to deal with a large amount of information, tend to evaluate eWOM in terms of suitability and practicality before choosing which ones to follow and which to drop [63]. A similar study in the C2C SNS's platform suggests similar process by which the most valuable and useful recommendations are picked up and utilized to facilitate the buying decision-making process [64]. Accordingly, the following hypothesis is developed:

H5. Perceived usefulness can positively influence the adoption of eWOM.

D. eWOM adoption and purchase intention

The adoption of eWOM collected from SNSs has been confirmed to drive the purchase intention of the product reviewed [65]. According to the authors, the receiving and following of useful information from eWOM provide consumers with product knowledge, which, in turn, fosters their intention to purchase the products. Likewise, Pousttchi and Wiedemann (2007) prove that highly successful viral mar-

keting campaigns can increase the perceived usefulness of the communicated SNSs' information and can increase the tendency to buy [66]. In the context of the online retailing industry, a study conducted by Sandar et al. (2021) indicates that the higher level of eWOM adoption from online users, the higher the chance that they will purchase from the communicated online retailers [67]. In the case of tourism accommodation, the vital role of eWOM adoption is also confirmed. Scholars like Song et al. (2021) discovered a positive relationship between the visit frequency of third-party forums and the intention to purchase accommodation from the site [22]. Thus, it is hypothesized that:

H6. eWOM adoption can positively influence purchase intention.

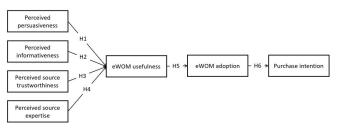The research framework for this paper is shown in figure 2.

Fig. 2 Research framework

III. METHODOLOGY

A. The measurement scales

Argument quality represents the ability of the communicated message in convincing its receivers [68]. On the other hand, the quality of the argument is also measured based on the quality of the information perceived by the receivers regarding the aspects of accurateness, completeness, and timeliness [28,24,69]. Both approaches are necessary for accessing the true nature of argument quality, thus, must be included in the measurement of such elements in the IAM [70]. Therefore, the author of this paper suggests two variables to represent/ replace argument quality in the original IAM, which are "perceived persuasiveness" and "perceived informativeness". Source credibility refers to the level of belief, trust, and compliance the message receivers hold toward the posters [54]. However, source credibility reflects the extent of understanding and proficiency possessed by the message creators toward the mentioned products [71]. Cheung et al. (2008) suggest that source credibility should be examined through both of such aspects [28]. Accordingly, this paper employs both "source trustworthiness" and "source expertise" to illustrate "source credibility" from the original IAM.

Perceived usefulness is measured based on the users' viewpoint that the employment of innovative technology may improve their efficiency in the technology acceptance model [26]. In the context of SNSs, the author of this paper regards perceived usefulness as the online users' perception that the information gathered from eWOM on social sites is valuable during their product-consumption process [24]. Accordingly, eWOM adoption can be seen as the level by which recipients of eWOM recognize and keep in mind the

recommendations from SNSs during their decision-making process [72]. Last but not least, purchase intention is the probability that a consumer will buy the products/services mentioned, reviewed, or recommended by another on the SNS platform [73].

All in all, this study's framework consists of seven constructs "perceived persuasiveness", "perceived informativeness", "source trustworthiness", "source expertise", "eWOM usefulness", "eWOM adoption", and "purchase intention. The five-point Likert scales were employed to score all of such items ranging from highly disagree (1) to highly agree (5). In particular, either "perceived persuasiveness" or "perceived informativeness" were measured based on three items suggested in the work of Zhang et al. (2014). On the other hand, "source trustworthiness" was determined based on five elements picked up from Ghazisaeedi et al. (2012). Four items employed to assess the proficiency and competence of content creators through their SNSs profile in the work of Ohanian (1990) were employed to measure "source expertise" in this study. Fang's work in 2014 was also utilized to provide three measurement items for eWOM adoption, while eWOM usefulness was measured with three items adapted from Sussman and Siegal (2003). Lastly, three items taken from the measurement scaled in Chang et al. (2014) study were employed to measure purchase intention (Table 1).

The original questionnaire was planned and developed in English before being translated into Vietnamese by three different translators to ensure meaning consistency. The participants were requested to interact with one sample of eWOM from each of three different SNSs (Facebook, YouTube, and Instagram). Such interaction serves as the foundation for the response to all questions.

B. Data collection

The author of this paper asked 450 (371) students from two universities in Hanoi: Banking Academy and Thang Long University for several reasons. First of all, out of 450 respondents, the expected number of valid ones is around 400, which is sufficient to maintain the margin error of about 5% at a 95% confidence level. Also, all university students belong to the group of Gen Z consumers and those from large cities like Hanoi account for the majority part of gen Z tourism consumers in Vietnam [3]. Amongst 450 participants, 227 of them are male while 223 of them are female, representing the accurate (and evenly) gender distribution of gen Z in Vietnam [3]. Before the actual questionnaire takes place, a screening test was employed to identify the ineligible those who do not purchase tourism accommodation (25 – 5.56%) and those who do not consult SNSs' eWOM before making their purchase decision (19 – 4.22%). The remaining 406 participants were asked to view one of three different reviews regarding a tourism accommodation published on either Facebook, Instagram or TikTok of their choice (the three most influential SNSs amongst Vietnam's gen Z). In this step, the participants were asked to go to the reviewers' sites to interact with them during the process of answering all the questions that follow. Out of 406 received responses, 35 were removed owing to contradicting answers and incompleteness while the rest (371) are taken as valid

TABLE I
MEASUREMENT SCALES

Constructs	Items	Sources
Perceived persuasiveness	In general, I am convinced by the positive argument	[70]
	In general, I think the positive argument is strong	
	In general, I think the positive argument is good	
Perceived informativeness	In general, I think the information about the service is relevant.	[70]
	In general, I think the information about the service is complete.	
	In general, I think the information about the service is timely.	
Perceived trustworthiness	The creator of the piece of eWOM is undependable.	[74]
	The creator of the piece of eWOM is honest.	
	The creator of the piece of eWOM is reliable.	
	The creator of the piece of eWOM is sincere.	
Perceived expertise	The creator of the piece of eWOM is knowledgeable in evaluating tourism accommodations.	[75]
	The creator of the piece of eWOM is an expert in evaluating the quality of tourism accommodations.	
	The creator of the piece of eWOM is highly experienced in consuming tourism accommodations.	
	The creator of the piece of eWOM is capable of providing product-related information and knowledge in the form of posts and comments compared to others.	
Perceived usefulness	In general, I think the information about the service is valuable.	[24]
	In general, I think the information about the service is informative.	
	In general, I think the information about the service is helpful.	
eWOM adoption	The piece of eWOM increased my knowledge of the service discussed.	[61]
	The piece of eWOM made it easier for me to make my purchase decision.	
	The piece of eWOM enhanced my effectiveness in making a purchase decision.	
	The post motivated me to take purchasing action.	
Purchase intention	It is very likely that I will book the accommodation.	[76]
	I will book the accommodation next time I need a place to sleep during my travel.	
	I will definitely try the tourism accommodation service.	

for further analysis. The features of this sample can be seen in Table 2. As can be seen from that Table, 49.87% of the respondents are female while 50.13% of them are male, representing the accurate (and evenly) gender distribution of gen Z in Vietnam. Notably, the majority of the respondents employed Facebook's posts (167 – 45.01%) to solve the questionnaires. Such figure is followed by those using YouTube (139 – 37.47%), and Instagram (65 - 17.52%). Such statistics are in line with those reported by Decision Lab in its Connected Consumer Report for Q1 2021.

TABLE II
CHARACTERISTICS OF THE SAMPLE

Description		Percentage
Gender	Female	49.87%
	Male	50.13%
Used SNS platforms to solve the questionnaire	Facebook	45.01%
	YouTube	37.47%
	Instagram	17.52%

IV. RESULTS AND DISCUSSIONS

A. Assessment of measurement model

The reliability and validity of measurement scales for constructs used in the conceptual model are firstly evaluated upon the guidance of Anderson and Gerbing (1988) [77]. Specifically, the reliability of the seven constructs, including perceived persuasiveness, perceived expertise, perceived trustworthiness, perceived informativeness, eWOM usefulness, eWOM adoption, and purchase intention are evaluated through the calculation of Cronbach's alpha. According to the figures shown in Table 3, all of Cronbach's alpha values are greater than 0.6. These results indicate that the internal consistency of measurement properties for all constructs is acceptable.

Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are conducted to check for the validity of measurement scales. First, EFA is conducted on SPSS with the principal factor as extraction method followed by a varimax rotation. According to EFA results, as shown in Table 4, there are seven factors emerged as subjected to how these constructs were initially measured. The unidimensionality and discriminant validity of the measurement properties is, therefore, confirmed (Straub, 1989). All the measurement items are then retained to undergo confirmatory factor analysis (CFA) as conducted on AMOS 22 to check the convergent validity. The CFA results for the seven latent variables as shown in Table 5 reveal that all factor loadings are statistically significant and higher than the cut-off value of 0.4. Based on the conditions as suggested in [78], the construct validity of the measurement properties is acceptable [79].

Additionally, the discrimination test is further conducted by calculating the value of Average Variance Extracted (AVE) indicators and comparing them to the square of correlations between each of the two constructs [77,80]. The results featured in Table 6 indicate that all AVE indicators are greater than the threshold value of 0.5 and much greater than the square of correlations between pairs of constructs. The convergent validity and discriminant validity of the measurement properties for all seven concepts are confirmed [77,80].

TABLE III
RELIABILITY AND CORRELATION OF CONSTRUCTS

	PER	EXP	TRUST	INFO	USE	ADT	PI	C.R
PER	1							0.639
EXP	0.394	1						0.814
TRUST	0.354	0.158	1					0.856
INFO	0.439	0.249	0.262	1				0.707
USE	0.455	0.447	0.326	0.205	1			0.785
ADT	0.245	0.245	0.137	0.145	0.291	1		0.834
PI	0.049	0.037	0.001	0.032	0.024	0.028	1	0.909

TABLE IV
EXPLORATORY FACTOR ANALYSIS RESULTS

	Component						
	1	2	3	4	5	6	7
TRUST5	0.914						
TRUST4	0.887						
TRUST3	0.8						
TRUST2	0.733						
TRUST1	0.544					0.311	
EXP3		0.825					
EXP2		0.788					
EXP1		0.763					
EXP4		0.744					
PI3			0.994				
PI1			0.884				
PI2			0.882				
USE1				0.833			
USE2				0.795			
USE3				0.669			
ADT2					0.851		
ADT3					0.795		
ADT1					0.685		
INFO2						0.845	
INFO1						0.731	
INFO3						0.703	
PER2							0.78
PER1							0.751
PER3							0.621

TABLE V
CONFIRMATORY FACTOR ANALYSIS RESULTS

Construct scale items	Mean	Standard deviation	Factor loading	t-value
PER1	3.17	0.632	0.549	0.121
PER2	3.15	0.674	0.712	0.153
PER3	3.20	0.667	0.585	
EXP1	2.75	0.689	0.769	0.089
EXP2	2.98	0.737	0.76	0.095
EXP3	2.77	0.751	0.77	0.097
EXP4	2.67	0.858	0.621	
TRUST1	3.06	0.844	0.418	0.054
TRUST2	3.58	0.717	0.684	0.039
TRUST3	3.30	0.810	0.791	0.039
TRUST4	3.33	0.810	0.858	0.036
TRUST5	3.42	0.806	0.957	
INFO1	3.79	0.749	0.521	0.082
INFO2	3.29	0.840	0.866	0.137
INFO3	3.16	0.853	0.663	
USE1	3.30	0.794	0.75	
USE2	3.30	0.806	0.796	0.086
USE3	3.16	0.836	0.687	0.083
ADT1	3.16	0.712	0.555	
ADT2	3.08	0.789	0.805	0.144
ADT3	2.86	0.848	0.694	0.146
ADT4	3.01	0.817	0.963	0.172
PI1	3.50	0.762	0.757	
PI2	3.50	0.769	0.758	0.055
PI3	3.49	0.675	1.168	0.065

Notes: Measurement model fit details: CMIN/df = 1.744; p=.000; RMR=0.033; GFI=0.914; CFI = 0.965; AGFI= 0.890; RMSEA=0.045; PCLOSE=0.889; "___" denotes loading fixed to 1

In addition, a CFA on the six-factor model also demonstrated a good model fit (CMIN/df = 1.744; p=.000; RMR=0.033; GFI=0.914; CFI = 0.965; AGFI= 0.890; RMSEA=0.045; PCLOSE=0.889) as shown in Table 5.

Based on the above results, the original pool of measurement properties as shown in Table 1 is all retained for the hypothesis testing phase.

TABLE VI
AVERAGE VARIANCE EXTRACTED AND DISCRIMINANT VALIDITY TEST

	PER	EXP	TRUST	INFO	USE	ADT	PI
PER	0.519						
EXP	0.1552	0.609					
TRUST	0.1253	0.0250	0.619				
INFO	0.1927	0.0620	0.0686	0.581			
USE	0.2070	0.1998	0.1063	0.0420	0.591		
ADT	0.0600	0.0600	0.0188	0.0210	0.0847	0.608	
PI	0.0024	0.0014	<0.001	0.0010	0.0006	0.0008	0.849
Notes: The numbers in bold represent AVE values							

B. Hypotheses testing

Structural equation modelling (SEM) analysis is employed to allow the estimation for both direct and indirect hypothesized relationships as shown in Figure 1 [81]. Specifically, the SEM analysis is conducted in AMOS 22 for estimating the significance and magnitude of hypothesized effects. The estimation results are shown in Table 7. The model fit indicators indicate that the proposed model demonstrates a reasonably good fit to the data.

TABLE VII
SEM ANALYSIS RESULTS

Construct path	Coefficients
PER→USE	0.439*
INFO→USE	0.045
TRUST→USE	0.142*
EXP→USE	0.359**
USE→ADT	0.211**
ADT→PI	0.041*
Fit indices	
CMIN/df	1.765
CFI	0.963
GFI	0.910
AGFI	0.889
RMR	0.035
RMSEA	0.045
PCLOSE	0.862

Notes: *p<0.05; **p<0.001.

According to statistical results shown in Table 7, all three factors including perceived persuasiveness, perceived expertise, and trust have direct positive impacts on eWOM usefulness which, in turn, positively affects eWOM adoption (Accept H1, H2, H3, H5). Next, eWOM adoption significantly and favourably contributes to purchase intention (Accept H6)

In contrast to our expectation, there is no significant relationship between perceived informativeness and purchase intention (Reject H4).

According to statistical results shown in Table 7, perceived persuasiveness produces significant and positive effects on consumer perception of eWOM usefulness, thus, hypothesis H1 is accepted. This finding is in agreement with that of Pentina et al. (2015), Schreiner et al. (2017), and Cassar et al. (2019) who discovered that higher levels of eWOM persuasiveness can offer the readers strong argument for their declaration and urging them to willingly receive the relevant information [31,32,33]. Furthermore, this result also explains the outcomes of earlier studies on the dimensions of eWOM quality including comprehensiveness, relevance, and timeliness. Scholars like Cheung et al. (2008) stress the importance of relevance and comprehensiveness while Tien et al. (2019) confirms the vital role of comprehensiveness and timeliness [28,82]. On the contrary, low-quality reviews that are irrelevant, out-out-date, or incomprehensive are confirmed to generate negative perception amongst recipients [83].

The influence of perceived informativeness on perceived usefulness, on the other hand, is not significant according to statistical results shown in Table 7, thus hypothesis H2 is rejected. This finding contradicts to those from [44] and [41] suggesting a strong and positive relationship between such two constructs. It can be explained by Li's 2016 study in the online retailing industry suggesting that online consumers, who are often overloaded with information, often favour concise pieces of eWOM over others. Such an argument is support by the work of (Li, 2016), who articulate that eWOM providing too much information (more than necessary) can create confusion within its recipients' minds, thus, is not perceived as useful for their decision-making process [84]. In the case of gen Z consumers, it is the fact that such consumers tend to check through various posts from different SNSs platforms before making their purchase decision (Finneman, 2020). Accordingly, they do not have a lot of time to spend on one piece of eWOM so the ones with precise and just enough information can be perceived as more useful than the others [85].

Statistical results from Table 7 also indicate that both source trustworthiness and source expertise can significantly influence perceived usefulness toward a piece of eWOM so that hypotheses H3 and H4 are accepted. Furthermore, it is also proven source expertise can produce more significant effect on perceived usefulness than source trustworthiness does in the context of SNSs. Previous studies in the context of third-party websites and forums do not support the significant link between source expertise and perceived usefulness [28]. It may be owing to the limitation in the interaction between the users and content creators, which is the nature of web-based platforms [28]. However, in this study, as the participants are encouraged to freely examine and get in touch with the author of the posts through various SNSs chat tools, source expertise can be recognized, increasing such author's eWOM usefulness.

In addition, eWOM usefulness was confirmed to produce strong impacts on eWOM adoption, thus hypothesis H5 is accepted. This finding agrees with those from the works of Kim and Prabhakar (2004) and Kawakami and Parry (2013), suggesting the cause-and-effect relationship between perceived usefulness and the intention to adopt information [62,63]. The environment of SNSs fosters the quick and efficient exchange of product-related information and usage experiences, thus, decreasing the level of doubt while increasing the level of perceived usefulness of the SNSs' eWOM [85]. Accordingly, the perceived usefulness can drive consumers toward adopting the information extracted from eWOM during their future decision-making process.

Last but not least, eWOM adoption was proven to have a significant influence on purchase intention amongst the re-

cipients, therefore hypothesis H6 is accepted. This is in the same line with the findings from the works of Ngarmwong-noi et al. (2020), Sandar et al. (2021), and Song et al. (2021). Combining with the above-accepted hypotheses, it can be concluded that perceive usefulness of eWOM can influence the intention to buy directly through eWOM adoption. In other words, to facilitate purchase intention of eWOM recipients, marketers should find a way to increase their perception of its usefulness.

V. CONCLUSION AND IMPLICATIONS

The determinants of eWOM of persuasiveness, source expertise, and source trustworthiness are important elements in the examination and recognition of eWOM usefulness in the context of C2C SNSs. The most influential factor is perceived persuasiveness, followed by source expertise and source trustworthiness.

The findings from this paper can provide various implications for both academic and practical purposes.

A. Academic implications

First of all, the information adoption model has been confirmed to be valid in assessing the underlying process by which SNSs' eWOM fosters purchase intention amongst gen Z consumers in the context of tourism accommodation. In addition, the author of this paper also helps to settle the uncertainty of current literature in the dimensions of argument quality by proposing the incorporation of both perceived persuasiveness and perceived informativeness. Thirdly, this paper supports the existing studies in the field of SNSs, suggesting that argument quality generates a stronger influence on consumer perception than source credibility does [59,86]. The SNSs provide consumers with better conditions and more tools (photos, stories, videos, status, private messaging) to examine the eWOM authors [87]. Based on such conditions, the author of this paper amongst a few scholars in Vietnam urges participants to perform such action to come up with their perceptions about eWOM source expertise and trustworthiness, thus, reinforcing the competence of the employed research model.

B. Managerial implications

The findings drawn from this paper's statistical results suggest that SNS is a flourishing environment for C2C eWOM, which can produce strong impacts on purchase intention. Therefore, tourism accommodation firms must carefully monitor the consumer-generated content from such platforms. Such strategy can be carried out by the employment of various tactics including the seeding of positive and relevant information on SNSs groups interested in their products/services, replying to potential consumer requests, and spreading positive and high-quality product reviews. By doing so, the firm can ensure that its potential customers can receive the product-related information, which is highly persuasive from trustworthy sources, thus, facilitating their intention to book the tourism accommodation service the firm offers. This strategy is particularly relevant to the target gen Z consumers, who, according to Tran (2022), spend most of their time on SNSs and place more trust on advice from online sources than those from the others [88].

From the marketer's point of view, the findings from this paper can be applied to increase the effectiveness of their online marketing activities, especially the employment of KOLs. In detail, as perceived persuasiveness plays the most significant role in affecting purchase intention, the message communicated by contracted KOLs must be carefully designed to be highly relevant, positive, and comprehensive. Furthermore, KOLs' eWOM must contain a sufficient amount of information but not too much to avoid creating confusion in the recipient's mind as perceived informativeness is not well-praised by the target consumers. Regarding source credibility, as source expertise produces stronger impacts on perceived usefulness, the chosen KOLs must be regarded as knowledgeable, experienced, and helpful amongst target consumers of gen Z travellers. KOLs can also participate in the process of improving argument quality (thus, perceived persuasiveness) by encouraging their fans and followers to provide feedback containing their actual user experience with the communicated accommodation services. Moreover, KOLs and their team should provide up-to-date information and quickly reply to users' comments on their posts about tourism accommodation. This is very important to satisfy and retain gen Z consumers, who, as suggested by Asare (2019), are "demanding" and "not patient" , and tend to quickly lose interest on brand offering limited product related information or irrelevant one [89].

C. Limitations and future research directions

The paper still possesses several shortcomings. First of all, the author of this paper has chosen only four constructs to examine eWOM usefulness, thus, reducing the chance by which the mechanism behind eWOM is better explained. To overcome such drawbacks, other antecedents of eWOM such as source attractiveness, source perception and source style [56], social relationship, satisfaction, and subjective norms [90] can be included in the research framework.

On the other hand, this paper has not examined the effect produced by negative eWOM as it cannot be incorporated into the research model. However, future studies on the same topic could include the hypothesis that eWOM valence (positive or negative) can moderate the relationship between perceived usefulness and purchase intention [91].

Also, the sample of this paper includes only students in Hanoi, who do not properly represent the whole population of gen Z tourists in Vietnam. The sample of future studies must be designed to consist of gen Z consumers from other big cities in Vietnam such as Ho Chi Minh and Danang. Last but not least, as tourism accommodations can be categorized into different groups of various budget levels or service quality levels, additional studies could treat product categories as a moderator on the relationship between perceived usefulness and eWOM adoption.

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