Determining The Factors Influencing Attitude Towards Social Media Adoption in Travel Decision Making

Belinda Irungbam#1, Prof Kh. Dhiren Meetei*2, Alice Mongjam#3

Research Scholar, Department of Commerce, Manipur University, Canchipur, Manipur, India, 795003

belinda.phd.com@manipuruniv.ac.in

*Professor, Department of Commerce, Manipur University, Canchipur, Manipur, India, 795003

drkhmeetei@gmail.com

Assistant Professor, Department of Commerce, Dhanamanjuri University, Manipur, India, 795001

thoinao02@gmail.com

Abstract

The present study aims to determine the factors influencing attitude towards social media adoption in travel decision making, with special reference to Manipur, India. Drawing on the Technology Acceptance Model (TAM), the analysis was conducted using SPSS Version 21, utilizing a range of statistical tools such as descriptive statistics, Cronbach's alpha reliability test, KMO-Bartlett's Test, and Principal Component Analysis with Varimax rotation for factor extraction. Multiple regression analysis was further applied to examine the relationships between the dependent and independent variables. The findings indicate that perceived ease of use and perceived credibility positively influence attitudes, while perceived usefulness has no significant effect. This study yields practical guidance for destination marketers and tourism stakeholders to develop effective strategies in technology adoption for tourism promotion. Embracing social media platforms in tourism promotion will enable Manipur to enhance its visibility and contribute towards achieving India's broader economic development goals.

Keywords: *social media, travel decision making, attitude, Manipur, tourism.*

1.Introduction

Tourism is widely recognised as one of the fastest growing industries worldwide, contributing significantly to economic development, cultural exchange, and regional competitiveness. A crucial aspect of tourism growth lies in how prospective travellers access and evaluate information about destinations. The world spends a huge amount of time in using social media, with the latest research reveals that the "typical" social media user spends 2hours and 23 minutes per day using social media (Global Overview Report,2024). With the advent of digital platforms, social media emerged as a dominant source of travel-related information, shaping tourists' perceptions and influencing their decision-making processes. In short, social media can be defined as a platform where one can share one's own feelings and experience, they came across in life with features to save it or share it online which will further act as a source of information for another person in need. Among all, Facebook is leading with 2.9 million monthly active users across the world followed by YouTube with 2.5 million monthly active users (Forbes Adviser). Unlike traditional promotional channels, social media enables user-generated content, where travellers themselves act as promoters by sharing experiences, reviews and recommendations (Anshul.G,2015). Once a destination is perceived negatively by the tourist, it will hinder the growth and development of the specific destination.

Globally, the use of social media has expanded at an unprecedented pace, with Instagram currently ranking among the most widely use platforms for travel inspiration (We Are Social & Meltwater,2024). Social media tends to have a positive effect and a source of inspiration for young travellers to explore new destinations. For tourism enterprises, maintaining and active presence of social media creates opportunities for engagement, relationship building, and customer retention (Adesara,2020). In the Indian context, tourism plays an important role as a driver of employment, income generation, and sustainable development. The sector contributed approximately 6% of India's GDP in 2023 (Statista, 2024). Recent reports indicate

that nearly 75% of travellers in India use social media for planning their trips, underlining its growth significance as a decision-making tool (Statista, 2023).

As per the reports from Manipur's tourism department, total of 1,60,000 tourists consisting of 5,400 foreign tourists visited the state by March 2023. However, from May onwards, the conflicts in the state had shifted tourism downwards with only 919 visitors in June 2023 and 1427 in July 2023. The unwanted decline in number of tourists is linked to the difficult situation in the state which has significantly impacted on domestic as well as foreign tourist arrivals. Also, as per the statistical data for the earlier years compiled by the state's tourism department shows an imbalance trend: 48,905 tourists visited Manipur in 2021, 143,840 in 2022 and 45,148 until April 2023. The data indicates that the conflicts within the state has badly impacted the tourism sector and the state's overall economy. Back to 2022-2023, there was a remarkable increase in domestic tourist arrivals to 155,945, a rise of 371.5%. Foreign tourist arrival was 5483, representing a hopeful increase of 2369.82%.

Research Gap: While several studies have examined social media adoption in tourism globally, there is limited empirical research on its role in shaping travel decisions among the youth population in India's North-Eastern region, particularly in Manipur. The present study addresses this gap by applying Technology Acceptance Model (TAM) (Davis, 1989) to assess the role of perceived usefulness, perceived ease of use, and perceived credibility of social media in shaping attitudes towards social media adoption for travel decision-making among the youths of Manipur. Considering youth as active social media users, our purpose of the study is to identify how much social media involvement in travel activities impacted their decision on destination selection. The primary aim of this study is to examine how perceive usefulness, perceive ease of use and perceive credibility of social media influence attitudes towards social media usage in choosing destination options among younger populations of Manipur. Understanding youth's perceptions provides insights for academic theory and practice.

The structure of this article is organized as follows: first, the study of the context is provided, and related literature is developed, followed by a conceptual model and creation of hypotheses. The research design and methodology are then presented and analysed followed by study findings and discussions. Finally, the article concludes with implications, limitations and future research scope.

2.1 Theoretical Background and Literature Review

People when planning to visit a place, they want enough information about the particular destination and this is where social media acts as a powerful tool in providing the desired form of information to the audience (Adesara,2020). The adoption of technology in tourism research is frequently explained using Technology Acceptance Model (TAM) developed by Davis (1989). TAM posits that an individual's behavioural intention to use a technology is influenced by two key determinants: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived usefulness refers to the degree to which an individual believes that using a particular system enhances performance, while perceived ease of use denotes the extent to which the system is perceived as effortless to operate. Both constructs have been widely validated across different contexts of technology adoption, including e-commerce, online travel platforms, and social media usage (Venkatesh & Davis, 2000: Park, 2009).

In tourism, the growing reliance on social media for travel planning underscores the relevance of TAM. Empirical studies reveal that travellers frequently consult social media platforms for information, reviews, peer recommendations, which often influence decision choice and travel behaviours (Munar & Jacobsen, 2014; Leung et al., 2013). Research also highlighted that user-generated content plays more persuasive role than traditional advertising for it is perceived to be authentic and credible (Fotis, 2015). While TAM provides a robust framework, it has been extended by scholars to incorporate additional variables to account to contextual differences. One such factor is Perceived Credibility (PC), defined as the degree to which users trust the information provided by a given platform (Gefen. et al., 2003). Thus, incorporating credibility as an external factor enhances the exploratory power of TAM in the context of travel decision-making.

Despite extensive research on TAM in technology and tourism, limited empirical work has explored social media adoption in North-Eastern India, where tourism promotion faces distinct challenges such as geographical isolation, infrastructure gaps, and underrepresentation in mainstream tourism narratives. Given that youth are the most active users of social media and also a critical segment of emerging travellers, understanding their attitudes provides important theoretical and practical insights. Building on TAM, this study examines the influences of perceived usefulness, perceived ease of use, and perceived credibility on youths' attitudes towards social media adoption in travel decision-making in Manipur. By introducing credibility into the model and contextualising TAM within and underexplored geographical setting, this study contributes both to the theoretical extension of TAM and to the practical discourse on tourism promotion in emerging destinations.

2.2 Technology Acceptance Model (TAM)

This model was first constructed by Davis in 1989 and has been a widely accepted model to explain user adoption of new technologies. According to this model, if an individual believes that adopting a particular technology will enhance his performance and provides benefits to the company, they will be encouraged to adopt the technology (Matikiti et.al,2018). Factors affecting TAM include perceive use and perceive ease of use.

2.2.a. Perceived Usefulness

Perceived Usefulness is an individual's belief to the extent that by employing a specific technology or system will help them increase job performance (Nkoyi et.al,2019). Perceived usefulness is a strong determinant of acceptance to use an information technology (Iriani S. S, Anjarwati L. A,2020). Media richness i.e., the degree of interactivity, level of personalization, easy accessibility has a positive impact on perceived usefulness (Tandon et.al,2020). In relation to this study, credibility here can be understood as how credible social media contents are, rather than solely assessing the actual quality of the information.

2.2.b. Perceived Ease of Use

PEOU in this study is the point of traveller minimum effort in assessing social media platforms as well as in handling travel related contents. Perceived ease of use has a significant and positive influence on customer decision making (Iriani, Anjarwati,2020). The technology convenience and perceived satisfaction has a positive impact on perceived ease of use (Tandon et.al,2020).

2.2.c. Perceived Credibility

Marriam Webster defines credibility as the power of inspiring belief or the capacity for belief. Perceived credibility is not an inclusion of TAMS model. It is an external variable to the TAMS model which was purposely added for the study. Credibility consists of two main components such as expertise and trustworthiness (Erdem, Swait,2004).

2.2.d. Attitudes towards use

Attitude can be defined as a psychological tendency that an individual evaluates a particular entity and express with some degree of favourable or unfavourable behaviour towards the entity. Attitude arises when people love or hate things and when they support or not support with them (Eagly & Chaiken, 1998). Trivedi and Rozia (2019) claimed that the attitude towards a destination has a significant positive or negative impact on travel decision making. The study therefore seeks to determine attitudes towards using social media while choosing destination options.

2.3 Review of Literature

Adesara. D. N (2020) tested the usefulness of social media as a decision- making tool and found out that destinations who adopted social media attracts more destination seekers and more positive relationships with the visitors. Tourism enterprises who are active in social media tend to have positive relationship with the visitors and even more customer engagement.

Gumpo et.al (2020) expressed the viewpoint that perceive usefulness (PU) of Instagram, perceived ease of use (PEAU) and perceived credibility (PC)of Instagram for identifying travel destinations impacted positively on young tourist attitudes. It was suggested for tourism marketers to adopt social media platforms for promoting tourism destinations taking in mind the quality and the genuineness of the contents offered.

Le (2018) opined that social media has a positive influence on travel destination choice especially among generations. The User Generated Content (UGC) such as photos,

videos, texts posted by travellers generates curiosity to the viewers in such a way that they also wanted to experience the place or location in physical. Also, the visual effect plays an important role in affecting people's travel destination choice.

Matikiti & Hattingh (2020) tried to examine the factors why social media act as a driver to young generations in travel decision making. The study adopted the Decomposed Theory of Planned Behaviour (DTPB) which is a combination of Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). The factors were disclosed as social presence, attitude, perceived enjoyment, ease of use, perceived benefits, perceived behavioural control, subjective norms and intention to use. It was suggested that tour operators and destination authorities should use updated technologies and provide accurate information on social media to offer more convenient facilities for travellers.

Oksana. B (2020) attempted to determine social media's involvement in pre-travel, during travel and post-travel journey of a traveller. He stated that tourism sector being the service industry has difficulties in judging and describing its products and its specialized nature. It was found that before the trip, travellers use social media for inspiration, checking reviews and special offers. Post travel, social media aids in destination selection and share one's experiences to prevent issues in future destination choice.

Tandon et al. (2020) proposed a model linking cognitive factors to travel planning through social media, highlighting that reliable, trustworthy and user -friendly interactions enhance intention to use such platforms. The study further suggests that authentic information from tourism providers and influencers can reduce perceived risk and positively shape tourist behavioural intentions.

Terttunen. N (2017) found out that the visuals, i.e., photos and videos shared in social media especially by real travellers are the most important factors influencing travel decision making among viewers. Word of mouth has been a powerful motivator followed by blogs and social media contents in times of destination choice making. The author suggested that tour agency operators, destination holders and travel influencers should adopt digital way of promoting destinations such as social media platforms for maximum reach

Triveddi. J et.al (2019) found out that Indian people trust and rely more on UGC (user generated content) as compared to FGC (firm generated content) and social media advertisements, leading to a positive attitude towards the destination and future destination choice. It therefore suggested that with active participation from the audience, there will be positive impacts on destination sites and more confident from consumer side in deciding travel destinations.

Werenowska et. al (2020) tried to identify the most widely accepted social media platform by the Millennials (Generation Y) while deciding travel destinations. By adopting survey method addressed to social media users it was found that the most popular social media platform for acquiring information about the destination being the Facebook. As compared to other generations, the Millennials are the most active group in social media platforms. Facebook, YouTube and Instagram are most widely used social media platforms by Generation Y.

3. Proposed Conceptual Framework

The purposed conceptual model (see figure1) is based on our extensive review of prior literature.

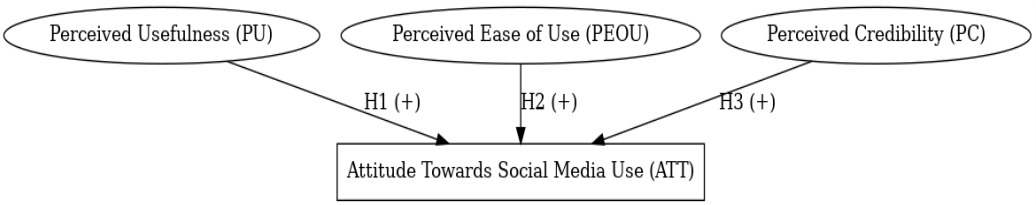

Fig1. Conceptual Framework showing hypothesized relationships between constructs.

3.1. Objectives:

1. To determine the impact of perceived usefulness on attitudes towards social media use.
2. To assess the influence of technology's ease of access on attitudes towards social media use.
3. To examine whether the perceived credibility of social media has a meaningful impact on attitudes towards social media use.

3.2. Hypothesis:

H1. Perceived usefulness of social media has a significant impact on attitudes towards social media usage amongst young generations of Manipur.

H2. Perceived ease of social media has a supportive impact on attitudes towards the use of social media amongst young generations of Manipur.

H3. Perceived credibility of social media has a positive influence on user's attitude towards social media amongst young generations of Manipur.

4. **Methodology:**

A quantitative research strategy was developed to investigate the effects of social media on travel decision making among young generations. Using convenience sampling method, data were collected from 205 respondents predominantly younger demographics and who are considered active social media users. A structured questionnaire based on existing scales were accessed for variables such as perceived usefulness, perceived ease of use, perceived credibility and attitude towards social media for destination selection.

Grounded in Technological Acceptance Model (TAM), the study focuses on understanding users perceive behaviour and acceptance of social media for tourism purposes. Data were collected through distribution via email and different social media platforms. Analysis of the data was done with SPSS Version 21using descriptive statistics, Cronbach's Alpha reliability test, KMO Bartlett's test, Principal Component Analysis (PCA), Varimax rotation and Multiple regression analysis. This analysis explored how the variables namely perceived usefulness, perceived ease of use and perceived credibility influences attitudes towards social media platforms for travel decision making by the consumers.

4.1. Data Analysis and Interpretation

Table1. Demographic characteristics of the respondents(n=205)

Particulars	Profile	Number	Percentage
Gender	Male	86	42.8
	Female	113	56.2
	Prefer not to say	2	1.0
Age			
	18-24	62	30.9
	25-34	105	52.2
	35-44	34	16.9
Educational background	Graduate	82	40.8
	Higher Secondary	12	6.0
	Post Graduate	80	39.8
	Post Graduate and above	27	13.4
Marital Status of respondents	Married	47	23.4
	Unmarried	157	76.6
Occupations of the respondents	Employed	97	48.3
	Self employed	46	22.9
	Unemployed	58	28.9
Total		205	100.0

Source: Primary data

The first stage of the analysis focused on the demographic characteristics of the respondents in order to provide a clear understanding of the sample composition. Table 1 presents the distribution of respondents based on gender, age, educational background, marital status, and occupation. Out of 205 respondents, a majority of (56.2%) were females compared to male respondents (42.8%), with 1% preferring not to disclose their gender. Most respondents were between 24-34 years of age (52.2%), followed by 18-24 years (30.9%) and 35-44 years (16.9%). In terms of education, nearly equal proportions of respondents were graduates (40.8%) and postgraduates (39.8%), while 13.4% held qualifications above postgraduate level. A significant proportion of the sample was unmarried (76.6%), whereas 23.4% were married. Regarding occupations, almost half of the respondents were employed (48.3%), followed by unemployed (28.9%) and self-employed (22.9%). Overall, the demographic profile reflects a youthful and educated sample, which is consistently with the study's focus on the role of social media in travel decision making among the younger population of Manipur.

Table 2. Sample adequacy and significance level

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	923.239
	Df	91
	Sig.	.000

Source: Author's calculation

Table 2 presents the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. Bartlett's test yields a chi square value of 923.239 and 91 degrees of freedom, yield at a significance level of 0.00. The p-value (<0.05) indicates the correlation matrix is significantly different from an identity matrix, supporting data for factor analysis.

Table 3. Constructs, observable items, factor loadings, Cronbach (α), Variance, Eigenvalues

Construct	Indicator	Factor loading (λ)	Cronbach's (α)	Variance	Eigenvalues
Perceived usefulness	PU1	0.826	0.672	39.086	5.472
	PU2	0.758			
Perceived ease of use	PEAU1	0.675	0.817	8.293	1.161
	PEAU2	0.688			
	PEAU3	0.649			
	PEAU4	0.639			
	PEAU5	0.666			
	PEAU6	0.629			
Perceived credibility	PC1	0.703	0.722	7.658	1.072
	PC2	0.640			
	PC3	0.747			
Attitude	ATT1	0.799	0.683	7.192	1.007
	ATT2	0.826			
	ATT3	0.547			

Source: Author's calculation

From Table 3, PU1& PU2 show strong factor loadings (0.826 and 0.758) with perceived usefulness, high correlation, a Cronbach's alpha of 0.672,variance of 39.086% and eigenvalue is 5.472 indicating a meaningful factor.PEAU1 to PEAU6 have loadings ranging from 0.629 to 0.688 with perceived ease of use, a Cronbach's alpha of 0.817,variance of 8.293% and eigenvalue is 1.161 also indicating a meaningful factor.PC1to PC3 have loadings from 0.640 to 0.747 with perceived credibility, a Cronbach's alpha of 0.722,variance of 7.658% and eigenvalue of 1.072 showing significance. Lastly, ATT1 to ATT3 have loadings from 0.547 to 0.826 with attitude constructs, a Cronbach's alpha of 0.683, a variance of 7.192% and an eigenvalue of 1.007 indicating it a meaningful factor.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	Sig. F Change
1	.611[a]	.374	.364	.81660	.374	.000

Source: Author's calculation

The table shows that predictors related to social media credibility, usefulness and ease of use significantly explain attitudes among young generations in Manipur. The multiple correlation coefficient(R) is approximately 0.611, indicating a moderate positive correlation. The coefficient of determination (R Square) is 0.374, which means that 3.74 % of attitude variability is explained by predictors. Adjusted R Square is 0.364, considering the number of predictors.

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.403	3	26.134	39.191	.000[b]
	Residual	131.366	197	.667		
	Total	209.769	200			

Dependent Variable: ATT_M, Predictors: (Constant), PC M, PU M, PEAU_M
Source: Author's calculation

The ANOVA test result reveals regression analysis impact on predictors (perceived credibility, perceived usefulness, perceived ease of use) and attitudes towards social media among young generations of in Manipur. The model effectively explains attitude variability supported by a significant F-statistics of 39.191(p<.000). Predictors collectively contribute (regression sum of squares =78.403), but residual variability (131.366) remains. Overall, significant predictors indicate their importance in predicting social media attitudes among younger generations of Manipur.

The coefficient table reveals that the results from regression analysis on predictors related to perceived usefulness (PU_M), perceived ease of use (PEAU_M), and perceived credibility of social media (PC_M), and their impact on attitudes towards social media among Manipur's youth. Statistically significant standardized coefficients (Beta) are found for perceived ease of use (PEAU_M) (.387) and perceived credibility of social media (PC_M) (.215), indicating strong positive influence on attitudes towards social media usage. Perceived usefulness (PU_M) shows a coefficient of .123 but lacks statistical significance (p = .057). Correlations among predictors and the dependent variable are moderate to weak, suggesting modest multicollinearity. In summary, perceived ease of use and credibility of social media significantly shape attitudes towards social media use among Manipur's young generations.

5. Discussions of Results

The findings of this study provide a valuable insight of user's perception and behaviour impacted on the attitudes towards social media among young generations in Manipur. The results from this study clearly shows that perceived ease of use and perceived credibility of social media have a notable positive influence on attitudes towards social media usage in travel decision making. It means that users tend to have more favourable attitudes towards social media travel related contents or influencer's information; they perceive it as easy to locate and trust the information being provided. This study is aligned with previous findings of Matikiti et.al (2020) that perceived ease of use directly influences attitudes towards social media sites and Gumpo et.al (2020) which showed that perceived credibility of social media impacting positively on attitudes towards social media sites for travel destination choice. Th us H2 & H3 was accepted in our study. These findings were also supported by

Davis (1989), that people tend to adopt and develop a positive attitude towards a system which is relatively easy to use and does not require much human effort.

However, H1 which associated with the role of social media in travel decision and improving decision making power is rejected. The non-significant result challenges the statement of perceived usefulness as a significant role in shaping individual's attitudes towards social media for travel decision making. Thus, perceived usefulness does not hold a significant role in influencing consumer attitude toward travelling decision making.

6. **Policies and practical recommendations**
   Based on the findings, the following recommendations are proposed:
   - For policymakers
     - Develop digital literacy and tourism awareness programs targeting youth to foster responsible social media engagement.
     - Integrate social media-based tourism promotion into Manipur's broader tourism policy especially post conflict recovery strategies.
   - For tourism boards
     - Invest in creating official, verified, and multilingual social media accounts to build credibility and counter misinformation.
     - Highlight authentic local cultural experiences and eco-tourism initiatives to appeal to young travellers.
   - For marketers and entrepreneurs
     - Collaborate with young influencers and content creators to promote Manipur's destinations in a credible and a relatable manner.
     - Design campaigns emphasizing ease of access to tourism services to enhance perceived ease of use.

7. **Implications of the study**

The findings of this research have an ample of implications theoretically and practically. Theoretically, this study contributes to the refinement of existing Technology Acceptance Model (TAM) by shedding lights on differential impact of perceived use, perceived ease of use and perceived credibility towards social media usage for travel decision making. The non-significant findings regarding perceived usefulness challenges the simplistic assumption that perceived usefulness is a primary determinant of attitudes towards technology adoption. Future researchers can take into account various other factors influencing attitudes towards social media adoption in travel decision making.

Practically marketers and tourism stakeholders in Manipur can leverage the findings of this research by engaging more in social media activities and formulating effective strategies. Given the importance of perceived ease of use and perceived credibility in shaping user's attitude, destination marketers should diversify their content offerings on various social media platforms by monitoring users feedback, analysing platform metrics and following the market trends. Overall, this contributes to a deeper understanding of perceptions and attitudes towards social media among young consumers of Manipur, thereby offering implications for policy makers, marketers and travel related social media influencers to adopt social media in the right way for promoting destinations and overall contribution to state's economic development.

8. **Limitations and areas of future research**

This study focused only on small consumer groups (active social media users belonging to younger demographics of Manipur), which may not give a true picture of overall traveller's attitude towards social media adoption in travel decision making. Apart from consumer's behaviour study, the role of cultural factors like local traditions, language preferences or community norms in shaping social media engagement for tourism purposes can be examined for deeper understanding and more effective results.

The study is confined only to the population of Manipur; however, the same study can be conducted to the potential tourists visiting our state for understanding their behaviours towards Manipur as a travel destination option and digital adoption nature to visit the same. Future researchers may also go for longitudinal research to study the changes in the patterns of changes in travellers' perceptions, preferences and digital adoption over time.

9. Conclusion

This study highlights the pivotal role of social media in shaping travel decision-making among the younger generation of Manipur. The findings confirm that perceived ease of use and perceived credibility significantly influence attitudes towards adopting social media as a tool for tourism-related choices. This demonstrate that when online platforms are user-friendly and trusted, young travellers are more likely to rely on them for planning and decision making. The implications are highly relevant for destination marketers and tourism stakeholders in Manipur. By enhancing the usability of tourism-related content and ensuring credible, authentic information, stakeholders can strengthen visitors trust and engagement. In turn, this will not only support informed decision-making but also contribute to promoting Manipur as an attractive tourism destination. Ultimately, social media emerges as more than a promotional tool, it is a strategic platform capable of shaping perceptions and fostering a vibrant tourism ecosystem. By prioritizing both accessibility and trustworthiness, Manipur can help position the country as a global tourism hub and contribute to sustainable tourism development.

References

1. Adesara, D. N. (n.d.). *Social media as a decision-making tool for selecting Gujarat as a travel destination. *
2. Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research, 25*(5), 707–733. https://doi.org/10.1108/IntR-05-2014-0146
3. 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
4. Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research, 31*(1), 191–198. https://doi.org/10.1086/383434
5. Eagly, A., & Chaiken, S. (1998). Attitude structure. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (Vol. 1, pp. 269–322). McGraw-Hill.
6. Fischer, A. R. (2017). Perception, attitudes, intentions, decisions and actual behaviour. In *Consumer perception of product risks and benefits* (pp. 303–317). Springer. https://doi.org/10.1007/978-3-319-50530-5_12
7. Garg, A. (2015). Travel risks vs tourist decision making: A tourist perspective. *International Journal of Hospitality & Tourism Systems, 8*(1), 1–9.
8. Gumpo, C., Chuchu, T., Maziriri, E., & Madinga, N. (2020). Examining the usage of Instagram as a source of information for young consumers when determining tourist destinations. *South African Journal of Information Management, 22*(1), a1136. https://doi.org/10.4102/sajim.v22i1.1136
9. Hattingh, J., & Matikiti-Manyevere, R. (2020). Factors influencing intention to use social media sites for holiday destination selection by the young generation. *African Journal of Hospitality, Tourism and Leisure, 9*(2), 1–17.
10. Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of perceived usefulness, perceived ease of use, and perceived risk toward online shopping in the era of Covid-19 pandemic. *Systematic Reviews in Pharmacy, 11*(12), 313–320.
11. Lalangan, K. (2020). Social media in tourism: The impacts of travel content on YouTube and Instagram. *Journal of Tourism & Media Studies, 15*(2), 45–58.
12. Le, D. (2018). The effects of Instagram on young foreigners' vacation choices in Asian countries. *Journal of Tourism Research, 12*(3), 44–55.
13. Mannion, F. (2024, February 19). How social media is defining travel and tourism in 2024. *B Magazine. *
14. Matikiti, R., Mpinganjira, M., & Roberts-Lombard, M. (2018). Application of the Technology Acceptance Model and the Technology–Organisation–Environment Model to examine social media marketing use in the South African tourism industry. *South African Journal of Information Management, 20*(1), 1–12. https://doi.org/10.4102/sajim.v20i1.914
15. Oksana, B. (2020). The role of social media in various travel decision-making stages. *Journal of Social Sciences and Humanities Research, 8*(1), 58–62.

16. Shanmugam, A., Savarimuthu, M. T., & Wen, T. C. (2014). Factors affecting Malaysian behavioural intention to use mobile banking with mediating effects of attitude. *Academic Research International, 5*(2), 236–245.
17. Tandon, U., Ertz, M., & Bansal, H. (2020). Social vacation: Proposition of a model to understand tourists' usage of social media for travel planning. *Technology in Society, 63,* 101438. https://doi.org/10.1016/j.techsoc.2020.101438
18. Terttunen, A. (2017). The influence of Instagram on consumers' travel planning and destination choice. *Tourism Review, 72*(2), 130–142. https://doi.org/10.1108/TR-07-2016-0027
19. Trivedi, J., & Rozia, M. I. (2019). The impact of social media communication on Indian consumers' travel decisions. *Media Watch, 18*(5), 5–18. https://doi.org/10.15655/mw/2019/v10i2/49559
20. Terblanche, N. S., & Taljaard, A. (2018). The perceived value and perceived benefits experienced by customers using travel agents. *South African Journal of Business Management, 49*(1), 1–13. https://doi.org/10.4102/sajbm.v49i1.2
21. Tait, M., Nkoyi, A., & Van der Walt, F. (2019). Predicting the attitude towards electronic banking continued usage intentions among rural banking customers in South Africa. *South African Journal of Information Management, 21*(1), 1–8. https://doi.org/10.4102/sajim.v21i1.1038
22. Varga, I. E., & Gabor, M. R. (2021). The influence of social networks in travel decisions. *Economics, 9*(2), 35–48. https://doi.org/10.2478/eoik-2021-0012
23. Werenowska, A., & Rzepka, M. (2020). The role of social media in Generation Y travel decision-making process (case study in Poland). *Information, 11*(8), 396. https://doi.org/10.3390/info11080396
24. We Are Social, & Meltwater. (2024). *Digital 2024 global overview report. * DataReportal. https://datareportal.com/reports/digital-2024-global-overview-report
25. Weerasinghe, S., & Hindagolla, M. C. B. (2018). Technology acceptance model and social network sites (SNS): A selected review of literature. *Global Knowledge, Memory and Communication, 67*(3), 142–153. https://doi.org/10.1108/GKMC-05-2017-0047
26. Wu, S. (2003). The relationship between consumer characteristics and attitude toward online shopping. *Marketing Intelligence & Planning, 21*(1), 37–44. https://doi.org/10.1108/02634500310458135

First Author details: UGC NET, MCOM, BCOM honours in Banking, Research Scholar in Commerce Department, Manipur University.

Second Author details: PhD, UGC NET, Professor at Department of Commerce, Manipur University.

Third Author details: UGC JRF, M.COM, B.COM, Assistant Professor, Department of Commerce, Dhanamanjuri University. Published two papers in SCOPUS indexed journals, one paper in Web of Science journals, and three papers in UGC Care Listed Journals.