
The Impact of Interaction and Ubiquity on Trust, Benefits, and Enjoyment in Social Media Continuance Use

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Abstract

Social media networks are important marketing tools for the acquisition and retention of hotel guests within the intangible luxury hotel industry. Especially with the emergence of smartphones, factors such as ubiquity and interaction become increasingly important to take into account when formulating marketing strategies however, theoretical models integrating interaction and ubiquity to study hotel guests' intention to continued usage of social media networks are scarce. The present study aims to investigate the impact of interaction and ubiquity on trust, benefits, and enjoyment in social media continuance use by UK luxury hotel guests. A total of 258 usable data were collected and analysed using a partial least square analysis. The findings show that the two social media characteristics, interaction and ubiquity, influence hotel guests' continued social media network usage through the mediating variables of trust, benefits and enjoyment.

Key Words *Interaction, Ubiquity, Trust, Benefit, Enjoyment, Continued Use, Social Media*

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Introduction

The increased importance of social media networks for the hospitality industry has been acknowledged by numerous researchers (Fotis, Buhalis, and Rossides, 2012; Hudson and Thal, 2013). In essence, social media networks, such as Facebook, Twitter or LinkedIn, are online platforms that allow users' and businesses to generate, share, and comment on content and interact with other users (Kaplan and Haenlein, 2010). In the intangible hospitality industry social media networks, which facilitate the interaction among users and businesses, are perceived as very powerful as hotel guests perceive word-of-mouth as one of the most trustworthy sources of information (Ayeh, Au, and Law, 2013a). In addition, social media networks are an important tool for the acquisition and retention of hotel guests (Sigala, 2011). According to Palmer et al. (2000, p. 58), using innovative marketing approaches is very important for luxury hotels where "customisation is a customer expectation" and hotels have to offer highly tailored services to satisfy their guests. Furthermore, King et al. (2011) strengthened the importance of engaging in social marketing strategies as luxury hotels compete in a very competitive environment thus, are dependent on innovative marketing strategies.

A number of researchers studied social media networks and their acceptance within the tourism context using the technology acceptance model as a theoretical foundation (e.g. Ayeh et al., 2013a) however, theoretical models integrating interaction and ubiquity to study hotel guests' intention to continued usage of social media networks are scarce. Therefore, the present study aims to test a theoretical model including interaction, ubiquity,

trust, benefits and enjoyment and the continued usage intention of social media networks by UK luxury hotel guests.

Literature Review

Interaction and Ubiquity

There has been increased interest with regards to the importance of interaction as a result of web 2.0 developments (Lee, 2005). According to Lee (2005), the increased importance of interaction can be linked to always new technologies where users are enabled to interact anywhere and anytime. In essence, interaction involves interpersonal communication and in the case of online networks this can be communication between users however also computer-user interaction (Lowry et al., 2006; Venkatesh & Davis, 2000). According to Wang and Chiang (2009, p. 470), “trusting relationships generally result from strong, symmetrical interaction ties” and therefore, they confirmed that interaction has a strong direct effect on trust in the online auction context. Overall, interaction was found to influence behaviours, opinions and satisfaction in various research contexts (Cheng et al., 2011; Lopez-Nicolas et al., 2008) however, research on the effects of interaction towards perceived benefits and enjoyment is scarce.

According to Kim et al. (2008b, p. 395), “through mobile devices, business entities are able to reach customers anywhere at anytime. On the other hand, users can also get any information in which they are interested, whenever they want the information regardless of where they are, through Internet-enabled mobile devices”. The potential to access hotel information easily anytime and anywhere is expected to provide hotel guests with more power however, interestingly Okazaki, Molina and Hirose (2012) examined a negative effect of ubiquity on trust in terms of mobile marketing as the potential to constantly receive marketing material negatively influences trustworthiness. In terms of the effect of ubiquity on enjoyment, Tojib and Tsarenko (2012) confirmed a strong effect within the mobile service context. Interestingly, research assessing the effects of ubiquity on perceived benefits is scarce. Overall it can be said, that there has been limited research in the tourism context integrating interaction and ubiquity and therefore, the following hypotheses are proposed:

- H₁: Interaction has a positive effect on trust.
- H₂: Ubiquity has a positive effect on trust.
- H₃: Interaction has a positive effect on perceived benefits.
- H₄: Ubiquity has a positive effect on perceived benefits.
- H₅: Interaction has a positive effect on perceived enjoyment.
- H₆: Ubiquity has a positive effect on perceived enjoyment.

Trust, Perceived Benefits, Enjoyment and Continued Usage

Trust is considered extremely important in the intangible hospitality industry as hotel guests tend to read online reviews on social media networks in order to get first hand reviews of previous hotel guests to reduce risk and uncertainty (Ayeh et al., 2013a). Wang and Chiang (2009) investigated the online auction context and found a significant effect of trust on the continuance intention to use online auctions. Furthermore, Kim et al. (2008a) found that both, trust and perceived benefits, influence the intention to use e-commerce. In terms of perceived enjoyment, a number of scholars (Ayeh et al., 2013b; Lin and Lu, 2011; van der Heijden, 2004) linked the dimension to the intention to use e-commerce. For instance, Lin and Lu (2011, p. 1159) confirmed an extremely strong effect of perceived enjoyment on the continuance intention to use social media networks and concluded that businesses need to “continue developing applications and small games with novel, pleasurable experiences to reinforce pleasurable effects in using the site and further to strengthen its stickiness”. Therefore, the following hypotheses are proposed:

- H₇: Trust has a positive effect on social media continuance use.
- H₈: Perceived benefits has a positive effect on social media continuance use.
- H₉: Perceived enjoyment has a positive effect on social media continuance use.

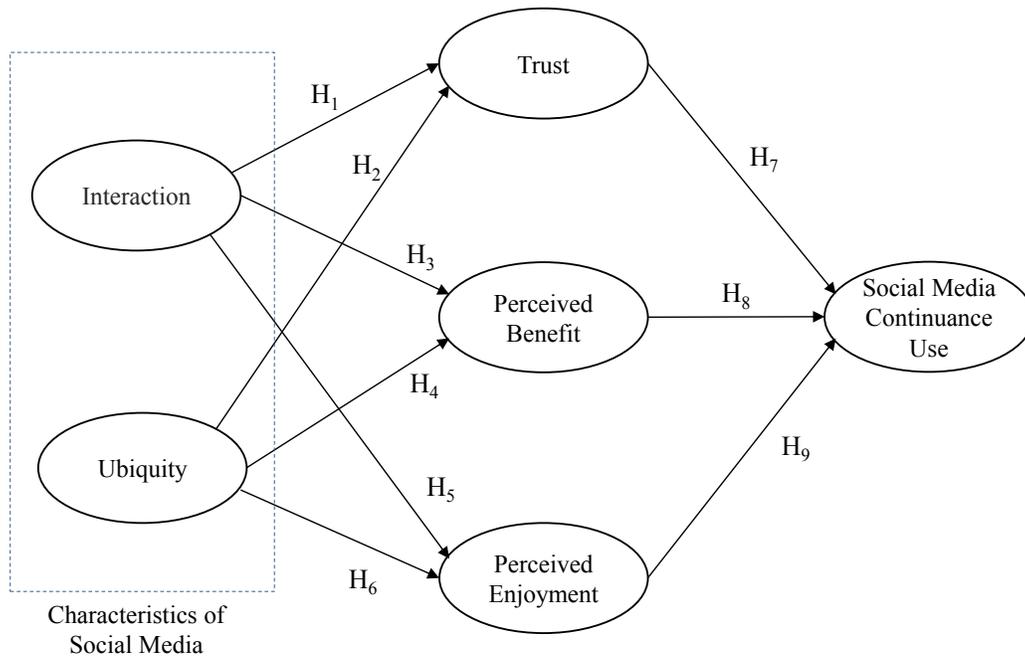


Fig 1. Research Model

Methodology

This research used surveys for the primary data collection. The sampling unit were domestic hotel guests that follow four and five star hotels' social media network pages in the UK. The measurement items used in this research were adapted from previous studies (Table 1). An online link to the questionnaire was posted by ten four and five star UK hotels from May 15 to September 18, 2013 on their Facebook and Twitter pages resulting in 258 usable samples from domestic hotel guests. Partial least squares (PLS) analysis was used to examine the data. PLS is a powerful structural equation model that has been used widely in IS research (Chin et al., 1996). All measures in this study were treated as reflective constructs. In a reflective measurement model, indicators are considered consequences of the latent variable to which they belong (Jarvis et al., 2003). Therefore, reflective indicators should be highly correlated (Henseler and Fassott, 2010). PLS-Graph version 3.00 was used to perform the analysis.

Table 1. Measurement items

| Construct | Measurement items | | Sources |
|------------------------------|--------------------------|---|--|
| Interaction | INT1 | Social media networks assist guest-guest interaction. | Self-developed |
| | INT2 | Social media networks enable me to interact with other hotel guests. | |
| | INT3 | Social media networks enable me to share hotel content with other users. | |
| Ubiquity | UBI1 | Social media networks make hotel information easy to access. | Wixom and Todd, 2005; Lopez-Nicolas et al., 2008 |
| | UBI2 | I can engage with hotels on social media networks anywhere. | |
| | UBI3 | I can engage with hotels on social media networks anytime. | |
| Trust | TR1 | Hotel guests on social media networks are trustworthy. | Kim, 2009, Gefen et al., 2003, Hsu and Lin, 2008 |
| | TR2 | Hotel guests' comments on hotels' social media network pages are trustworthy. | |
| | TR3 | Based on my experience with hotels on social media networks in the past, I know they are honest. | |
| | TR4 | Based on my experience with hotels on social media networks in the past, I know they are trustworthy. | |
| | TR5 | In general, I can rely on social media networks for hotel information. | |
| Perceived Benefit | BEN1 | I believe to receive special offers on hotels' social media networks pages. | Self-developed |
| | BEN2 | I believe to receive special information on hotels' social media networks pages. | |
| | BEN3 | Overall, I think that communicating with hotels on social media networks has benefits | |
| Perceived Enjoyment | ENJ1 | I find using social media networks to engage with hotels to be enjoyable. | Venkatesh and Bala, 2008, Wu and Liu, 2007 |
| | ENJ2 | The actual process of engaging with hotels on social media networks is pleasant. | |
| | ENJ3 | I have fun using social media networks to engage with hotels. | |
| | ENJ4 | Engaging with hotels on social media networks gives me a lot of pleasure. | |
| | ENJ5 | Participating in hotel competitions on social media networks is exciting. | |
| | ENJ6 | Engaging with hotels on social media networks gives me a lot of pleasure. | |
| Social Media Continuance Use | CU1 | I will continuously use social media networks to engage with hotels. | Sánchez and Hueros, 2010, Castaneda et al., 2007 |
| | CU2 | I intend to use social media networks to get information for my next hotel trip. | |
| | CU3 | In the future I intend to regularly check hotels' social media network pages for information. | |
| | CU4 | I want to continue using social media networks to engage with hotels rather than stop using it. | |
| | CU5 | I will frequently use social media networks to engage with hotels in the future. | |

Results

Sample Characteristics

The vast majority of respondents (73.3%) were female. The respondents were distributed across all ages, with the majority being between 25 and 54. In terms of highest qualification, there was a fair representation of all degrees, with the biggest percentage having an undergraduate degree (29.5%). The majority of respondents were either married (46.5%) or single (43.4%). In addition, 51.2% of respondents were full time employed. In regards to social media network experience, the majority of respondents (65.5%) had more than three years experience in using social media networks. In contrast, the years of experience in following hotels on social media networks was equally distributed ranging from less than six months (26.0%) to more than three years (15.1%).

Instrument Validation

Self-reported data on two or more variables collected from the same source have the potential to lead to the common method variance problem. Therefore, Harman's single-factor test is used to test for this bias (Podsakoff et al., 2003). The test assumes that if a high level of common method variance is present, then when all of the variables are entered together, they will load on one factor, thereby accounting for a majority of the variance

(Wilson, 2010). The single-factor test results do not indicate that a single-factor structure accounts for the majority of the variance, suggesting that common method bias is not a concern in the data. An exploratory factor analysis with varimax rotation results in six factors with eigenvalue greater than 1 (see Table 2).

Table 2. Exploratory Factor Analysis Results

| Items | Interaction | Ubiquity | Trust | Benefit | Enjoyment | Continuance Use |
|-------|--------------|--------------|--------------|--------------|--------------|-----------------|
| INT1 | 0.814 | 0.099 | 0.140 | -0.037 | 0.115 | 0.162 |
| INT2 | 0.829 | 0.040 | 0.078 | 0.009 | 0.260 | 0.145 |
| INT3 | 0.645 | 0.107 | 0.130 | 0.334 | 0.066 | 0.153 |
| UBI1 | 0.056 | 0.749 | 0.152 | 0.193 | 0.106 | 0.228 |
| UBI2 | 0.114 | 0.860 | 0.079 | 0.110 | 0.189 | 0.185 |
| UBI3 | 0.089 | 0.861 | 0.069 | 0.098 | 0.162 | 0.205 |
| TR1 | 0.110 | -0.132 | 0.762 | 0.065 | 0.125 | 0.030 |
| TR2 | 0.215 | -0.004 | 0.801 | 0.042 | 0.122 | 0.028 |
| TR3 | -0.002 | 0.265 | 0.738 | 0.104 | 0.175 | 0.285 |
| TR4 | 0.009 | 0.291 | 0.723 | 0.169 | 0.230 | 0.220 |
| TR5 | 0.080 | 0.254 | 0.676 | 0.198 | 0.189 | 0.329 |
| BEN1 | -0.062 | 0.081 | 0.142 | 0.861 | 0.177 | 0.124 |
| BEN2 | 0.132 | 0.205 | 0.138 | 0.823 | 0.085 | 0.200 |
| BEN3 | 0.180 | 0.141 | 0.100 | 0.674 | 0.215 | 0.338 |
| ENJ1 | 0.146 | 0.112 | 0.204 | 0.234 | 0.725 | 0.267 |
| ENJ2 | 0.039 | 0.112 | 0.137 | 0.118 | 0.779 | 0.302 |
| ENJ3 | 0.101 | 0.031 | -0.006 | 0.064 | 0.845 | 0.170 |
| ENJ4 | 0.210 | 0.062 | 0.155 | -0.056 | 0.818 | 0.052 |
| ENJ5 | -0.022 | 0.269 | 0.224 | 0.227 | 0.647 | 0.009 |
| ENJ6 | 0.155 | 0.157 | 0.247 | 0.158 | 0.782 | 0.138 |
| CU1 | 0.144 | 0.163 | 0.239 | 0.322 | 0.274 | 0.663 |
| CU2 | 0.099 | 0.176 | 0.062 | 0.101 | 0.101 | 0.850 |
| CU3 | 0.144 | 0.145 | 0.090 | 0.092 | 0.144 | 0.846 |
| CU4 | 0.139 | 0.197 | 0.226 | 0.195 | 0.118 | 0.782 |
| CU5 | 0.132 | 0.151 | 0.195 | 0.176 | 0.317 | 0.754 |

Then, we conducted confirmatory factor analysis (CFA) by checking item loadings, reliability, and discriminant validity. Convergent validity is assessed using three criteria. First, standardized path loadings, which are indicators of the degree of association between the underlying latent factor and each item, should be greater than 0.7 and statistically significant (Gefen et al., 2003). Second, composite reliabilities (CR), as well as Cronbach's alphas, should be larger than 0.7 (Nunally, 1978). Third, the average variance extracted (AVE) for each factor should exceed 50 percent (Fornel and Lacker, 1981). Gefen and Straub (2005) suggested that it is common to have higher cross-factor loadings in PLS. The value of item loadings should be above 0.70, showing that more than half of the variance is captured by the construct. All the items herein have significant score loadings above the threshold of 0.70 (see Appendix). Likewise, composite reliability (CR) and Cronbach's α for

all the constructs exceeded 0.7, and the AVE for each construct was greater than 0.5, supporting convergent validity (Campbell and Fiske, 1959; Fornell and Larcker, 1981; Nunnally, 1967).

Discriminant validity is assessed by determining whether (1) the indicators load highly on their own theoretically assigned factors, and not highly on other factors and (2) the constructs share more variance with their own measures than they share with other constructs in the model. In variance analysis, the square root of every average variance extracted (AVE) is much larger than any correlation among any pair of latent constructs (see Table 3). Discriminant validity was thus supported herein (Bhattacharjee and Sanford, 2006). All correlations among the four dimensions were significant.

Table 3. Correlations between Constructs

| Construct | (1) | (2) | (3) | (4) | (5) | (6) | CR | AVE | α |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|-------|----------|
| (1) Interaction | 0.818 | | | | | | 0.858 | 0.669 | 0.757 |
| (2) Ubiquity | 0.270** | 0.895 | | | | | 0.924 | 0.801 | 0.876 |
| (3) Trust | 0.335** | 0.369** | 0.803 | | | | 0.899 | 0.645 | 0.864 |
| (4) Benefit | 0.287** | 0.399** | 0.396** | 0.867 | | | 0.901 | 0.751 | 0.836 |
| (5) Enjoyment | 0.383** | 0.394** | 0.471** | 0.407** | 0.826 | | 0.928 | 0.682 | 0.903 |
| (6) Continuance Use | 0.412** | 0.486** | 0.483** | 0.511** | 0.486** | 0.867 | 0.938 | 0.752 | 0.917 |

** $p < 0.01$

Note: Leading diagonal shows the square root of AVE of each construct

Hypothesis Testing

The structural models were examined for their explanatory power and path significance using a bootstrapping technique. The size of the bootstrapping sample used in PLS analyses was 500. Figure 2 presents the results of the hypothesis tests. All path coefficients were significant. Trust was predicted by interaction ($\beta = 0.248$, $p < 0.001$) and ubiquity ($\beta = 0.345$, $p < 0.001$), which explained 22.8% of trust variance. Hence, H₁ and H₂ were supported. Perceived benefit was predicted by interaction ($\beta = 0.236$, $p < 0.001$) and ubiquity ($\beta = 0.351$, $p < 0.001$), which explained 22.5% of perceived benefit variance. Therefore, H₃ and H₄ were supported. Perceived enjoyment was predicted by interaction ($\beta = 0.302$, $p < 0.001$) and ubiquity ($\beta = 0.315$, $p < 0.001$), which explained 24.4% of perceived enjoyment variance. Therefore, H₅ and H₆ were supported. Social media continuance use, in turn, was predicted by trust ($\beta = 0.277$, $p < 0.001$), perceived benefit ($\beta = 0.325$, $p < 0.001$), and perceived enjoyment ($\beta = 0.238$, $p < 0.001$), which explained 44.8% of social media continuance use. Thus, H₇, H₈, and H₉ were supported.

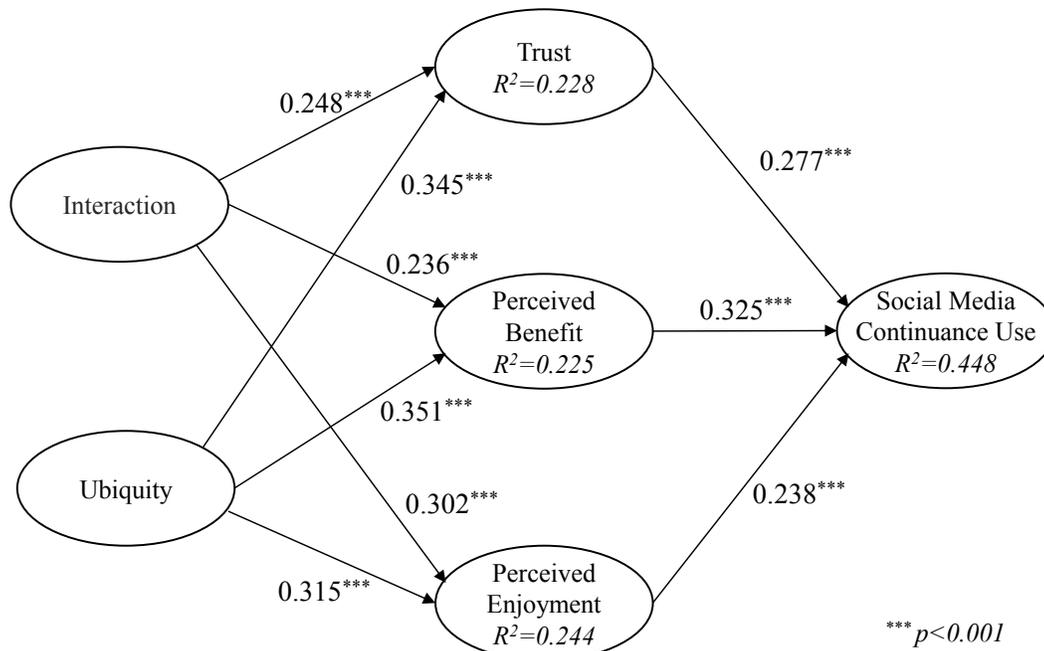


Fig 2. Results of Hypothesis Testing (* p < 0.05, ** p < 0.01, * p < 0.001)**

Discussion and Conclusion

The purpose of the present study was to investigate the impact of interaction and ubiquity on trust, benefits, and enjoyment in social media continuance use by UK luxury hotel guests. The present paper is unique as we examined the characteristics of social media from two different aspects, interaction and ubiquity, which has not been applied to the social media and hospitality context previously. However, especially in the light of today's technological mobile, and even wearable, developments ubiquity and interaction become increasingly important (Kim et al., 2008b; Lee, 2005). This trend was confirmed by the findings in the present study as we found that interaction and ubiquity are important motivating factors influencing continued usage of social media by UK luxury hotel guests through the mediating effects of trust, benefits and enjoyment. For academia, the research model provides a new research direction by including interaction and ubiquity as antecedents of continued usage behaviour. For hotel marketing professionals, these findings provide once more important implications of the increased importance of mobiles, smartphones and wearables. The possibility to interact with other users and businesses anytime and anywhere provides hotel guests with enhanced power thus, marketing managers need to ensure to provide trustworthy, beneficial and enjoyable content in order to retain existing and attract new hotel guests.

There are a number of limitations in the present study. Data were only collected from UK four and five star hotel guests and therefore it is difficult to generalise findings to other contexts. Further research could be conducted to compare the findings between different hotel segments. In addition, further research could be carried out in the context of different countries considering the importance of cultural factors. Furthermore, the research model does not account for moderating factors (e.g. experience, gender, age) and therefore, future research is recommended to investigate moderating effect of such variables to enhance the applicability of findings.

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