A Conceptual Model Development For Persuasive E-Wom Reviews: Challenges And Future Prospect

Najah Mohammed ALRasheedi*[1], Dr. Siti Hasnah Hassan[2], Jasmine Yeap Ai Leen[3]

[1]Universiti Sains Malaysia, najahalrasheedi@gmail.com
[2]Universiti Sains Malaysia, siti.hassan@usm.my
[3]Universiti Sains Malaysia,jasmine@usm.my

Abstract
The current study aims to extend the body of knowledge on eWOM reviews by understanding the determinants of persuasive eWOM review and their effect on tourists' attitude toward the destination abroad and travel intention. This study tries to identify critical factors that influence users' attitudes and intentions when processing a persuasive eWOM review. Past literature on eWOM, Persuasive eWOM, Travel Intention, Elaboration likelihood model (ELM)Theory of Planned Behaviour (TPB) and Trust Transfer theory was extensively reviewed to develop a conceptual model. The current study has developed several prepositions by linking the variables for the future prospect. This study contributes to understanding what factors come into play to determine potential tourists' trust in a reviewer and their acceptance, which has an important role in developing travel intention. Concerning TPB, the study further contributes by improving the theory of planned behaviour's predictive ability and explanatory power. This study extends the theory of planned behaviour by including the information acceptance construct and utilising the extended model to explain the influence of information acceptance on travel intention. To the best of the current study's author knowledge, there is no such study has been conducted before.

Keywords: eWOM; Persuasive eWOM; Travel Intention; Theory of Planned Behaviour; Trust

Introduction

Electronic word-of-mouth cannot be ignored for its popularity in the travel and tourism industry. Due to tourism services' intangible nature, hindsight regarding service is only available upon consumption. This intangibility encourages potential visitors to visit sites and online platforms, which rank travel amenities in destinations according to how favourably they are reviewed. These features provide users with opportunities to participate, connect, and interact with one another via receiving and sharing information (Tasci and Boylu, 2010).

The widespread Internet and rapid technological evolution have revolutionised tourism and tourism destinations' business both as sources of information and as a sales channel (Ráthonyi, 2013). Today, travellers are increasingly using social media to search for travel-related information, make their travel plans, and share their travel experiences with others on social networking websites, blogs/microblogs, and travel review websites. People's opinion on social media is becoming increasingly important for travellers. Before travelling, travellers use eWOM to obtain information to support their decisions on travel-related products and minimise the risk in decision-making.

During their travels, they use eWOM to support their purchase decisions or guide their trips. After travel, travellers share their travel experiences with others via eWOM and give travel service providers feedback via social media. Electronic word-of-mouth use and generation are the two main travellers' behaviours that have caused practitioners and academics' concern. For travel organisations, eWOM affects their business performance and business strategy. An increasing number of organisations have employed social media to facilitate customer reviews to improve their business performance and customer relationship management. This suggests that online reviews greatly influence the tourism industry (Li & Liu, 2014; Tasci & Boylu, 2010). The current study aims to extend the body of knowledge on eWOM reviews by understanding the determinants of persuasive eWOM review and its effect on tourists' attitude toward the destination abroad and travel intention. This study tries to identify critical factors that influence users' attitudes and intentions when processing a persuasive eWOM review.

Literature review

The Internet has transformed and facilitated the way people communicate. As an example, it has made the sharing of personal opinions and experiences more conveniently. This technological development has brought a new, ground-breaking perspective to WOM, along with the new name "Electronic Word of Mouth (eWOM). The eWOM is defined as 'any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to many people and institutions via the Internet' (Hennig et al., 2004). Besides the term "electronic word of mouth," it is also known as "online word of mouth" and internet WOM' (Goldenberg et al., 2001), 'buzz marketing' (Thomas & Greg 2004). The 'electronic word of mouth communication' (Hennig et al., 2004) are some other expressions in the literature which refer to eWOM (Vilpponen et al., 2006). Social media sites like Facebook, Twitter, and Instagram offer electronic word of mouth (eWOM). Social media has emerged as an essential and effective means of assisting and endorsing activities and communications among consumers and organisations that outdo time and space restrictions. Social media has provided what is known as e word of mouth (eWOM) (Kizgin et al., 2018). However, little is known about the best

way for marketers to use social media. Even less is known about international differences in consumer usage of social media and how eWOM influences consumer decision-making (Goodrich and De Mooij, 2014).

Opportunities and Challenges of Electronic Word of Mouth

The growing usage of the Internet has contributed to the growth of eWOM. Some of the advantages of eWOM are communication strategies have become more comfortable and faster with technology, particularly the Internet (Trusov et al., 2009). Also, the advent of mobile devices has made eWOM much more convenient, as they allow people to reach the Internet from anywhere and anytime. The Internet has increased the volume of WOM (Chatterjee, 2001). People can now access more information about the products and services they intend to purchase. Consumers can either search for marketer-generated information or the information generated by other consumers. Also, both consumers and marketers can post visual instruments via the Internet, such as pictures and video is an excellent opportunity for marketers to introduce their products and services cost-effectively.

This gives consumers a chance to acquire visually-supported information, which will help them make decisions better. Furthermore, the Internet provides an appropriate platform for marketers and consumers to communicate with one another. At the same time, consumers can contact the companies at any time through their official websites, and companies can now contact the consumers. The chance for communication is beneficial for both consumers and marketers; for instance, consumers can state their demands and complaints. Marketers can receive consumers' opinions about their new products before it is released into the market.

Electronic Word of Mouth (e WOM) can reach a large audience for a message that can be conveyed to hundreds, thousands, or even millions of users through the Internet (Cakim, 2009; Filieri & McLeay, 2014; Sohn, 2014). Electronic Word of Mouth (eWOM) message can be spread quickly (Hung & Li, 2007; King et al., 2014). According to Montgomery (2001), these two features offer great opportunities for marketers. For example, Hotmail, the email service provider, became famous and got massive success because its consumers spread positive eWOM in 1997.

Electronic Word of Mouth (eWOM) has some disadvantages, as well, to marketers, such as negative comments by the consumers can also spread quickly amongst a vast number of consumers; in such cases, eWOM can be detrimental to companies' image (Ferguson & Johnston, 2011). Although eWOM provides a chance for marketers to follow consumers' notions and interfere if necessary, the effects of eWOM are still difficult to control, just as is the case with traditional WOM (Godes & Mayzlin, 2004).

Overall, eWOM is considered as a powerful marketing tool despite some of its disadvantages (Sen & Lerman, 2007; Sweeney et al., 2012). In a recent study, Vahdati et al. (2016) also confirmed eWOM having a positive and significant effect on bank customers' purchase intention. Hence, eWOM among consumers significantly affects their purchase intention on social networking websites. Shabsogh et al. (2012) found that "the relationships between source characteristics and trustworthiness are largely irrelevant to eWOM" and its effect on purchase intention.

The persuasiveness of Electronic Word of Mouth Communications

A large proportion of articles discussed the antecedents of persuasive messages applying Elaboration Likelihood Model Theory (ELM) in the social media context. Argument quality, source credibility, and source attractiveness were considered influential antecedents of persuasive communication messages. Specifically, Kim and Benbasat (2006) proposed that claim, data, and backings for argument are critical elements to persuade people to believe in the message content. Claim-data-backings messages are regarded as strong arguments in persuading people to change attitudes toward advocated messages (Kim & Benbasat, 2006).

Perceived information quality is a significant determinant in consumers' trust in website advertisements (Ya-Qi et al., 2013). Fan and Miao (2012) extended ELM by including perceived eWOM credibility, rapport, and involvement. Informational and narrative determinants are studied to determine their relationships with perceived eWOM credibility and adoption (Cheung et al., 2009; Chu and Kamal, 2008). Consumers conform to online reviews, and their study showed that relevance, timeliness, accuracy, and comprehensiveness are critical factors in the argument quality of online reviews (Lee et al., 2008).ELM is recognised as a dual-route information processing model. The central route involved the high elaboration of persuasive messages, whereas the peripheral route led to message recipients' low elaboration processing.

Tang and colleagues (2012) studied the dual-route information processing in the context of destination websites. They confirmed that people are more likely to elaborate the persuasive messages through the central route when they are relatively involved; however, people are more likely to go through the peripheral route if they can make less cognitive efforts following the heuristic rules (Tang et al., 2012).

In the tourism industry, the effect of eWOM is powerful because it provides products and services that cannot be evaluated until use. Hence, purchasing intangible products and services involves higher risk. Therefore, tourists are more dependent on eWOM reviews. Researchers suggest that consumers rely on eWOM communications if they perceive them as persuasive (Teng et al., 2014). In order to be persuasive, the message should be seen as helpful and credible. Several studies prove the link between credibility and usefulness of eWOM and information adoption (Cheung et al., 2009; Teng et al., 2014), influencing consumers' attitudes and purchase intentions. Cheung et al. (2009) argue that investigations have been carried out on many factors that influence the persuasiveness of eWOM.

Studies propose that message, source of information, and reviewer characteristics affect perceived eWOM helpfulness and credibility (Tsao et al., 2015). The ELM postulated persuasion process begins when messages are

exposed to various incoming information and arguments. According to the ELM, individuals are involved in the effortful and rational processing of persuasive messages before decision-making, when they are motivated and capable of interpreting messages (Teng et al., 2017). Alternatively, when personal relevance and processing ability are limited, individuals may take shortcuts using peripheral cues as simple acceptance or rejection rules. In other words, the "peripheral route," is preferred in the low elaboration situation, such as source credibility, attractiveness and source perception.

Theoretical Model Development

A thorough literature review of hospitality and tourism highlighted the scarcity of information on the effect of online destination reviews and the key characteristics affecting consumer evaluation and decision making. This study advances our theoretical understanding of the influence of antecedents of persuasive eWOM on the attitude of tourists towards the destination abroad and the intention to travel by developing a conceptual model based on the theories of the Elaboration Likelihood Model (ELM), proposed by Cacioppo and Petty (1984) the theory of planned behaviour (TPB) Ajzen (1991) Trust transfer theory McKnight et al. (2002).

On the other hand, according to Elaboration Likelihood Model (ELM), a persuasion theory explains how to influence the credibility and persuasiveness of the eWOM review on the tourists' attitudes toward a destination abroad and their travel intention. The model assumes that tourists with the likelihood of travelling abroad are more likely to be persuaded by the eWOM review through a central route. Thus, they think more critically about the eWOM study such as (arguments quality), on the contrary, through peripheral cues by using simple cues or mental shortcuts such as source credibility, source attractiveness, and source perception. It is suggested that individuals' degree of elaboration form a spectrum of message-related thinking, which could vary from low to a great extent. What is more, the attitude change may happen at any extent of elaboration (Bhattacherjee and Sanford, 2006). Both the central and peripheral routes can impact tourists' attitudes toward a destination abroad and travel intention. According to TPB, behavioural intention is affected by attitudes, subjective norm and perceived behavioural control toward behaviour.

Literature review in tourism revealed that potential tourists search for information from both marketers and fellow consumers when trip planning. However, they rely more on User-generated content (UGC) because they expect it to be honest and to convey the creators' real experiences (Wang and Chen, 2012). Therefore, this study would understand how potential tourists place trust in an online review and how they rated it. The degree to which they are accepted if we are to render reviews more trustworthy and useful for decision-making ultimately, this study used the trust transfer theory, which explains how a trust may be transferred between related targets. The study assumes that the effect of antecedents of persuasive eWOM review on information acceptance would be significant when the trust is high. Therefore, based on the theories mentioned above, this study proposed a conceptual model for persuasive eWOM, as shown in the Figure 1.
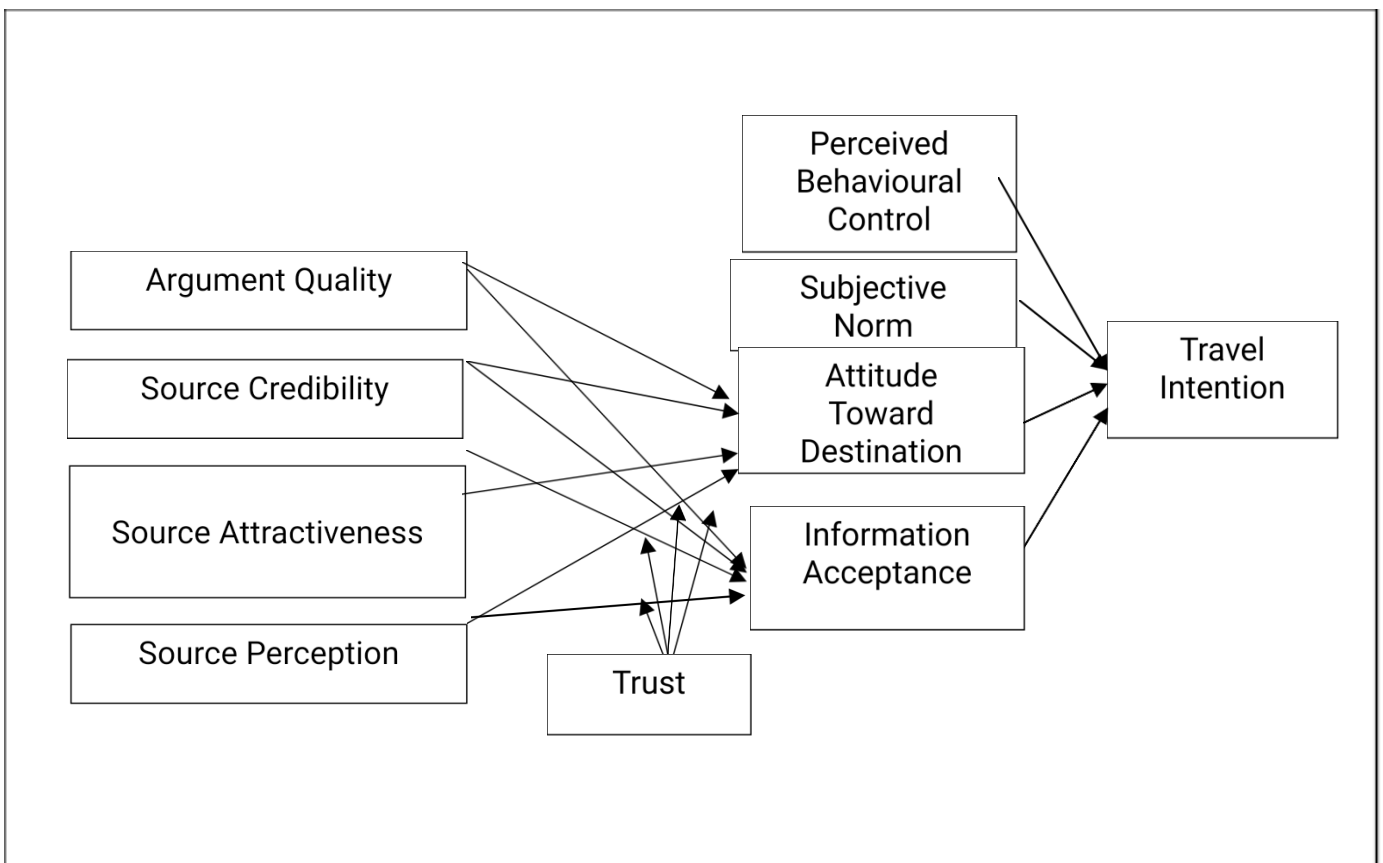

Figure 1: Theoretical Model of the Study

Attitude Toward Destination Abroad

The dual-process theory of ELM is adopted in this study to illustrate an individual's attitude change; according to Ajzen (1989), attitude is an individual's "disposition to respond favourably or unfavourably to an object, person, institution, or event". Also, Consumers are more likely to have higher purchase intentions if they have positive attitudes towards eWOM information on social media. In other words, users perceive online reviews as a credible source and tend to accept and use online information in decision-making processes.

The concept of attitude has particular importance for marketing research as marketers want to change consumer behaviour, and they try to do so by influencing attitudes (Perloff, 2003). The ELM postulated that attitude change might be influenced through two routes of persuasion, a central and a peripheral route. The central route refers to the essence of arguments within the message. Argument quality refers to "the persuasive strength of arguments embedded in an informational message".

The strength of the message denotes how convincing and persuasive online reviews. The review's comprehensiveness refers to whether the eWOM reviews are complete (Cheung and Thadani, 2012). Review timeliness refers to whether the reviews on eWOM are current. With the Internet, the reviews on eWOM could have been conducted months or even years ago. Therefore, as a traveller, they are more likely to believe in the review's argument quality if they are up to date. Review accuracy is defined as whether the review contents in the eWOM are reliable. The travellers' perceptions of whether eWOM reviews are correct (Cheung and Thadani, 2012; Chong and Ngai, 2013)**.**

Relevance is the extent to which the reviews are relevant and applicable (Petty et al., 1986). When an online review is perceived to contain valid arguments, the recipients will develop a positive attitude towards the information. On the other hand, if an online review is perceived to have invalid arguments, recipients will develop a negative attitude towards information (Cheung et al., 2009). In contrast, for individuals taking the peripheral route of attitude change, persuasion occurs when a person is persuaded by something other than the message's content, such as source credibility, source attractiveness and Source perception or other surface-level characteristics rather than the actual content of the message.

Source attractiveness refers to how the message receivers identified the source as appealing (Kiecker and Cowles, 2001; Wu, 2013). Specifically, the attractiveness of online reviews will have an impact on users' online information acceptance. Source attractiveness encompasses similarity, familiarity, and likeability (Teng et al., 2014). The similarity is the message receiver's resemblance and communication (Kiecker and Cowles, 2001). People tend to perceive online reviews as credible sources if they have similar opinions to the message communicator. Familiarity is the level of comfort established between the message receiver and the communicator. In cyberspace, people find a source attractive when they like online reviews posted by other users. In particular, it is illustrated by the "like" button developed by Facebook. These three characteristics of source attractiveness – similarity, familiarity, and likeability – are studied to show their functional roles in effective persuasive communication (Kiecker and Cowles, 2001).

Prior studies have shown that source perception and travel intention reference groups significantly impact users' online information acceptance (Childers and Rao, 1992). More specifically, consumers generally depend on the suggestions and recommendations made by other consumers before purchasing. Besides, previous studies suggested that individual buyers developed attitudes by referring to peers and groups. Consequently, attitudes influenced their behavioural intentions toward the products/services. Therefore, users are likely to accept online information if their commentators are from the same background. Besides, individuals tend to associate with similar interests or who are in the same situations.

Following the above discussion, this study regards that argument quality, source credibility, source attractiveness and source perception as antecedents of persuasive eWOM review in social media have a more substantial effect on consumers' attitude toward destination abroad. Therefore, this study proposes the following preposition:

P1: Argument quality is positively associated with attitude toward the destination abroad

P2: Source credibility is positively associated with attitude toward the destination abroad

P3: Sources attractiveness is positively associated with attitude toward the destination abroad

P4: Source perception is positively associated with attitude toward the destination abroad

Perceived Behavioral Control and Travel Intention

According to Ajzen (1991), perceived behavioural control is the extent to which a person feels able to engage in the behaviour. It has two aspects: how much a person has control over behaviour and how confident a person feels about performing or not performing the behaviour. It is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the behaviour's performance. The more control individuals feel about making, the more likely they will be to do so. Perceived behavioural control is a factor that plays a vital role in determining intention (Casaló et al., 2010; Kashif et al., 2018; Lu et al., 2009). Therefore, this study regards that Perceived Behavioural Control has a positive impact on travel intention. Bandura (1982) research has demonstrated that people's behaviour is strongly affected by their confidence in performing that behaviour. Thus, the following proposition is derived:

P5: Perceived Behavioural Control is a positive impact on travel intention

Subjective Norm and Travel Intention

Subjective norm Individual behaviour is influenced by external factors like family, friends, and relatives' perceived pressure to decide to purchase something (Ajzen, 1991; Taylor and Laohapensang, 2009). Similarly, the

subjective norm is considered an important element of TPB theory. It refers to a personal perception that depends upon his/her friends, family, and relatives to act or not the targeted behaviour (Ajzen, 1991; Francis et al., 2004). Some prior researchers consider the subjective norm and their focus is on infused soft drinks (Tong et al., 2012), intention to do the job in the older age (Lin et al., 2012), telepresence system (Sparks et al., 2013), and online shopping (Taylor and Laohapensang, 2009; Tsao and Tseng, 2011). The respondents in the studies mentioned above were the general public that includes professional and also university students. According to Ajzen (1991), the subjective norm has no significant direct association with the consumers' behaviour that subjective norm creates intention, and after that, intention creates behaviour. Some of the prior studies reveal that purchase intention mediates the relationship between subjective norm and behaviour (Limayem et al., 2000). Subjective norm focuses on examining intention (Amaro and Duarte, 2015; Singh and Srivastava, 2018). Therefore, this study regards that the subjective norm has a positive impact on travel intention. Thus, the following proposition is derived:

P6: Subjective norm is a positive impact on travel intention

Attitude Toward the Destination Abroad & Travel Intention

Attitude refers to the person's overall evaluation of performing the behaviour. Several studies have shown that the intention was determined by the attitude towards the behaviour (Kraus, 1995). Attitude toward behaviour has been defined as the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen and Cote, 2008). In general, the stronger the individual's intention to adopt the behavior, the more favourable the attitude toward the behaviour be. It is assumed in the literature that attitude toward a behaviour represents the perceived consequences of the behaviour and the person's evaluation of the significance of the consequences. Another argument assumes that attitude favours or unfavourable feelings toward performing behaviour representing a person's generally positive and negative beliefs and evaluations of the behaviour (Zarrad and Debabi, 2015). Several studies have shown that behavioural intentions are a function of attitudes towards the destination.

Furthermore, marketing literature has demonstrated that attitude has a strong positive effect on intentions. Interpersonal communications have long been influential in the tourism industry. Research has suggested that online WOM communication plays a significant role in shaping consumers' attitudes and behaviours. Indeed, an increase in online intention to review other consumers' opinions about such service or product increases awareness of travellers' attitudes. A person/individual's attitude is a significant factor in his/her perception and influences behavioural intention. Therefore, it plays an essential part in creating an intention to perform a particular behaviour. Attitude means an individual's opinion of outcomes regarding a specific behaviour, and attitude also depends on that individual's experience.

The concept of attitude has particular importance for marketing research as marketers want to change consumer behaviour, and they try to do so by influencing attitudes (Perloff, 2003). Thus, the following proposition is derived:

P7: Attitude toward the destination abroad is positively associated with travel intention.

Information Acceptance

In the Internet era, consumers increasingly look for information about products and services online to enhance their purchase decision process (Akhter Shareef et al., 2018; Alalwan, 2018; Shiau et al., 2017). This helps consumers learn about products/services (Book et al., 2018; Lee and Hong, 2016). While traditional face-to-face word of mouth (WOM) communications mostly happen between sender and receiver with significant tie strength, eWOM usually occurs in indirect and public communications between people with weak social ties (Chu et al., 2019; Hennig et al., 2004; Shiau et al., 2017). Thus, consumers can have some difficulty when assessing the reliability of the recommendation source (Smith et al., 2007; Xiang and Gretzel, 2010)

Previous research found that credibility plays an essential role in evaluating eWOM messages (Alalwan, 2018; Cheng and Ho, 2015; Teng et al., 2017). Participants in the social world are often strangers with no physical proximity. Therefore, the information source's credibility becomes critical for accepting and believing in eWOM reviews' information. Consumers often use heuristic cues to assess the credibility of eWOM, and source credibility is considered one of the main factors that determine their trust. Source credibility refers to the extent to which a source is perceived to be trustworthy, credible and knowledgeable (Cacioppo and Petty, 1984)

Consumes judge information based on the perceived expertise and trustworthiness of the source they received. Such online reviews are considered valid, truthful and worth accepting (Sweeney et al., 2008). A review is considered credible when a receiver perceives it as believable, truthful and factual (Cheung et al., 2009). Studies by persuasion researchers conclude that different messages, such as style, attractiveness, quality, and source, significantly influence message perceptions. Source attractiveness refers to how the message receivers identified the source as appealing (Kiecker and Cowles, 2001). Specifically, online reviews' attractiveness will impact users' online information acceptance users are likely to accept online information if the commentators of the information are from the same background. Individuals tend to associate with those who have similar interests or who are in the same situations with them.

A message's persuasiveness refers to the force or plausibility of a message's persuasive argument (Eagly & Chaiken, 1993). So, if a person perceives the message as credible information, they tend to accept that type of information (Teng et al., 2014; Watts & Zhang, 2008). Thus, the following prepositions are derived:

P8: Argument quality is positively associated with information acceptance

P9: Source credibility is positively associated with information acceptance

P10: Source attractiveness is positively associated with information acceptance

P11: Source perception is positively associated with information acceptance

Information Acceptance & Travel Intention

Based on the above discussion, argument quality, source credibility, source attractiveness, and source perception are critical attributes that increase the likelihood of acceptance of eWOM review and intention to travel. Persuasive eWOM review in this study refers to online reviews, especially recommendations that are perceived as credible sources, indicating explanatory power in online information acceptance. It is noted that a message recipient's judgment of online information credibility determines the confidence the recipient has in the information (Wathen and Burkell, 2002). In other words, if people perceive eWOM reviews as credible sources, they tend to accept this type of online information. Moreover, Sussman and Siegal (2003) argued that it is very likely that people who accept eWOM messages (which are credible) intend to use the information in their decision-making processes. Prior studies further confirmed that online reviews' positive effects generate a willingness to accept and intention to use the eWOM information (Cheung et al., 2008; McKnight et al., 2002). Therefore, a recipient of eWOM messages tends to accept and use these messages if the recipient perceives the information as credible. Conversely, it is unlikely that non-credible messages will be accepted and used in eWOM communication. Hence this study proposes that:

 P12: Information acceptance is positively associated with travel intention.

Moderating Role of Trust

Tourism products and services are intangible and can be categorised as experience goods where the attributes cannot be known until using the product. There is uncertainty in the travellers, which leads to a sense of risk or vulnerability (Casaló et al., 2011). Hence, most travellers often rely on online information to minimise online purchasing risks, particularly eWOM.Yoo et al. (2009) revealed that most travellers use eWOM extensively in their travel planning and have more trust in eWOM than marketer-generated information. Burgess et al. (2011)found similar results in Australia and observed that travellers have higher trust in eWOM available on specific travel websites than on social networking websites such as Facebook. Trust will eventually increase confidence and reduce the fear of being exploited in the online environment (Awad and Ragowsky, 2008). According to Ayeh et al. (2013), who investigated consumers' intention to use eWOM for travel planning. Zeng and Gerritsen (2014) study showed that travellers' trust in the eWOM sources positively influences the attitude towards using its advice for travel planning and found that consumer trust in a specific reviewer and review helpfulness contribute to review adoption. It is reported that 80% of consumers trust online recommendations to make a purchase decision and 90% of online shoppers read online reviews before making a purchase decision, and 83% of them believe that the online reviews influence their purchase decision. Besides, it is known that eWOM shapes consumers' attitudes toward a product, thereby facilitating or inhibiting their purchase intentions and behaviours, which could eventually affect the overall sales of the product (Hennig et al., 2004). Therefore, this study regards that trust moderates the relationship between the persuasive of eWOM review and information acceptance, such that the effect of eWOM on information acceptance would be more significant when trust is higher. Thus, the following prepositions are derived:

P13: Trust moderator the relationship between argument quality and information acceptance

 P14: Trust moderator the relationship between source credibility and information acceptance

 P15: Trust moderator the relationship between source attractiveness and information acceptance

 P16: Trust moderator the relationship between source perception and information acceptance

Contribution for The Research

A thorough literature review of hospitality and tourism highlighted the scarcity of information on the effect of online destination reviews and the key characteristics affecting consumer evaluation and decision making. This study advances the theoretical understanding of the influence of antecedents of persuasive eWOM on the attitude of tourists towards the destination abroad and the intention to travel by developing a conceptual model based on the theories of the Elaboration Likelihood Model (ELM), proposed by Cacioppo and Petty (1984), the theory of planned behaviour (TPB) Ajzen (1991), Trust transfer theory McKnight et al. (2002).

On the other hand, according to Elaboration Likelihood Model (ELM), a persuasion theory explains how to influence the credibility and persuasiveness of the eWOM review on the tourists' attitudes toward a destination abroad and their travel intention. According to Elaboration Likelihood Model (ELM), the study model assumes that the tourists with the likelihood of travelling abroad are more likely to be persuaded by the eWOM review through a central route; thus, they think more critically about the eWOM study such as (arguments quality). On the contrary, simple cues or mental shortcuts such as source credibility, source attractiveness, and source perception are used through peripheral cues. It is suggested that individuals' degree of elaboration forms a spectrum of message-related thinking, which could vary from low to high.

What is more, the attitude change may happen at any extent of elaboration (Bhattacherjee and Sanford, 2006). Both the central and peripheral routes can impact tourists' attitudes toward a destination abroad and travel intention. Besides, according to TPB, one's attitude toward behaviour, coupled with prevailing subjective norm and perceptions of behavioural control factors, all serve to influence an individual's intention to perform a given behaviour. Therefore, this study proposes the impact of the subjective norm, which is perceived social pressure to perform or not to perform behaviour which is influenced by the assessment of significant others (e.g., parents, friends) and with perceptions of behavioural control, which is individual's perception of the ease or difficulty to perform certain behaviours (ability and enough resources) on travel intention.

Literature review in tourism revealed that potential tourists search for information from both marketers and fellow consumers when trip planning. However, they rely more on UGC because they expect it to be honest and to convey the creators' real experiences (Wang and Chen, 2012). Therefore, this study contributes to how potential tourists place trust in an online review and rated the reviewers' trustworthiness and usefulness in decision-making. This study used the trust transfer theory, which explains how a trust may be transferred between related targets and assumes that the effect of antecedents of persuasive eWOM review on information acceptance would be significant when trust is high.

The prime motivation lies in understanding what factors come into play to determine potential tourists trust in a reviewer and their acceptance which have an important role in developing travel intention. Concerning TPB, the study further contributes by improving the theory of planned behaviour's predictive ability and explanatory power. This study extends the theory of planned behaviour by including the information acceptance construct and utilising the extended model to explain the influence of information acceptance on travel intention. Besides, most of the existing conceptual and empirical TPB schemes were developed and tested using samples from developed societies and Western cultures (Ulker and Ciftci, 2020). Thus, this study will enrich the literature on tourism to address the lack of research on tourism in developing regions.

The intangible nature of travel-related products makes it difficult to evaluate before consumption. It has long been recognised that word of mouth is an important information source among travellers. Gretzel et al. (2008) have revealed that contemporary travellers search for online reviews to decide their travel destination. As a result, handling online customer reviews has become a strategic concern for the hospitality and tourism industry. Therefore, this study will provide tourism companies and marketers in the tourism industry a reference frame to understand the impact of antecedents' eWOM on social media on travel intention. Companies should also recognise the importance of eWOM communication on social networking sites and incorporate it into their overall marketing campaign.

REFERENCES

1. Ajzen, I. (1989). Attitude structure and behavior. Attitude structure and function, 241, 274.
2. Ajzen, I. (1991). The theory of planned behavior. Organisational behavior and human decision processes, 50(2), 179-211.
3. Ajzen, I., & Cote, N. G. (2008). Attitudes and the prediction of behavior. Attitudes and attitude change, 289-311.
4. Akhter Shareef, M., Mukerji, B., Ali Alryalat, M. A., Wright, A., & Dwivedi, Y. K. (2018). Advertisements on Facebook: Identifying the Persuasive Elements in the Development of Positive Attitudes in Consumers.
5. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. International Journal of Information Management, 42, 65-77.
6. Amaro, S., & Duarte, P. (2015). An integrative model of consumers' intentions to purchase travel online. Tourism management, 46, 64-79.
7. Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. Journal of management information systems, 24(4), 101-121.
8. Ayeh, J. K., Au, N., & Law, R. (2013). "Do we believe in TripAdvisor?" Examining credibility perceptions and online travelers' attitude toward using user-generated content. Journal of Travel Research, 52(4), 437-452.
9. Bandura, A. (1982). The assessment and predictive generality of self-percepts of efficacy. Journal of behavior therapy and experimental psychiatry, 13(3), 195-199.
10. Bhattacherjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. MIS quarterly, 805-825.
11. Burgess, L., Parish, B., & Alcock, C. (2011). To what extent are regional tourism organisations (RTOs) in Australia leveraging the benefits of web technology for destination marketing and eCommerce? Electronic Commerce Research, 11(3), 341-355.
12. Cacioppo, J. T., & Petty, R. E. (1984). The elaboration likelihood model of persuasion. ACR North American Advances.
13. Cakim, I. M. (2009). Implementing word of mouth marketing: online strategies to identify influencers, craft stories, and draw customers: John Wiley & Sons.
14. Casaló, L. V., Flavián, C., & Guinalíu, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. Tourism management, 31(6), 898-911.
15. Casaló, L. V., Flavián, C., & Guinalíu, M. (2011). Understanding the intention to follow the advice obtained in an online travel community. Computers in Human Behavior, 27(2), 622-633.
16. Cheng, Y.-H., & Ho, H.-Y. (2015). Social influence's impact on reader perceptions of online reviews. Journal of Business Research, 68(4), 883-887.
17. Cheung, Man, Luo, C., Sia, C., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of online consumer recommendations. International Journal of Electronic Commerce, 13(4), 9-38.

18. Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. Internet Research: Electronic Networking Applications and Policy, 18(3), 242.

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

20. Childers, T. L., & Rao, A. R. (1992). The influence of familial and peer-based reference groups on consumer decisions. Journal of consumer research, 19(2), 198-211.

21. Chong, A. Y.-L., & Ngai, E. W. (2013). What influences travellers' adoption of a location-based social media service for their travel planning? Paper presented at the PACIS.

22. Chu, S.-C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. Journal of interactive Advertising, 8(2), 26-37.

23. Chu, S.-C., Lien, C.-H., & Cao, Y. (2019). Electronic word-of-mouth (eWOM) on WeChat: Examining the influence of sense of belonging, need for self-enhancement, and consumer engagement on Chinese travellers' eWOM. International journal of Advertising, 38(1), 26-49.

24. Eagly, A. H., & Chaiken, S. (1993). The psychology of attitudes: Harcourt Brace Jovanovich College Publishers.

25. Fan, Y.-W., & Miao, Y.-F. (2012). Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences. International Journal of Electronic Business Management, 10(3), 175.

26. Ferguson, J. L., & Johnston, W. J. (2011). Customer response to dissatisfaction: A synthesis of literature and conceptual framework. Industrial Marketing Management, 40(1), 118-127.

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

28. Francis, J., Eccles, M. P., Johnston, M., Walker, A., Grimshaw, J. M., Foy, R., . . . Bonetti, D. (2004). Constructing questionnaires based on the theory of planned behaviour: A manual for health services researchers. In: Centre for Health Services Research, University of Newcastle upon Tyne.

29. Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. Marketing science, 23(4), 545-560.

30. Goldenberg, J., Libai, B., & Muller, E. (2001). Talk of the network: A complex systems look at the underlying process of word-of-mouth. Marketing letters, 12(3), 211-223.

31. Goodrich, K., & De Mooij, M. (2014). How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences. Journal of Marketing Communications, 20(1-2), 103-116.

32. Gretzel, U., Xiang, Z., Wöber, K., & Fesenmaier, D. (2008). Deconstructing destination perceptions, experiences, stories and internet search: text analysis in tourism research. Tourism management: Analysis, behaviour and strategy, 339-357.

33. Hennig , T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Internet? Journal of interactive marketing, 18(1), 38-52.

34. Hung, K. H., & Li, S. Y. (2007). The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. Journal of advertising Research, 47(4), 485-495.

35. Kashif, M., Zarkada, A., & Ramayah, T. (2018). The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically. Total Quality Management & Business Excellence, 29(5-6), 481-501.

36. Kiecker, P., & Cowles, D. (2001). Interpersonal cmmunication and prsonal ifluence on the Internet: A famework for eamining. Internet Applications in Euro marketing, 25(8), 65-71.

37. Kim, D., & Benbasat, I. (2006). The effects of trust-assuring arguments on consumer trust in Internet stores: Application of Toulmin's model of argumentation. Information Systems Research, 17(3), 286-300.

38. King, R., Racherla, P., & Bush, V. D. (2014). What we know and don't know about online word-of-mouth: A review and synthesis of the literature. Journal of interactive marketing, 28(3), 167-183.

39. Kizgin, H., Jamal, A., Dey, B. L., & Rana, N. P. (2018). The impact of social media on consumers' acculturation and purchase intentions. Information Systems Frontiers, 20(3), 503-514.

40. Kraus, S. J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical literature. Personality and social psychology bulletin, 21(1), 58-75.

41. Lee, J., Park, D.-H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. Electronic commerce research and applications, 7(3), 341-352.

42. Li, H., & Liu, Y. (2014). Understanding post-adoption behaviors of e-service users in the context of online travel services. Information & Management, 51(8), 1043-1052.

43. Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from Internet? A longitudinal study of online shopping. IEEE Transactions on systems, man, and Cybernetics-Part A: Systems and Humans, 30(4), 421-432.

44. Lin, T. M., Lu, K.-Y., & Wu, J.-J. (2012). The effects of visual information in eWOM communication. Journal of Research in Interactive marketing, 6(1), 7-26.

45. Lu, Y., Zhou, T., & Wang, B. (2009). Exploring Chinese users' acceptance of instant messaging using the theory of planned behavior, the technology acceptance model, and the flow theory. Computers in Human Behavior, 25(1), 29-39.
46. McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. Information Systems Research, 13(3), 334-359.
47. Montgomery, A. L. (2001). Applying quantitative marketing techniques to the Internet. Interfaces, 31(2), 90-108.
48. Perloff, R. (2003). The dynamics of persuasion: communication and attitudes in the 21st century. Lawrence Erlbaum Associates. Mahwah, NJ.
49. Petty, R., Cacioppo, J., Kao, C. F., & Rodriguez, R. (1986). Central and peripheral routes to persuasion: An individual difference perspective. Journal of personality and social psychology, 51(5), 1032.
50. Ráthonyi, G. (2013). Influence of social media on tourism–especially among students of the University of Debrecen. APSTRACT: Applied Studies in Agribusiness and Commerce, 7(1033-2016-84200), 105-112.
51. Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. Journal of interactive marketing, 21(4), 76-94.
52. Shabsogh, N., Liao, M.-N., & Reynolds, N. (2012). The influence of positive and negative eWOM on purchase intention.
53. Shiau, W.-L., Dwivedi, Y. K., & Yang, H. S. (2017). Co-citation and cluster analyses of extant literature on social networks. International Journal of Information Management, 37(5), 390-399.
54. Singh, S., & Srivastava, R. (2018). Predicting the intention to use mobile banking in India. International Journal of Bank Marketing.
55. Smith, T., Coyle, J. R., Lightfoot, E., & Scott, A. (2007). Reconsidering models of influence: the relationship between consumer social networks and word-of-mouth effectiveness. Journal of advertising Research, 47(4), 387-397.
56. Sohn, D. (2014). Coping with information in social media: The effects of network structure and knowledge on perception of information value. Computers in Human Behavior, 32, 145-151.
57. Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. Tourism management, 39, 1-9.
58. Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organisations: An integrated approach to knowledge adoption. Information Systems Research, 14(1), 47-65.
59. Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2008). Factors influencing word of mouth effectiveness: receiver perspectives. European journal of marketing.
60. Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2012). Word of mouth: measuring the power of individual messages. European journal of marketing, 46(1/2), 237-257.
61. Tang, L. R., Jang, S. S., & Morrison, A. (2012). Dual-route communication of destination websites. Tourism management, 33(1), 38-49.
62. Tasci, A. D., & Boylu, Y. (2010). Cultural comparison of tourists' safety perception in relation to trip satisfaction. International Journal of Tourism Research, 12(2), 179-192.
63. Taylor, G., & Laohapensang, O. (2009). Factors influencing internet shopping behaviour: a survey of consumers in Thailand. Journal of fashion marketing and management: An international journal.
64. Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017). Persuasive electronic word-of-mouth messages in social media. Journal of Computer Information Systems, 57(1), 76-88.
65. Teng, S., Khong, K. W., & Goh, W. W. (2014). Conceptualising persuasive messages using ELM in social media. Journal of Internet Commerce, 13(1), 65-87.
66. Thomas, J., & Greg , M. (2004). Building the buzz in the hive mind. Journal of Consumer Behaviour: An International Research Review, 4(1), 64-72.
67. Tong, D. Y. K., Tong, X. F., & Yin, E. (2012). Young consumers' views of infused soft drinks innovation. Young Consumers.
68. Tsao, W.-C., Hsieh, M.-T., Shih, L.-W., & Lin, T. M. (2015). Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. International Journal of Hospitality Management, 46, 99-111.
69. Tsao, W.-C., & Tseng, Y.-L. (2011). The impact of electronic-service quality on online shopping behaviour. Total Quality Management & Business Excellence, 22(9), 1007-1024.
70. Ulker, D., & Ciftci, G. (2020). A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research. Journal of Hospitality and Tourism Management, 43, 209-219.
71. Vahdati, H., Mousavi Nejad, & Hadi, S. (2016). BRAND PERSONALITY TOWARD CUSTOMER PURCHASE INTENTION: THE INTERMEDIATE ROLE OF ELECTRONIC WORD-OF-MOUTH AND BRAND EQUITY. Asian Academy of Management Journal, 21(2).
72. Vilpponen, A., Winter, S., & Sundqvist, S. (2006). Electronic word-of-mouth in online environments: Exploring referral networks structure and adoption behavior. Journal of interactive Advertising, 6(2), 8-77.

73. Wang, C., & Chen, S. (2012). The Relationship Of Full-Service Restaurant Attributes, Evaluative Factors And Behavioral Intention

74. International Journal of Organizational Innovation, 5(2).

75. Wathen, C. N., & Burkell, J. (2002). Believe it or not: Factors influencing credibility on the Web. Journal of the American society for information science and technology, 53(2), 134-144.

76. Watts, S. A., & Zhang, W. (2008). Capitalising on content: Information adoption in two online communities. Journal of the association for information systems, 9(2), 3.

77. Wu, M.-h. (2013). Relationships among source credibility of electronic word of mouth, perceived risk, and consumer behavior on consumer generated media.

78. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. Tourism management, 31(2), 179-188.

79. Ya-Qi, W., Xiao-Yuan, Y., Yi-Liang, H., & Xu-An, W. (2013). Rumor spreading model with trust mechanism in complex social networks. Communications in Theoretical Physics, 59(4), 510.

80. Yoo, K.-H., Lee, Y., Gretzel, U., & Fesenmaier, D. R. (2009). Trust in travel-related consumer generated media. Information and communication technologies in tourism 2009, 49-59.

81. Zarrad, H., & Debabi, M. (2015). Analysing the effect of electronic word of mouth on tourists' attitude toward Destination and Travel Intention. International research journal of social sciences, 4(4), 53-60.

82. Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. Tourism Management Perspectives, 10, 27-36.