Research Paper

The Impact of Electronic Word of Mouth (eWOM) on Visit Intention within the Framework of the Information Adoption Model: A Study on Instagram Users.

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ABSTRACT

Today, social media posts have an important role in tourists' intentions to visit destinations. In this context, the need for research examining the impact of the role of social media on tourists' travel intentions is increasing day by day. This study investigates how Instagram users adopt electronic Word of Mouth (eWOM) and its impact on visit intention within the framework of the Information Adoption Model (IAM). In this context, argument quality, source credibility, and need for information are identified as precursors to information usefulness. The study explores the adoption of this information and its transformation into visit intention. Data were obtained from a sample of 776 individuals who used Instagram between February and May 2023 and subsequently visited destinations shared on the platform. The data were analyzed with the structural equation model using the R program. Argument quality and need for information have a significant effect on information usefulness, while source credibility has no significant effect. Moreover, information usefulness has a significant effect on information adoption and information adoption has a significant effect on visit intention. In this context, practical recommendations are provided for tourism managers and those interested in the field to emphasize eWOM on platforms like Instagram and use them as tools for promoting and marketing destinations.

Keywords: visit intention, eWOM, information adoption model, social media, Instagram

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1. INTRODUCTION

The interaction of technology and tourism has radically changed the nature of tourism and perceptions of the tourism industry (Buhalis & Law, 2008). Today, social media platforms are essential in destination marketing strategies and allow travelers to share their travel experiences in real time (Çelik, 2021; Khan et al., 2022; Kilipiri et al., 2023). Internet reviews, which are comments posted by tourists about the companies, services, and goods they use for tourism, can be considered electronic counterparts of conventional word-of-mouth (WOM) in the travel sector. To assist other travelers, travelers share their experiences with products and/or services through online reviews, describing their satisfaction levels (Yoo & Gretzel, 2008). Social media, mainly electronic word-of-mouth (eWOM), helps tourists reduce tourism decisions' complexity, uncertainty, or risks (Weisberg et al., 2011; Aslan, 2024).

Instagram is the first social media platform that acts like real-life friends, allowing social interaction with other users (Çelik & Taş, 2021). This digital interaction has made Instagram one of the most popular platforms in contemporary marketing literature (Breves et al., 2021). One of the social media platforms with the quickest growth for destination marketing brand promotion is Instagram (Çelik & Bora, 2021). According to a poll by Social Media & User-Generated Content, 73% of online users between the ages of 13 and 24 use the photo-sharing app Instagram (Statista, 2024). Today's consumers are highly dependent on social media, increasingly using the various platforms in this ecosystem (Hanna et al., 2011), gathering information about brands, and shaping their purchase intentions (Sharma & Sheth, 2010; Delafrooz et al., 2019). The impact of social media influencers on purchase intention has recently been widely researched (Masuda et al., 2022; Foroughi et al., 2024). Han & Chen (2021) examined the relationship between the source credibility of social media influencers, social media users' attitudes, and users' travel intentions and found that the trustworthiness of social media influencers is highly related to users' attitudes, which in turn influences social media users' travel intentions.

According to Erkan and Evans (2016), the information adoption model (IAM) has been used extensively in marketing research to clarify the processing of persuasive information and its

connection to customer purchasing behavior. Moreover, the impact of IAM on social media platforms has been widely studied in the tourism industry (Chiu et al., 2023; Khan et al., 2024; Meng et al., 2024). Technology's straightforward process is not examined by adoption models like the technology acceptance model (TAM), theory of reasoned action (TRA), or theory of planned behavior (TPB), even though they aid in understanding how consumers' behavioral intentions toward technology are created. According to Hsieh et al. (2008), although there is a need for early adoption of technology, this acceptance does not ensure ongoing use. According to Sussman and Siegal (2003), IAM explains the dual process of customers' attitudes and behaviors.

In order to ascertain how consumers accept eWOM on Instagram and how it affects their travel habits, this study examines the IAM. The main objective of this study is to close the research gap through the creation of a research model based on IAM. The objectives of the study are as follows:

- How does the information usefulness on Instagram influence users' information adoption processes in travel decision-making?
- How does source credibility affect Instagram users' trust in and adoption of information for travel purposes?
- To what extent does the adoption of eWOM information on Instagram affect users' intention to visit a destination?

The study is structured as follows: Section two provides a literature review based on existing studies. The third section describes the research hypothesis and model. The fourth section describes the research methods, while the fifth portion discusses the analytical outcomes. The final section includes the conclusion and discussion.

2. LITERATURE REVIEW

2.1. Visit Intention

Visit intention is the likelihood of visitors visiting a specific destination (Ahn et al., 2013; Baker & Crompton, 2000). Visit intention combines consumer interest and the likelihood of visiting a location. Numerous research studies have demonstrated that people's attitudes and preferences influence their intention to visit (Beerli & Martin, 2004; Aslan, 2022). Furthermore, happy emotional experiences positively impact travel behavior (Aslan, 2022). Bian and Forsythe (2012) proved that personal features, such as consumers' need for uniqueness and self-monitoring, influence individuals' behavioral intention, and they assumed that traits directly affect intention

toward a behavior. Even though behavioral intentions are not a perfect proxy for actual behavior (Mckercher & Tse, 2012), they are frequently used in marketing studies (Lv et al., 2022). Behavioral intentions are still regarded as the 'gold standard' for self-response marketing outcomes, and they typically demonstrate high psychometric properties. A favorable and meaningful visiting experience predicts positive behavioral intentions (Prayage et al., 2013; Lee, 2024).

2.2. Electronic Word-of-Mouth (eWOM)

Word-of-mouth (WOM) is an essential concept in marketing literature since it refers to how customers share their thoughts on a product or service with others. Electronic word of mouth (eWOM) refers to any positive or negative statement made by potential, actual, or past customers about a product or firm made available to many individuals and institutions over the Internet (Aslan, 2024). Electronic word of mouth refers to consumer experience, evaluation, and suggestion information about products, services, or brands distributed via Internet channels (Hsieh et al., 2012). Unlike traditional media, social media allows users to save and share eWOM (Dellarocas, 2003). In this way, eWOM has gained popularity (Lai et al., 2021). Thus, eWOM plays a crucial influence on tourist decisions because it is the primary source of information (Perez-Aranda et al., 2024).

Social media has been highlighted as an effective method for generating word-of-mouth and influencing consumers in the corporate world (Huete-Alcocer, 2017). It is beneficial since it immediately makes much information available, allowing people to share, discuss, and express their opinions about products and services based on their personal experiences (Hussain et al., 2018). Marketing communication considers eWOM more trustworthy because consumers acquire information directly (Song et al., 2021; Silaban et al., 2023).

2.3. Information adoption model (IAM)

Scholars have demonstrated that eWOM involves the essential exchange of information between individuals sending and receiving information about products and services (Bansal & Voyer, 2000; Erkan & Evans, 2016; Kumar et al., 2023). According to studies, the impact of information differs from person to person, and comparable content might evoke different behaviors and actions among those exposed to it (Cheung et al., 2008; Ribeiro-Navarrete et al., 2021). Sussman and Siegal (2003) developed an IAM theory that combines ELM and TRA to explain how information influences people's decisions and purchasing behavior.

The information adoption model (IAM) was developed to understand better how people form intentions to adopt knowledge (Filieri & McLeay, 2013), and it has been used to demonstrate how consumers can be influenced in their adoption of information posted online (Cheung et al., 2008). Scholars proved using the Information Adoption Model (IAM) that argument quality and source trustworthiness are essential to consumers' perceptions of information usefulness and adoption in eWOM situations (Erkan & Evans, 2016). The IAM has four components: argument quality (the central path), source credibility (the peripheral path), information usefulness, and information adoption (Sussman & Siegal, 2003). The original IAM outlines how argument quality and source credibility influence information usefulness, influencing information adoption behavior (Lee, 2018). According to the IAM, argument quality is an essential key in persuasion. Furthermore, source credibility is a peripheral cue in persuasion (Bhattacherjee & Sanford, 2006; Li, 2013). The dual persuasion process results in users' information acceptance and continuing usage behaviors (Sussman & Siegal, 2003; Hur et al., 2017). Pillay (2021) found a favorable association between source credibility, argument quality, and information usefulness with the implementation of eWOM.

2.4 Relationships between variables and hypothesis development

Argument quality is defined as the astonishing strength of a statement in an informational communication (Hussain et al., 2017). The quality of arguments heavily influences information usefulness. Perceived argument quality was found to have a significant and positive effect on perceived information usefulness, further emphasizing its role in shaping information usefulness (Jiang et al., 2022). Furthermore, in the tourism context, argument quality has significantly influenced benefits, emphasizing its importance in decision-making processes (Kim & Petrick, 2021; Gödekmerdan Önder, 2022). Moreover, high argument quality was associated with more complete information provision, thus positively affecting the perceived usefulness of information (Mafé et al., 2018). In the information adoption model proposed by Sussman and Siegal (2003), perceived argument quality was used as a predictor of the perceived usefulness of the information. Their study showed that perceived usefulness and adoption intention also increased as the quality of information arguments increased. High-quality eWOM arguments contain detailed and logical explanations. Users find such arguments more credible than superficial or incomplete information, making the information more influential in decision-making (Erkan & Evans, 2018). Khwaja et al. (2020) further emphasized the importance of argument quality in shaping consumer behavior in

eWOM and purchase intentions. Moreover, the adoption of online reviews has been influenced by argument quality, which positively affects perceived value and information adoption (Xu & Yao, 2015). Accordingly, the following hypothesis is proposed.

H1. eWOM argument quality significantly and positively impacts information usefulness.

Source credibility is defined as "the perceived ability and motivation of the message source to produce accurate and truthful information" (Li & Zhan, 2011). Source credibility defines whether users regard an information source as credible, competent, and trustworthy (Gunawan & Huarng, 2015) based on competence, trustworthiness, and attractiveness (Teng et al., 2014). Source credibility is the degree to which an information source is seen to be professional, reliable, credible, and well-informed (Petty & Cacioppo, 1986). The credibility of eWOM refers to the message's integrity, knowledge, reputation, and honesty (Savolainen, 2011). In the context of information adoption, source credibility is shown as the environmental cues of messages that influence the usefulness of information. Information from a trusted source makes the consumer find it more valuable and meaningful. When the source is trustworthy, consumers believe eWOM information more and use it more effectively in their decision-making process (Hajli, 2014). Therefore, source credibility directly affects the information's perceived usefulness (Cheung & Thadani, 2012). Moreover, information from trusted sources is retained longer in consumers' decision-making process. This suggests that information from trusted sources is useful and effective (Filieri & McLeay, 2014). Yılmazdoğan et al. (2021) emphasized the importance of source credibility in shaping travel intentions. Similarly, Asyraff et al. (2022) highlighted the increasing role of social media influencers in tourism, especially during the pandemic period, focusing on the impact of Instagram influencers' source credibility on domestic travel intentions. Furthermore, Abedi et al. (2019) contend that the credibility of eWOM information is positively associated with its usefulness. Accordingly, the following hypothesis is proposed.

H2. eWOM source credibility significantly and positively impacts information usefulness.

The belief that information is necessary to learn more about a particular subject or to discover answers to questions influences the behavior of someone seeking information (Campbell, 1995). According to studies, consumers' tendency to ask for advice and opinions drives WOM participation (Sundaram et al., 1998; Wolny & Mueller, 2013). Hoffman and Novak (1996) also observed that users who interact with websites to find pertinent information typically make decisions about purchasing online. Customers will likely find social media content beneficial and

continue using it (Leong et al., 2021). When consumers find the information they need, they trust it more and move faster through decision-making. Moreover, users particularly care about the reliability and accuracy of information from online reviews. This increases the usefulness and effectiveness of eWOM (Cheung et al., 2008). The availability of different experiences and interpretations meets the need for information more effectively. Information obtained through eWOM becomes more valuable as trust in information increases (Park et al., 2007). As a result, using social media to look for information has become more advantageous due to its necessity (Silaban et al., 2023). Accordingly, the following hypothesis is proposed.

H3. The need for information on eWOM has a significant and positive impact on information usefulness.

According to Cheung et al. (2008), information usefulness is the degree to which a person feels that applying the information will deepen their understanding. Information usefulness has a significant impact on information adoption, according to the Information Adoption Model (IAM) (Nadlifatin et al., 2022; Wang & Sun, 2020). According to Chong et al. (2018), the positive usefulness of eWOM has significantly impacted information adoption. Perceived information usefulness impacts information adoption, although attitude toward eWOM information moderates this effect (Abedi et al., 2019). Moreover, they demonstrated that the associations between information adoption and perceived ease of use might be mediated by the perceived value of electronic word-of-mouth (eWOM) (Chong et al., 2018). When consumers receive an applicable eWOM message, they have a more positive view of the product or service and are more willing to make decisions based on this information (Cheung et al., 2008). Useful information addresses user needs and increases interest in a particular product or service. Moreover, useful information increases the adoption rate of eWOM messages that provide information in line with the recipient's needs (Mudambi & Schuff, 2010). Ayuni (2020) states that eWOM adoption positively influences consumers' purchase intentions. Sardar et al. (2021) found that information usefulness plays a vital role in social media in consumers' adoption of eWOM information. Accordingly, the following hypothesis is proposed.

H4. Information usefulness significantly and positively impacts information (eWOM) adoption.

The first step in comprehending how intentions are formed is adopting information. According to Sussman and Siegel (2003), the information adoption process within the knowledge transfer process implies that when users specify their goal for adopting a technological or behavioral

aspect, they will develop particular inclinations towards adopting specific preferred concepts, behaviors, and beliefs. Implementing the IAM requires the information adoption process, a crucial component of social media usage (Erkan & Evans, 2016; Hussain et al., 2018). This could involve browsing content online, looking for help online, asking for recommendations, and more (Knights et al., 2021). Since eWOM can build interpersonal trust and individuals find online reviews more trustworthy than traditional advertisements, individuals pay more attention to eWOM when making travel decisions (Aslan, 2024). As positive comments in online reviews increase, potential visitors' intention to visit increases (Kim et al., 2011). According to Tapanainen et al. (2021), incorporating eWOM information can also affect consumers' travel intents and decisions. According to Assaker and O'Connor (2020), eWOM shared in online communities dramatically improves perceptions of behavioral control, subjective norms, views for visiting Iran, and travel intention. Similarly, Purwanto et al. (2021) concluded that eWOM significantly positively impacts behavioral intention. As eWOM becomes more widely used, visitors will be able to plan their visits and suggest locations based on the knowledge they have already gained (Tapanainen et al., 2021; Wang et al., 2015). Accordingly, the following hypothesis is proposed.

H5. Information (eWOM) adoption significantly and positively impacts visit intention.
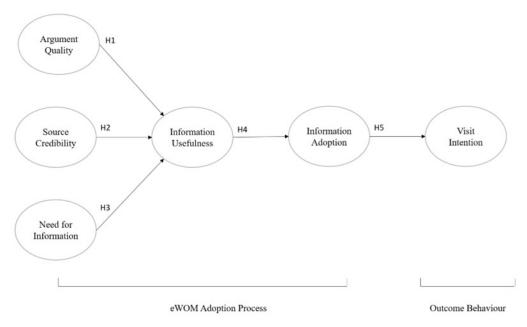

Figure 1. Conceptual model

3. METHODOLOGY

The empirical segment of this study was conducted in Turkey using a survey method. Data were obtained from a convenience sample of 776 individuals who used Instagram between February and May 2023 and subsequently visited destinations shared on the platform. The first section of the survey provided participants with information about the purpose of the study. The second section focused on demographic questions, while the final section presented expressions related to the research model. A five-point Likert scale was employed to measure the main constructs, with statements adapted from previous studies.

Statements for argument quality were derived from Erkan and Evans (2016) and Leong et al. (2021), source credibility from Erkan and Evans (2016), need for information from Erkan & Evans (2016) and Leong et al. (2021), information usefulness and information adoption from Khwaja et al. (2020), and visit intention from Tapanainen et al. (2020). Given that the official language in Turkey is Turkish, the survey was translated into Turkish using the back-translation method recommended by Brislin (1976) to mitigate the potential impact of cultural and language differences. Additionally, the Turkish version of the survey underwent scrutiny from two experts specializing in Management Information Systems and Marketing. Furthermore, a pilot study involving 26 undergraduate university students was conducted, with most participants expressing that the language used was clear and easily understandable.

4. RESULTS

The results section will commence by presenting preliminary data analysis through demographic statistics. Subsequently, a two-stage Structural Equation Modeling (SEM) approach will be adopted to confirm the conceptual model and test the associated hypotheses. The results of the first stage, Confirmatory Factor Analysis (CFA), are presented in Section 5.2, followed by the structural model results in Section 5.3.

4.1. Demographic statistics

Demographic statistics will be provided to offer insights into the characteristics of the study participants. This initial analysis aims to set the context for the subsequent examination of the structural model.

Table 1. Demographic Characteristics of Respondents

Demographic Profile		Number of Respondents (N=505)	Percentage (%)
Gender	Man	434	56
	Woman	342	44
Age	18-25	512	66
	26-35	163	21
	35+	101	13
Marital status	Married	178	23
	Single	598	77
Educational level	Undergraduate student	570	74
	Graduate student	206	26
Monthly income	Less than 1 minimum wage	371	48
	Less than 2 minimum wages	204	26
	3 minimum wages and above	201	26
Duration of owning an Instagram account	Less than 1 year	72	9
	1-3 years	142	18
	5 years and above	562	73
Daily average Instagram usage time	Less than 1 hour	200	26
	1-3 hours	336	43
	5 hours and above	240	31
Total		776	100

Table 1 illustrates that the study included 776 participants. When examined by gender, more than half of the participants (56%) identified as male, while 44% identified as female. Regarding age, the majority of participants (66%) fell within the 18-25 age range. The majority of participants (77%) reported being single. In terms of education, 74% of participants indicated that they had completed a bachelor's degree. Participants were asked to express their monthly income in terms of minimum wage. Accordingly, the majority (48%) stated that they had an income less than one minimum wage. 26% reported earning less than two minimum wages, while the remaining 26% declared an income of three minimum wages or more.

Concerning Instagram usage, the majority of participants (73%) reported having had an Instagram account for five years or longer. Participants were also asked about their daily average time spent on Instagram. The majority (43%) indicated spending "1-3 hours" per day, 31% reported spending 5 hours or more, and 26% declared spending less than 1 hour.

4.2. Confirmatory factor analysis (CFA)

This section will present the outcomes of the Confirmatory Factor Analysis (CFA), which is employed to verify the measurement model and assess the relationships among the latent

constructs. The results will shed light on the validity and reliability of the measurement instruments used in the study.

CFA involved the assessment of a series of fit indices, including "Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Normed Chi-Square (CMIN/DF), Normed Fit Index (NFI), and Root Mean Square Error of Approximation (RMSEA)" (Byrne, 2010; Hair et al., 2010; Tabachnick & Fidell, 2007). The CFA results are presented in Table 2. The findings indicate that all goodness-of-fit values fall within the range of acceptable and good-fit values. These results support the validity and reliability of the measurement instruments used in the study, confirming that the proposed model fits the collected data well.

Table 2. Fit Indices

Fit Indices	Measurement Model
CMIN/DF	581,779/237=2,45
CFI	0,976
TLI	0,972
NNFI	0,972
RFI	0,954
NFI	0,960
IFI	0,976
RNI	0,976
RMSEA	0,043
GFI	0,941
AGFI	0,925

To test the reliability and validity of the constructs, various criteria have been adopted, including "Composite Reliability (CR), Cronbach's alpha, and Average Variance Extracted (AVE)" (Fornell & Larcker, 1981; Hair et al., 2010). As observed in Table 3, it is determined that the AVE values for all constructs are above 0.50. These findings align with the recommended values by Fornell and Larcker (1981) and Hair et al. (2010).

Table 3. Validity and Reliability Analysis

Latent Construct	Cronbach's alpha	AVE	CR
AQ	0,885	0,659	0,885
SC	0,849	0,585	0,849
NI	0,887	0,664	0,888
IU	0,895	0,677	0,893
IA	0,888	0,663	0,887
VI	0,864	0,616	0,865
AQ: Argument Quality; SC: Source Credibility; NI: Need for Information; IU: Information Usefulness; IA: Information Adoption; VI: Visit Intention			

The highest AVE value is recorded for IU (0.677), while the lowest AVE value is observed for SC (0.585). Additionally, CR values have been computed, and all latent constructs have a CR value greater than 0.70, as suggested by Fornell and Larcker (1981) and Hair et al. (2010). As presented in Table 3, IU has the highest CR value (0.893), while the lowest CR value is attributed to SC (0.849). Furthermore, the Cronbach's alpha values for all constructs are above 0.70, indicating satisfactory internal consistency. The highest Cronbach's alpha value was recorded for IU (0.895), and the lowest value was found for SC (0.849). These results collectively indicate that the constructs in the study demonstrate adequate reliability and validity, meeting the recommended thresholds in relevant literature.

Table 4. Correlation Matrix and Discriminant Validity

Latent Construct	AQ	SC	NI	IU	IA	VI
AQ	1					
SC	,808**	1				
NI	,705**	,730**	1			
IU	,697**	,689**	,825**	1		
IA	,691**	,667**	,797**	,860**	1	
VI	,656**	,691**	,743**	,778**	,801**	1

Table 4 presents the correlation matrix among the constructs. When examining the correlations between the constructs, it is observed that there are significant and positive correlations among all constructs. The highest correlation is found between IA and IU (r=0.860; p<0.01). Conversely, the lowest correlation is observed between VI and AQ (r=0.656, p<0.01). These findings suggest a coherent pattern of associations among the constructs, indicating that the variables are related in a meaningful way. The strong positive correlations, particularly the highest one between IA and IU, suggest a robust relationship between these constructs in the context of the study. Conversely, the lower correlation between VI and AQ indicates a comparatively weaker association between these two constructs. Overall, the correlation matrix provides valuable insights into the interrelationships among the study variables.

Table 5. Standardized Regression Weights (Factor Loading)

Items	Estimate
Argument Quality	
(AQ1) I believe there is enough information to support that opinion.	,813
(AQ2) The information provided seems to be objective.	,811
(AQ3) It seems to me that the information is understandable.	,815
(AQ4) The information is clear to me.	,807
Source Credibility	
(SC1) The information presented here is convincing to me.	,823
(SC2) In my opinion, the information is very influential.	,763
(SC3) This information appears to be reliable.	,799
(SC4) I believe the information is accurate.	,666
Need of Information	
(NI1) Whenever I plan a trip to a destination, I use information on Instagram.	,806
(NI2) I frequently use information on Instagram when I have little experience traveling to a destination.	,796
(NI3) I usually refer to information on Instagram to find out which alternative is the most suitable for me.	,841
(NI4) In order to prepare for a trip, I often collect information from Instagram.	,815
Information Usefulness	
(IU1) The information on Instagram is useful to me.	,820
(IU2) The information on Instagram was useful to me.	,831
(IU3) In terms of my decision to visit, I found the information on Instagram useful.	,824
(IU4) The information on Instagram is valuable to me.	,816
Information Adoption	
(IA1) My knowledge of destinations was enhanced by the information provided on Instagram.	,813
(IA2) I was able to make a better decision after reviewing the information on Instagram.	,831
(IA3) I was able to make better decisions when it came to visiting.	,795
(IA4) I was inspired by the information on Instagram to make the decision to visit.	,818
Visit Intention	
(VI1) As soon as I learned about the destination, I decided to visit it.	,773
(VI2) I will most likely visit the destination.	,801
(VI3) Whenever I plan to travel, I will choose a recommended destination on Instagram.	,796
(VI4) I will recommend destinations shared on Instagram to my friends.	,768

The standardized regression weights offer insights into the strength and direction of the relationships, emphasizing the importance of each item in measuring the underlying constructs. Table 5 displays the standardized regression weights for all statements belonging to each scale. The standardized regression weights for all statements of the scales are observed to be higher than 0.50, as recommended by Hair et al. (2010). These results indicate that each statement contributes significantly to its respective construct, supporting the robustness of the relationships between the latent variables and their indicators.

4.3 Structural model

The Structural Equation Modeling (SEM) results will be presented in this section, offering insights into the relationships between the constructs and testing the hypothesized connections. The findings will contribute to the overall understanding of the study's conceptual framework and its applicability to the collected data.

After CFA, in the second stage, the hypotheses of the research model were analyzed using Structural Equation Modeling (SEM). Firstly, it was determined that the goodness-of-fit values of the structural model were at the recommended levels: CMIN/DF=2.56; CFI=0.974; RMSEA=0.045; IFI=0.974; RFI=0.952. This situation supports the adequacy of the structural model (Hair et al., 2010). The predictive validity of the research model also indicates that a substantial variance is explained for information usefulness (0.877), information adoption (0.943), and visit intention (0.845).

Regarding the testing of research hypotheses, the results of path coefficient analyses are shown in Table 6. Accordingly, information usefulness is significantly and positively predicted by argument quality (γ=0.287, p <0.013) and need for information (γ=0.846, p <0.000). However, the impact of source credibility (γ=-0.173, p <0.187) on information usefulness is not supported. Additionally, information adoption is found to be significantly predicted by information usefulness (γ=0.971, p <0.000). Lastly, it is observed that visit intention is significantly predicted by information adoption (γ=0.919, p <0.000).

Table 6. Results of Hypotheses Testing

	Hypothesized path			Std B	Std error	z value	p	Conclusion
H1	IU	<—	AQ	0,287	0,328	2,497	0,013	Supported
H2	IU	<—	SC	-0,173	0,374	-1,319	0,187	Not supported
H3	IU	<—	NI	0,846	0,252	9,577	****	Supported
H4	IA	<—	IU	0,971	0,189	7,568	****	Supported
H5	VI	<—	IA	0,919	0,073	7,639	****	Supported

5. CONCLUSION

The research results yield several important points. First, the hypothesis test results indicate that argument quality affects information usefulness (H1). The quality of clear and concise arguments can influence information usefulness. When consumers read comments about a service or product on Instagram, it shows that the message is accurate and objective. Social media platforms, especially Instagram, have become a leading tool for information and travel decision-making about a destination. This outcome is consistent with earlier studies that demonstrate argument quality's critical role in information usefulness (Matute et al., 2016; Teng et al., 2014; Khwaja et al., 2020; Verma & Dewani, 2021).

Second, the hypothesis test results revealed that source credibility does not affect information usefulness (H2). eWOM source credibility is essential in determining the usefulness of information shared online. Moreover, eWOM credibility positively affects the usefulness of the information shared and leads consumers to have more positive attitudes toward the content (Moliner-Velázquez et al., 2023). However, negative eWOM experiences can also affect the overall perception of eWOM by leading to a reassessment of the source's credibility and trustworthiness (Le & Ryu, 2023).

Third, it was found that the need for information significantly and substantially influences information usefulness (H3). This indicates that Instagram users find much helpful information in the relevant medium (Silaban et al., 2023). Gumpo et al. (2020) highlighted that Instagram is perceived as a valuable source of information for young consumers when deciding on tourist destinations. The study emphasized the importance of Instagram's perceived usefulness, ease of use, and reliability in influencing young consumers' attitudes, intentions, and usage. Furthermore, Agustini et al. (2021) pointed out that Instagram's ease of use during the COVID-19 pandemic made it an essential tool to meet user needs, including tourism-related. This is in line with the findings of (Anuar et al., 2021), who highlighted the role of Instagram in delivering messages to users and emphasized that Instagram is a popular platform for decision-making before travel.

Fourth, information usefulness is an essential determinant of information (eWOM) adoption (H4). Information usefulness is critical to electronic word-of-mouth (eWOM) adoption (Cheung et al., 2009). Moreover, attitudes toward eWOM are crucial in assessing information usefulness and adoption (Ngarmwongnoi et al., 2020). The quality, reliability, usefulness, and ease of eWOM

information are essential in determining online consumers' intentions to adopt eWOM and make purchase decisions on social media (Rahaman et al., 2022). Perceived usefulness positively influences eWOM information adoption, predicting consumers' purchase intentions (Song et al., 2021). Moreover, previous research has emphasized that information usefulness is an important indicator of information adoption and purchase intention (Reddy et al., 2022), and information usefulness and related interactions are vital characteristics that influence information adoption online (Hussain et al., 2020).

Finally, the study results indicate a significant relationship between the adoption of information (eWOM) and visit intention (H5). As a result, after consumers adopt eWOM obtained on Instagram, they are more likely to visit a destination where the information obtained can support their decision (Silaban et al., 2023). Prasad et al. (2019) found that eWOM significantly influences purchase intention towards consumer electronics. Similarly, Sardar et al. (2021) emphasized that the adoption of eWOM information is linked to online purchase intention among young consumers. Moreover, research by Moradi and Zihagh (2022) showed that eWOM adoption has a positive and significant impact on behavioral intention, especially in the context of restaurant customers. Moreover, the quality and reliability of eWOM information have been identified as critical factors influencing consumers' intentions to adopt eWOM and make purchase decisions. Rahaman et al. (2022) highlighted the significance of eWOM information quality, dependability, usefulness, and ease of use in influencing online consumers' propensity to embrace eWOM and shape their social media purchasing decisions. In addition, Bataineh (2015) showed that eWOM quality and credibility significantly influence purchase intention.

5.1. Theoretical implications

This study contributes to developing eWOM as an essential marketing element in the tourism sector by expanding the Information adoption model (IAM) field of study. One of the leading social media extensions, Instagram, can increase consumer awareness of eWOM. The findings of this study suggest that adopting eWOM information enhances the probability of consumers engaging with Instagram. The study's findings are similar to those of previous studies such as Erkan and Evans (2016) and Cheung and Lee (2008), which show how IAM's information usefulness, argument quality, and information need affect the information adoption process. Information usefulness is a factor that facilitates the adoption of eWOM information on Instagram.

According to the study results, information usefulness emerges as the most significant factor influencing eWOM adoption. Moreover, information needs play a critical role in eWOM usefulness, while information (eWOM) adoption is an essential factor in visit intention. This study shows that eWOM on Instagram can be helpful if it meets consumers' information needs and is presented with quality arguments using IAM. Based on the information provided, to boost visit intention, it is recommended to encourage consumers to adopt information that they perceive as useful from Instagram. Also, the persuasive power and quality of arguments in eWOM contribute significantly to the credibility, trustworthiness and usefulness of information shared online and ultimately influence consumer perceptions and behaviors.

The effects of social media platforms on travel intentions, especially the impact of eWOM on users' behavioral intentions, have been widely studied (Teng et al., 2014; Silaban et al., 2023). The fact that the participants in this study were primarily young people contributed to the literature on the information acquisition processes of young users using social media platforms. Young users use social media platforms more actively and trust eWOM comments more. Young people's use of social media and their behavior toward eWOM are similar to the findings of Han and Chen (2021). In this context, the study's findings confirm that the influence of social media on young users' travel intentions is strong.

5.2. Practical implications

The study provides recommendations on the aspects destinations or businesses should focus on when utilizing Instagram. Social media tools, especially Instagram, are essential in disseminating information about destinations to large audiences. Destination managers should recognize the influence of eWOM on information adoption in shaping visitors' intentions. For example, destination stakeholders may pay more attention to choosing influencers seen as experts in their field. Inviting expert and trusted influencers to share captivating photos and informative content about destinations and businesses can effectively reach numerous potential visitors and boost their intention to visit. Moreover, if influencers incorporate accurate and reliable information into their content, it will enhance trust in them and positively influence individuals' travel intentions. Consequently, information should be shared from suitable sources when collaborating with influencers.

Moreover, destination stakeholders' accurate and reliable use of Instagram can be essential in building quality relationships with tourists, positively affecting tourists' travel intentions. That is,

if information about the destination is conveyed to consumers clearly, precisely, and reliably, it will increase the likelihood that consumers will be interested in that destination. For example, the promotion should include official statistics, first-hand photographs and information from people with relevant expertise. If customers believe that the information on Instagram is transparent and accurate, they are more inclined to accept eWOM and their behavioral intentions are positively influenced. Finally, given the impact of information use on visit intention, destination stakeholders should provide some offers to encourage consumers to share their travel experiences. Membership and relationship reward point systems can enable consumers to use helpful information.

5.3. Limitations and future research directions

The study has some limitations. First, the sample is limited to Turkish consumers, but consumers in other countries may have different attitudes toward eWOM. The findings may vary in samples with different geographical or cultural characteristics. Secondly, since the results of this study are derived from quantitative data, future research could benefit from employing qualitative approaches to explore in depth why certain hypothesized relationships are not supported. Furthermore, future studies could extend the knowledge of eWOM using various social media platforms. Lastly, this study focuses on specific variables within the information adoption model (IAM) framework (e.g., argument quality and information need). However, other potential variables and models could be used to explain the impact of eWOM. For example, the model could be extended by adding emotional influences, community norms, or other social factors.

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