

FACTORS INFLUENCING CONSUMER
INTENTION TO ADOPT SOCIAL MEDIA FOR
PLANNING FOOD TOUR IN KLANG VALLEY

BY

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- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
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- (3) Sole contribution has been made by me in completing the FYP.
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DEDICATION

TUNKU ABDUL RAHMAN

For providing me an opportunity to conduct this research project.

Ms. Tai Lit Cheng

Supervisor who provides me with a lot of insightful feedbacks, opinions, and assistances in order to ensure that I am on the right path throughout the process of this research project.

300 Survey Respondents

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LIST OF ABBREVIATIONS

PU	Perceived Usefulness
PT	Perceived Trust
PEU	Perceived Ease of Use
MR	Media Richness
BI	Behavioral Intention
UGC	User-Generated Content
MOTAC	Ministry of Tourism, Arts and Culture
TAM	Technology Acceptance Model
MRT	Media Richness Theory
SEM	Structural Equation Modelling
UNWTO	United Nations World Tourism Organization
SPSS	Statistical Package for Social Science
MTPB	Malaysian Tourism Promotion Board

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PREFACE

In this day and age, the integration of technology and social media has become more and more influential in shaping various aspects of our daily lives. This research strives to explore the intricate relationship between consumers and social media platforms, specifically on their intention to adopt these platforms for planning food tours in Klang Valley, a place renowned for its abundance of Malaysian heritage food. This research seeks to examine the underlying determinants that stimulate consumers to contemplate on adopting social media for planning their food tours in this bustling region.

The trend of using social media for travel planning is becoming increasingly prevalent among the public, especially after the government's decision to reopen the Malaysian borders. Thus, understanding the everchanging of consumer behavior regarding the usage of social media becomes crucial for businesses, scholars, and government entities alike. By delving into the factors influencing consumers to pick up this practice, this research can contribute valuable insights to these parties so that they develop innovative ideas and strategies to promote and shape the future landscape of food tourism in Klang Valley.

There are numerous underlying factors that motivate consumers to use social media for planning food tour in Klang Valley, given the intricate nature of consumer behavior. In the context of this study, researcher will delve into key factors such as perceived usefulness, perceived trust, perceived ease of use, and media richness which play vital roles in influencing consumers to utilize social media for travel planning, as demonstrated in past research. Through the findings of this research, the readers can gain a broader understanding towards this complex phenomenon.

ABSTRACT

The main objective of this research is to determine the factors that influence consumers intention to adopt social media for planning food tour in Klang Valley. In this paper, researcher has investigated the relationship between perceived usefulness, perceived trust, perceived ease of use, media richness and consumer intention to adopt social media for planning food tour in Klang Valley. In addition, this research also tested which factor has the highest influence on this phenomenon.

The target respondents of this research involve the individuals who have been to Klang Valley for the purpose of dining before, and also have experience with using social media for planning food tour before. 300 sets of survey questionnaires were distributed within Klang Valley, and through convenience sampling and snowball sampling method. The raw data is then used for conducting Reliability Analysis, Multiple Regression Analysis, and Pearson Correlation Analysis through Statistical Package for Social Science (SPSS) version 27.

This paper has verified that perceived usefulness, perceived trust, perceived ease of use, and media richness has a significant positive relationship with consumer intention to adopt social media for planning food tour in Klang Valley. Moreover, it has also proven that perceived usefulness has the highest influence on this phenomenon. This paper also can provide guidance for food operators, tourism board, government, and future researchers to improve the state of tourism industry which has been in decline since COVID-19 pandemic. Lastly, researcher has highlighted the implications and limitations of this research, and has also provided recommendations for future research in this field of study.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

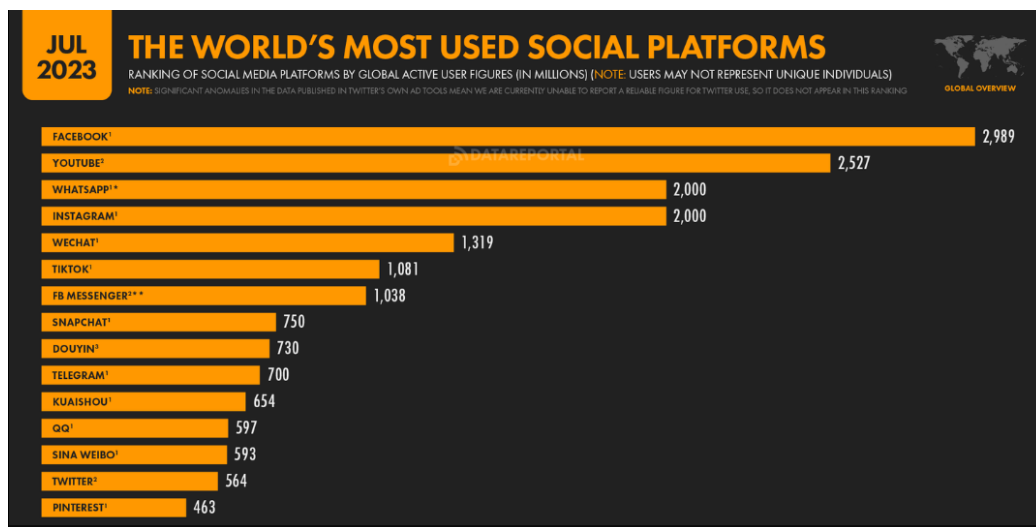
1.1 Background of Study

Food tourism, also known as culinary and gastronomy tourism, is a type of tour that emphasizes on exploring and enjoying the popular food and beverages in a destination of interest (Ellis, et al., 2018). Throughout the years, food has always been a main attraction for tourists because the local food of a country is the representation of a country's uniqueness, culture, and identity (Rousta, A., & Jamshidi, D, 2020). If the local food of a country is good, it can create a memorable and pleasant travelling experience for the tourists. It is a general fact that travelling abroad can be a daunting experience for majority of the people due to language barriers, cultural barriers and a lack of understanding to the foreign country. However, the widespread usage of the Internet and social media has drastically improved and revolutionized all industries across the world, notably the tourism industry as it is an information-intensive industry. Social media has become indispensable in the tourism industry, especially in aspects like information search, decision-making behaviour and promoting tourism (Zeng, B, 2013). Social media is generally considered as one of the most informative sources in the tourism industry since it gives travellers the ability to gather various information that could come in handy while travelling abroad such as weather forecasts, hotel reviews, restaurant reviews, transportation, pricing of the attractions, and so forth (Miguéns, et al. 2008).

In this digital age, people have not only become proficient with gathering information on social media, but they also often share their opinions and experiences in the form of User-Generated Content (UGC), which in turn influences the travel plans of other travellers (Singh, S. & Srivastava, P, 2019). In the context

of food tourism, social media platforms such as Facebook and Instagram have become a major source of information and inspiration for travellers to decide on their travel destinations. This is because such platforms allow their users to discover and share their culinary experiences in the forms of comments, reviews, messages, pictures, videos, and recommendations (Saboureau, J & Godfrain, O, 2023). The opinions and experiences of other people can be taken into considerations by travellers during the travel planning process, thereby mitigating the risk of making poor travel-related decisions (Narangajavana, et al. 2017).

Figure 1.1: The world’s most used social media platforms (in millions)



Source: DataReportal, 2023.

Both Facebook and Instagram are amongst the most popular social media platforms. According to a statistic by DataReportal, Facebook is ranked as the 1st most used social media platform, it has a total of 2.989 billion monthly active users whereas. In contrast, Instagram is ranked as the 4th most used social media platform, with a total number of 2,000 billion monthly active users. Thus, both of these platforms can be effective mediums to boost the popularity of the food tourism sector of a country due to their substantial user base. With the usage of Facebook and Instagram, users can share pictures and videos of food, not to mention that they can also write down the food information and their culinary experiences as caption of the post. In addition, users can also add hashtags in their social media posts, which is a label that can help users to find other posts with similar theme and content to the one that they clicked on (Salleh et al., 2021).

1.2 Research Problem

Malaysia has a global reputation for its cultural diversity. The country is made up of many unique ethnicities, cultures, religions, social norms and values (Kawangit, et al., 2012). As a result, Malaysia is a popular destination for food tourism because it offers a diverse mix of Malay, Chinese, and Indian Cuisine. However, the COVID-19 pandemic has caused economic crises all across the globe. This phenomenon has negatively affected many industries in Malaysia, especially the tourism sector since the Malaysian government has closed down its borders, leaving the tourism-related businesses with little to no profit during the lockdown.

Figure 1.2: Amount of tourist arrivals and receipts to Malaysia by year

YEAR	 ARRIVALS	 RECEIPTS (RM)
2022	10.07 million	28.23 Billion
2021	0.13 million	0.24 Billion
2020	4.33 million	12.7 Billion
2019	26.10 million	86.1 Billion
2018	25.83 million	84.1 Billion
2017	25.95 million	82.1 Billion
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion

Source: Tourism Malaysia, 2023.

Based on the Ministry of Tourism, Arts and Culture (MOTAC), the number of inbound tourist arrivals has dropped to 0.13 million in 2021, as compared to the 26.10 million people who visited Malaysia in 2019, before the pandemic. On top of that, the pandemic has also caused the tourism receipts of Malaysia to reach an all-time low of RM0.24 Billion in 2021 (Figure 1.2). The two-year closure of borders has hit the tourism industry hard as Malaysia has lost about RM255 billion in tourism receipts (Jaafar, F & Azman, N, H, 2022). Although the country has reopened its border in 2022, but the number of tourist arrivals and tourism receipts is still insignificant compared to the pre-pandemic period.

In order to remain competitive in the industry, many businesses are starting to adopt social media. This is because is an effective marketing instrument in influencing

people's behaviour in planning a trip, as well as influencing other tourism-related decisions (Cheunkamon, et al., 2020). The UGC on social media can drastically affect tourists' perceptions, attitudes and beliefs towards tourist attractions, travel accommodations, and restaurants. Over the last decade, tourists often turn to social media to search for travel-related information because they believe that the online reviews, comments, and experiences posted by other users can assist them to make better travelling decisions, thereby improving the quality of their trips (Chavez, et al., 2020). Currently, Malaysians' adoption of social media for planning tours is still in the early stages. This is due to the Movement Control Order (MCO) that was imposed by the Malaysian government throughout years 2020 and 2021, which prevented the citizens from picking up on this trend. However, after the travelling restriction has been lifted, this trend will become more and more widespread over time. Hence, researcher acknowledge the necessity for a research to enhance understanding regarding this emerging phenomenon, which is why this research will investigate the variables influencing consumer intention to adopt social media for planning food tourism in Klang Valley by studying the impact of perceived usefulness, perceived ease of use, perceived trust and media richness on consumer intention to adopt social media.

1.3 Objectives of Study

1.3.1 General Objectives

This research is conducted to investigate the factors that influence consumer intention to adopt social media for planning food tour in Klang Valley. The researcher examines how variables like perceived usefulness, perceived trust, perceived ease of use, and media richness may impact the implementation of social media for planning food tour among travellers.

1.3.2 Specific Objectives

The research objectives are as follows:

- 1) To investigate how perceived usefulness, perceived trust, perceived ease of use, and media richness can affect consumer intention to adopt social media for planning food tour in Klang Valley.
- 2) To examine why travellers rely on social media for planning food tour in Klang Valley?
- 3) To identify which factor has the strongest influence on consumer intention to adopt social media for planning food tour in Klang Valley.

1.4 Research Questions

This research seeks to address the research questions below:

- 1) Is there a relationship between perceived usefulness, perceived trust, perceived ease of use, media richness and consumer intention to adopt social media for planning food tour in Klang Valley?
- 2) Why do travellers rely on social media for planning food tour in Klang Valley?
- 3) Which factor has the strongest influence on consumer intention to adopt social media for planning food tour in Klang Valley?

1.5 Significance of Study

Nowadays, people have been using social media for travel planning whereas businesses with tourism and hospitality nature have also been using social media to promote their brands. However, it is noteworthy that in Malaysia, there are still many individuals who are not familiar with this practice. Hence, one of the objective of this study is to raise awareness about the benefits and informativeness of using social media for vacation planning among tourists. For instance, the development of social media has made it easier for consumers to gather information online. This

is because it can be accessed at anywhere and anytime through electronic devices, without location and time constraints (Yan, N, 2021).

Besides that, this research also strives to improve the current state of the tourism industry in Malaysia which has been on a decline ever since the COVID-19 pandemic by promoting the usage of social media in planning and organizing trips. Social media help tourists to justify their purchases and their selected travel destinations, thereby reducing their doubts and uncertainties when it comes to travelling abroad (Tham, et al., 2020)

Through this research, food operators can capture the everchanging consumer behaviour by understanding the drivers that cause them to have the intention to adopt social media for tour planning. After understanding the consumer behavior, they can utilize this information and develop marketing strategies accordingly to attract more tourists to visit Klang Valley to enjoy the local cuisines, thereby stimulating growth in the food tourism industry.

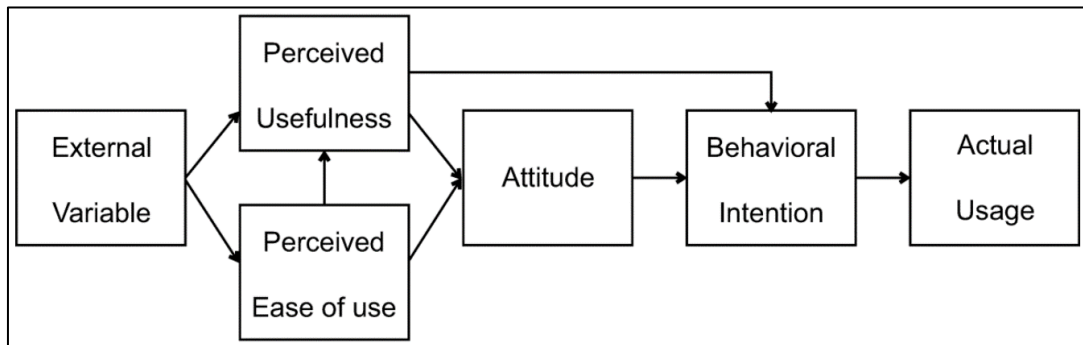
In addition, this research can help tourism board to recognize the importance of social media marketing in promoting the food tourism industry. Tourism board can utilize platforms such as Facebook, Instagram, and TikTok to promote local food spots that can showcase the unique culinary experiences and food culture of Malaysia. This can pique the interest of travellers to visit the country and try out the local cuisines, thereby stimulating growth in the tourism industry.

Besides that, this research may help generate ideas and provide inspiration for academicians, and future researchers in their studies so that they can come up with solutions to address the decline and stagnant state of food tourism. On top of that, this research stresses the seriousness of this underlying issue so that the government will recognize the need to take immediate action in solving the issue. The information in this research could also assist the government to further improve and develop the food tourism industry as it can be a significant contributor to the economy of Malaysia.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying Theory

Figure 2.1 Technology Acceptance Model by Davis (1989)



Source: Davis (1989)

The Technology Acceptance Model (TAM) is a model which was developed by Davis in 1989. TAM model explains the users' acceptance towards new technology and explains their rationales behind the adoption and usage of such technology. Under this model, Davis proposed that "perceived usefulness" and "perceived ease of use" are the two key factors that influence people's acceptance and adoption of any new technology being introduced (Davis, 1989). In his study, perceived usefulness refers to the extent to which an individual believes that the usage of the technology will improve his/her performance; whereas perceived ease of use refers to the extent to which an individual deems that using the technology would be effortless (p. 320). TAM has become a widely adopted model which has contributed greatly to the different fields of knowledge due to its universality and simplicity (Singh, S. & Srivastava, P. 2019). Over the years, TAM has been further developed and extended by researchers to investigate the adoption of technologies such as online shopping, livestream shopping, mobile wallet, social media, etc. For instance, Ayeh, et al. (2013) has also adopted TAM to predict the usage of consumer-generated media for travel planning. In the study, they have extended the model with additional factors such as perceived trustworthiness, perceived enjoyment, and perceived similarity. Thus, TAM model could be a helpful instrument to examine

the factors influencing consumer intention to adopt social media for planning food tour in Klang Valley.

2.2 Review of Variables

2.2.1 Behavioral Intention

According to the proposer of TAM, Davis (1989), behavioral intention indicates the option that a person has made on whether to carry out a specific action or not. It can also be elucidated as an individual's intention to devise a deliberate plan to demonstrate and accomplish a specific behavior in future (Ajzen & Fishbein, 1980). The researchers defined this terminology as the extent to which people were willing to exert effort and their level of determination to attempt the behavior. In the case of planning food tour, behavioral intention refers to the intention to adopt actual usage of social media sites for information search and decision-making (Rauniar, et al. 2014).

Based on Zeithaml, et al. (1996), behavioral intention can be segregated into different categories, namely, favourable and unfavourable intentions. Under favourable behavior intention, individuals are more inclined to take positive actions such as spreading positive word-of-mouth, making recommendations, exhibiting loyalty and spending higher amount for the particular goods or services. On the other hand, a person with unfavourable behavior intention is more likely to spread negative word of mouth, discourage others to not buy the goods or services, and will easily switch over to alternatives brands for the goods or services.

In the context of this study, if a user find satisfaction in using social media for planning food tour, he or she will remain loyal and committed to perform this action in future, and will recommend and convince others to pick up this behavior as well. However, if a user is not satisfied with using social media for planning food tour, he or she will feel uncertain about social media usage, and will continue to use traditional media for planning food tour.

2.2.2 Perceived Usefulness

In the context of this research, the term “Perceived Usefulness” refers to the perceptions and expectations embedded in a travellers’ minds that the usage of social media can enhance the quality of their travel planning (Ayeh, et al. 2013). On the contrary, Lin (2007) suggested that perceived usefulness refers to the confidence and faith that the users have toward the functionality and capability of social media in gathering information that they desire, which could assist them to make informed decisions. There is also a study which proposed that people tend to use social media for travel planning when they perceive it to be more useful than traditional sources. As highlighted in the paper of Jadhav, et al. (2018), the usage of Facebook for travel planning are widespread among Singapore residents due to how tech-savvy they are. Singaporeans tend to use Facebook instead of traditional sources because the information is readily available at accessible at any times, which helps them to plan tour with lesser time, money, and efforts.

The usage of social media for travel planning can be very useful to travellers due to its social and functional benefits. As for social benefits, prospective travellers can use social media to obtain travel-related information from other users, as well as to engage and mingle with them to foster relationship through social media. In addition, the functional benefit of using social media for travel planning is that it allows prospective travellers to gather information without geographical and time constraint as long as they have access to the internet (Wang, Y. & Fesenmaier, D.R. 2004). The common perception is that people are more likely to adopt social media for planning food tour if they consider it as a useful medium to look for food-related information.

2.2.3 Perceived Trust

The term “Perceived Trust” refers to a common expectation that the other party will provide information in an ethical, truthful, socially responsible manner, instead of an opportunistic manner (Gefen, et al. 2003 ; Hwang & Kim, 2007). On the contrary, online trust entails consumers’ views of a platform’s capability in performing its

intended function, how the platform can meet their expectations, how trustworthy is the information on the platform (Bart, et al. 2005).

The credibility and trustworthiness of information sources is a fundamental aspect that travellers take into account when they are planning a tour to a specific destination (Li, et al. 2019). Without reliable information, travelers might spend their time inefficiently during the trip, not to mention that they might also miss out on key attractions due to the lack of familiarity in the destination. In the context of this research, the food recommendations, food reviews or any forms of food-related information are deemed to be trustworthy if the publishers or contributors are being honest, unbiased and have no intention to deceive other travellers with their information, they are assumed to be truthful when sharing their experiences or opinions regarding a destination. In this day and age, consumer-created information is perceived to be more believable and credible. Their information is often more unbiased and transparent as compared to the information the goods and service providers (Park, et al. 2007).

2.2.4 Perceived Ease of Use

Perceived Ease of Use is also one of the key factor in the TAM model proposed by Davis (1989). The researcher claims that people will implement the usage of a technology if it is recognized as simple to use, it requires little to no mental effort to perform a desired action. As technology continues to grow and advance, the increasing complexity and intricacy of social media structure can become a major barrier which hinders the widespread adoption of technology. Thus, if the sites are deemed to be easy to use, consumers are more inclined to engage further with the sites (Barkhi, R., & Wallace, L., 2007). This statement can be reinforced and verified by a survey conducted by Burgess, et al. (2009). In this survey, respondents who often use social media sites associate the platforms with terms like “user-friendly”, “easy to use”, “time-saving”, “convenient”, and “accessible”.

According to Agag & El-Masry (2016), people tend to use social media sites that are user-friendly in nature, whereas social media sites with high complexity tend to be avoided and denied. Singh, S. & Srivastava, P, (2019) stated that perceived ease

of use can differ between two general types of social media users. Users with high perceived ease of use are usually comfortable with technology, and are capable of using the features of social media sites effortlessly. On the contrary, users with low perceived ease of use will get intimidated by the features that the sites offer, and they will ultimately avoid using the platforms. Perceived ease of use, in the context of this study refers to the degree to which travellers believe that the social media sites are simple to operate, they could help facilitate information searching and decision-making when it comes to travel destinations (Ayeh, et al. 2013).

2.2.5 Media Richness

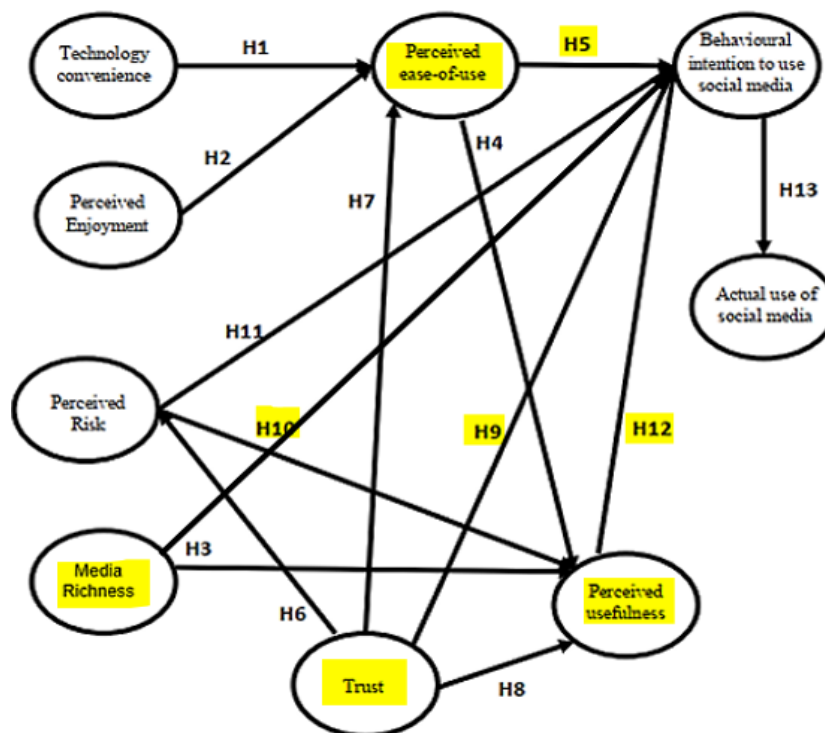
Media Richness is a variable derived from the remarkable Media Richness Theory (MRT) developed by Daft & Lengel (1984). The term “media richness” is defined as the extent to which a communication media can deliver many cues together with the message itself (Daft & Lengel, 1986). Based on the researchers, each communication media/channels differ in their capability to carry and convey information. The richer the communication media, the more information the channel can convey at a given time. In addition, a rich communication media can facilitate effective communication, which mitigates message uncertainty, equivocation and distortion between communicators.

Under MRT, a communication media’s richness can be distinguished by 4 major factors, which are the ability to provide immediate feedback, the ability to transmit multiple cues to the receivers, the ability to utilize multiple languages, and the ability to provide personalized messages (Salleh & Moghavvemi, 2014). In this case, social media platforms can be regarded as a rich media since they use personalization algorithm to filter and tailor suitable pictures, videos, advertisements, news, and other content that are more relevant and compelling to each users (Rassameeroj & Wu, 2019). Social media also possess the ability to transmit multiple cues to receivers as proven in the research of Shabaznezhad, et al. (2021). In the paper, the researchers suggested that different types of social media content can elicit different emotions from the users, and provoke different responses from users. As a result, Travellers often seek travel information or advices from

social media before embarking on a trip to improve their travelling experience and ensure greater value for the money spent (Hays, et al. 2013).

2.3 Review of Relevant Framework

Figure 2.2: Adaptation of TAM theory towards social media usage for travel planning among travellers



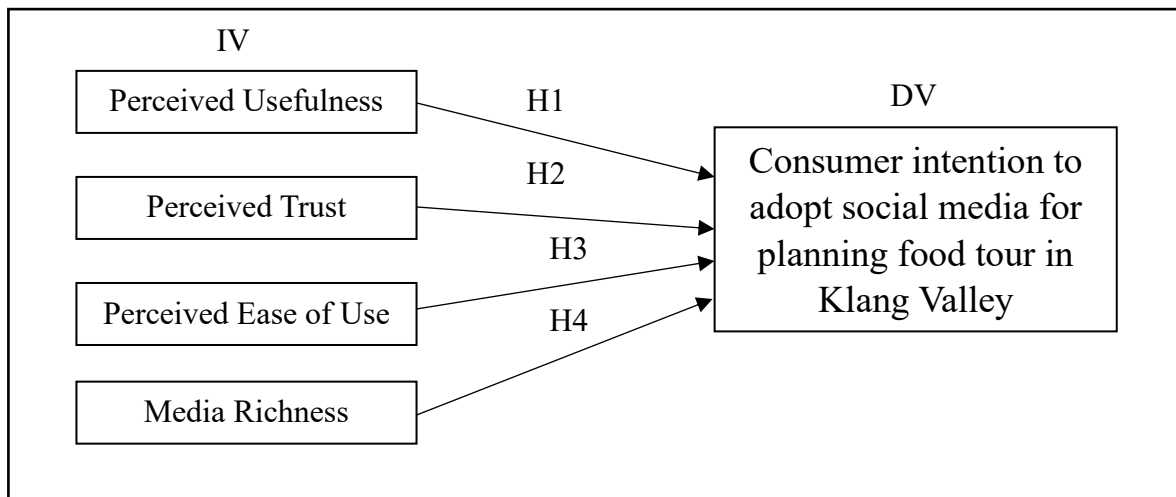
Source: Sakshi, et al. (2020).

The objective of this paper is to investigate the primary factors that drive the adoption of social media among travellers with the specific purpose of travel planning. The above figure shows the conceptual framework proposed by Sakshi, et al (2020). The researchers have adopted “perceived usefulness” and “perceived ease of use” from the TAM theory proposed by Davis (1989). Apart from that, the researchers have also further extended the model with a series of items that were adapted from other studies, including “technology convenience”, “perceived enjoyment”, “perceived risk”, “media richness”, and “perceived trust”. To verify the relationship between these variables. The researchers had conducted a survey in Northern Indian states, and the eligible respondents are only limited to travellers who are residing in Northern Indian states and have adopted social media for travel

planning in the last twelve months. After that, the researchers have collected 539 valid responses and the data was analyzed using structural equation modelling (SEM). The outcome of the research has indicated that “perceived usefulness”, “perceived ease of use”, “perceived trust”, and “ media richness” positively influences behavioral intention to adopt social media; thus, hypothesis 5, 9, 10, and 12, was supported. In conclusion, since these four variables were proven to positively influence behavioral intention, they are suitable to be adapted to this research.

2.4 Proposed Conceptual Framework

Figure 2.3: Factors influencing consumer intention to adopt social media for planning food tour in Klang Valley



Source: Developed for research

According to Figure 2.3, consumer intention to adopt social media for planning food tour in Klang Valley is influenced by perceived usefulness, perceived trust, perceived ease of use, and media richness. Among these independent variables, perceived usefulness and perceived ease of use are adopted from TAM theory by Davis (1989) whereas perceived trust and media richness are adopted from the conceptual framework proposed by Sakshi, et al. (2020). These variables have been justified respectively to have a direct empirical linkage with consumer intention to adopt social media for travel planning. The following section will be discussing on

the relationship between these variables as stated in past literatures, and the formulated hypotheses for this research will be provided as well.

2.5 Hypotheses Development

2.5.1 Relationship between perceived usefulness and behavioral intention

Based on the research conducted by Rauniar, et al. (2014), the findings indicated that the perceived usefulness is a major determinant of consumers' intention to use the social media. The outcome of the research suggested that it was the utilitarian and functional aspects of Facebook which cause users to perceive the platform as useful, leading to acceptance and actual usage of the social media platform.

The research conducted by Aydin (2016) argued that if people find a new technology beneficial and is able to improve their performance, they will keep a positive attitude towards it, which in turn leads to behavioral intention to use such technology. This argument can be backed up by a previous study conducted by Karim, et al (2020). The result of this study shows that perceived usefulness has a significant positive influence on the behavioral intention to use e-wallet among the Malaysian young adults in Klang Valley. This is because the consumers acknowledge and agree that the usage of e-wallet helps to save time and provide higher convenience when it comes to making payment. In the context of tourism, Phongpheng, T (2021) also stated that perceived usefulness is a key factor which positively influence behavioral intention to adopt of social media among Thailand travellers. This is because platforms such as Facebook, Instagram, YouTube, Twitter, etc., have their own useful and distinctive features which assist Thailand travellers to gather and manage tourism-related information. Thus, it is clear that travellers can also use these platforms to decide on what food to eat while they are having food tour.

H1: There is a significant positive relationship between perceived usefulness and behavioral intention to adopt social media for planning food tour in Klang Valley.

2.5.2 Relationship between perceived trust and behavioral intention

Jian et al. (2022) stated that there is a high degree of positive correlation between perceived trust and consumers' behavioral intention to make purchase on social commerce platform. In the setting of social commerce, the researchers added that consumers will have higher perceived trust on online discussions, reviews, and ratings in contrast to recommendations and referrals. Hence, travellers could also rely on online reviews and ratings to assess the quality of food that are being offered in a particular place.

The research by of Ayeh, et al. (2013) indicated that there is a significant positive relationship between perceived trust and behavioral intention to utilize user-generated content (UGC) for travel planning. The researchers stated that travellers will assess the UGC more positively if they consider that the contributors are trustworthy and if there is some level of alignment of interests between them. Thus, it was concluded that the higher the trustworthiness of the UGC, the more likely it is for travellers to use the information for travel planning.

H2: There is a significant positive relationship between perceived trust and behavioral intention to adopt social media for planning food tour in Klang Valley.

2.5.3 Relationship between perceived ease of use and behavioral intention

According to a previous study undertaken by Tarigan et al. (2022), the research has shown that perceived ease of use is positively associated with behavioral intention to use a particular technology. In the paper, the researchers have verified that people are likely to adopt social media usage and engage in social media community on the premise that the platform is easy to operate and the people are proficient in using it.

In the context of tourism, the research by Hasni et al. (2021) has shown that perceived ease of use is significantly correlated with behavioral intention. The researchers have found out that user-friendly design is a critical aspect which leads Pakistanis to adopt social media platforms in arranging their future trips. Furthermore, Thuy et al. (2021) have postulated that perceived ease of use has positive impact on Generation Zs' behavioral intention to use Facebook for travel planning in Ho Chi Minh City. This relationship can be justified as Facebook is progressively improving the platforms by adding more features, which simplify and enhance user experience.

H3: There is a significant positive relationship between perceived ease of use and behavioral intention to adopt social media for planning food tour in Klang Valley.

2.5.4 Relationship between media richness and behavioral intention

Based on the research conducted by Hasim, et al (2020), it was verified that there is a significant direct correlation between media richness and behavioral intention to make purchase. The researchers stated that if consumers considered that Instagram has high media richness in the aspects of attractiveness, content, and user interface, they will have increasing intention and urge to make purchase whenever a product or service is being promoted to them. Besides that, the study of Sakshi, et al (2020) has also proven that media richness is a significant factor contributing to behavioral intention to use social media for travel planning. This is because social media are information intensive platforms which enable prospective travellers to read and assess different information, opinions, experiences, and recommendations provided by other users. By doing so, travellers can envision what the travel destinations would be like as well as the quality of food that they serve, thereby clarifying their uncertainty and doubts to dine at that location.

H4: There is a significant positive relationship between media richness and behavioral intention to adopt social media for planning food tour in Klang Valley.

CHAPTER 3: METHODOLOGY

3.1 Research Design

The concept of “research design” pertains to the development of appropriate strategies for gathering, measuring, and analyzing the data with the intention of answering the predetermined research questions as stated in the research of Sekaran & Bougie (2016). It involves the selection and execution of suitable methods and procedures to collect and interpret the information (Zikmund, et al. 2010). In the present study, quantitative research and descriptive research were the methodologies adopted to determine the variables which affect consumer intention to adopt social media for planning food tour in Klang Valley.

3.1.1 Quantitative Research

Quantitative research is a systematic way to conduct a research which emphasizes the collection of numerical and quantifiable data, as well as the interpretation of data through statistical analysis and mathematical model to test the reliability and validity of the hypotheses. In this case, researcher will conduct survey questionnaire to collect quantitative data from the target respondents. The survey result will then be processed and tested through statistical analysis to help evaluate the relationship between the variables and provide conclusive findings.

3.1.2 Descriptive Research

Descriptive research is a research approach which involve the collection of data to describe the characteristics of a population or phenomenon to provide researchers some understandings regarding the nature of the topic (Zikmund, et al. 2010). Hence, descriptive research proves valuable in studying the effects of the independent

variables in this study on consumers' intentions to employ social media for travel planning purposes. Under this approach, researcher can gather information through methods such as observation, survey, interview, case study, content analysis, and review of existing records. In the case of this study, researcher only adopt survey questionnaire to obtain data from a representative sample of the target population.

3.2 Sampling Design

Sampling design refers to the plan and methodology needed to be implemented when selecting and extracting a sample from the target population (Kabir, 2016). According to Sekaran & Bougie, (2016), sampling design involves the selection of a small subset of the population which is derived from the entire population. This process is conducted with the objective to make predictions regarding the traits and behavior of the entire population based on a representative subset of that population. Sampling design typically involves defining the target population, deciding on the suitable sample size, sampling frame and location.

3.2.1 Target Population

Target population refers to a collection group of individuals from which the sample was drawn (Asiamah, et al. 2017). Since this study is aimed to evaluate the factors that may influences travellers to adopt social media for travel planning, the target population will be the travellers who have experience with using social media for planning food tour in Klang Valley. In this study, the researcher will select domestic travellers for majority of the respondents because the number of domestic travellers is generally higher than the number of international travellers in most country, even in Malaysia. According to United Nations World Tourism Organization (UNWTO) (2023), there were around 9 billion domestic tourism trips made worldwide in 2018, which is six times the amount of international tourism trips. Domestic traveller can be recognized as individual who travels to places of attractions or engage in tourism activities within his/her own country of residence for at least a day (Chilembwe & Mweiwa, 2020).

3.2.2 Sampling Frame and Sampling Location

The term “sampling frame” refers to the appropriate population from which the sample is drawn. Since non-probability sampling method is employed for this research, the necessity for a sampling frame will be eliminated.

In addition, the term “sampling location” refers to the place or destination where the study is conducted or where the respondents are gathered. The study will be carried out in Klang Valley, which is an urban conglomeration which comprise of federal territories of Putrajaya, Kuala Lumpur, as well as Selangor state. These locations are selected for data collection to be in accordance with the research title. Apart from that, these locations are also convenient for the researcher to distribute the questionnaire.

3.2.3 Sampling Technique

Sampling technique refers to the methodical and systematic approach utilized by the researcher to select a subset of samples from a pre-defined target population (Sharma, 2017). Researcher has used the non-probability sampling method in this study because it is relatively cheaper and more timesaving than probability sampling. Under non-probability sampling, the researcher has chosen convenience sampling and snowball sampling to distribute the questionnaire.

The rationale for choosing convenience sampling is because it is impractical and unfeasible to compute the probability of selecting every element within the population (Zikmund, et al. 2010), not to mention that it is also more convenient for researcher to select respondents who are close by and readily available. Furthermore, snowball sampling is a method in which the researcher communicates with initial respondent, then ask him/her to share the questionnaire to people with identical characteristics, similar to the concept of chain referral.

3.2.4 Sample Size

According to Memon, et al. (2020), a sample size ranging from 30 to 500 is considered appropriate and sufficient for most study regarding human behavior. The researchers also added that if the target population can be broken down into different subcategories (e.g., male, female, domestic, international, etc.), then the researcher should aim to gather at least 50 respondents for each subcategory to effectively represent the target population. Hence, the researcher will ensure a minimum of 50 respondents in both the male and female categories.

On top of that, Sekaran & Bougie (2016) added that Type II error may occur if a sample size larger than 500 is chosen for a research, which will cause the research findings and hypotheses to be rejected. In consideration of these statements, the researcher had selected a sample size of 300 respondents to be the representatives of domestic travellers in Klang Valley.

3.3 Data Collection Method

Data collection method plays a significant role in statistical research. It can help researcher to collect valuable information regarding the research topic with the objectives of addressing the research questions, validating the hypotheses, and assessing the research findings (Dudovskiy, 2018). In order to accomplish the research objectives, the researcher mainly collects primary and secondary data to gain better understanding of the topic.

3.3.1 Primary Data

Based on the paper by Ajayi (2017), the firsthand information gathered by the researcher is recognized as primary data. This type of data can be derived from various sources, including observations, experiments, personal interviews, and survey questionnaire. During the time frame of this study, the researcher will hand out the survey questionnaire to people who share the same characteristics as the predetermined target population. The respondents will be selected on the premises

that they have visited Klang Valley (KL, Selangor, Putrajaya) for the purpose of dining before, and they have used social media to look for food recommendations before.

3.3.2 Secondary Data

According to Ajayi (2017), secondary data refers to information collected by past researchers. It can be obtained through sources such as publication by government, websites, books, journal articles, and internal records. The secondary data in this research was mainly extracted from online journal articles and other publications that are relevant. These data were primarily obtained from search engine such as Google Scholar and UTAR library online database which allow researcher to access publications from Research Gate, Science Direct, Emerald Insight, and Elsevier. This method is less costly and requires shorter collection period in comparison to primary data.

3.4 Research Instrument

The research instrument applied for this research is a close-ended self-administered questionnaire. The survey will be conducted and administered through online platform (Google Form) for the researcher's convenience. This methodology is chosen because it is a cheap and time-saving way to collect data from large numbers of respondents.

3.4.1 Questionnaire Design

The formulated questions were adapted from existing literature. The survey comprises of three sections, which are section A, B, and C. Section A consists of general questions which test the eligibility of the respondents to participate in this study. Besides that, the questions also seek to identify how often the respondents travel to Klang Valley for dining purpose and what social media platforms they

usually use for travel planning. Section B consists of five questions related to demographic traits of the respondents such as age, gender, nationality, highest education level, and monthly income.

3.4.2 Pilot Test

Pilot test is a preliminary test that takes place before conducting the actual survey. It is conducted in a smaller scale to identify potential error and mistakes in the questionnaire. In addition, it also ensures that all questions are clear and concise so that they are understandable by respondents. With pilot test, researcher can identify and amend any mistakes in grammar typing, question sequence beforehand, thereby minimizing the risk of error in the actual survey. In this research, 30 sets of questionnaire were distributed online during the pilot test stage. The data gathered from these questionnaire will be entered into Statistical Package for Social Science (SPSS) software for reliability testing and the results of the pilot test are presented below:

Table 3.1 The result of pilot test

No.	Construct	Cronbach's Alpha	No. of items
1	Perceived Usefulness	0.877	5
2	Perceived Trust	0.823	5
3	Perceived Ease of Use	0.824	5
4	Media Richness	0.819	4
5	Behavioral Intention	0.805	5

Table 3.2 Acceptable alpha values for checking internal consistency

Cronbach's Alpha Value	Internal Consistency
$a \geq 0.9$	Excellent
$0.7 \leq a < 0.9$	Good
$0.6 \leq a < 0.7$	Acceptable
$0.5 < a < 0.6$	Poor

Source: Selwin, et al. (2017)

According to Selwin, et al. (2017), variables are deemed acceptable when their Cronbach's Alpha value are higher than 0.6. Based on Table 3.1, it is evident that the Cronbach's Alpha value of all the variables is greater than 0.8; thus, their internal consistency can be classified as good.

3.5 Data Processing

Before the raw data can be utilized for analysis, they need to undergo a repetitive data preparation process in order to be converted into proper format (Malhotra, 2007). The process includes data checking, data editing, data coding, data transcribing and data cleaning.

3.5.1 Data Checking

A pilot test has been conducted by the researcher prior to conducting the actual survey. This preliminary test allows researcher to check the quality of the survey and to ensure the questionnaire is free from any error and mistakes. After identifying potential mistakes and errors, researcher can proceed with the process of data editing.

3.5.2 Data Editing

Data editing is used to revise the survey questionnaire, making sure that the formulated questions are clear, concise and can be easily understood by the respondents in order to minimize the likelihood of receiving unreliable responses. During this process, researcher will amend any mistakes and errors that are found in the questions and in the answers of the respondents. This step helps to improve the quality of the questionnaire, leading to enhanced precision in the respondents' answers.

3.5.3 Data coding

The data coding process usually involves converting data into numerical values so that they can be keyed into statistical analysis program like SPSS for data interpretation (Lewis, et al. 2004). For instance, the gender of respondents can be coded as “1” for male whereas “2” for female. Besides that, the data obtained from the Likert scale can be converted to numerical format by replacing strongly disagree as “1”, disagree as “2”, neutral as “3”, agree as “4”, and strongly agree as “5”. This simplifies the data entry process for the researcher, and makes it easier for the respondents to answer the questions as well, thereby reducing the likelihood of respondent error and interviewer error.

3.5.4 Data Transcribing

After the data is coded, the researcher can proceed with data transcribing. This process can be conducted through SPSS software which convert and transcribe the coded data from the initial format of questionnaire into the format of analysis result (Malhotra, 2007). After the data got coded correctly into the software by researcher, the system will be able to generate the analysis result without any issues.

3.5.5 Data Cleaning

In this process, researcher will check whether if there are any survey responses with invalid and omitted value after the transcribing process. If such values are present, researcher can clean the data by replacing the missing data with neutral value or delete the response as a solution. However, Google Form has a setting that requires respondents to fill up all the questions before submitting the response, which eliminates the issue of omission of data.

3.6 Construct Measurement

This section discusses the types of scale measurement that are used in designing the questionnaire, such as nominal, ordinal, interval, and ratio scale. In addition, this section also includes the sources of construct which shows the items that are being adapted from publications from past researchers to develop a new questionnaire for the current study.

3.6.1 Scale Measurement

The term “nominal scale” refers to data that is incapable of being expressed and quantified in terms of numerical values, but can be differentiated through classification into distinct groups (Saunders et al. 2019). In the questionnaire, there are questions such as gender and nationality which fall under the category of nominal scale. Apart from that, ordinal scale is value of data that have a natural order or ranking. In this research, the usage of ordinal scale can be seen in questions such as age, highest education level, and monthly income.

Furthermore, the usage of five-point Likert scale can be seen in section C. Likert scale usually includes the range from strongly disagree to strongly agree, leaving a neutral option in the middle which allows respondent to remain an unbiased standpoint (Willits, et al. 2016). Researcher has chosen five-point Likert scale rather than seven-point and nine-point. This is because having too many options can increase the frustration level of respondents since it will be harder for them to express the extent of their agreement or disagreement with the statements.

3.6.2 Sources of Construct

The questionnaire used in this study were adopted from previous research of Sakshi, et al. (2020) and Berhanu, K & Raj, S (2020). The following table presents the questions that will be assigned for each variable:

Table 3.3 Development of questionnaire

Construct	Adapted Items	Source
Perceived Usefulness	<ol style="list-style-type: none"> 1. Using information on social media will make my travel planning faster. 2. Using information on social media allow me to compare different travel plan. 3. Using information on social media will make my travel planning better. 4. Using information on social media in travel planning will help me make better decisions. 5. I find information on social media to be useful in my travel planning. 	Sakshi, et al. (2020)
Perceived Trust	<ol style="list-style-type: none"> 1. I trust the food recommendations on social media. 2. I trust my social media friends' reviews and comments about the food of a place. 3. Social media is more reliable compared to traditional media like newspaper, TV, radio, etc. 4. Information from social media is timely. 5. Social media is more influential than traditional media in my final travel decision. 	Berhanu, K & Raj, S (2020).
Perceived Ease of Use	<ol style="list-style-type: none"> 1. It is easy for me to learn how to use social media to find food-related information. 2. It is easy to use social media to find food-related information needed for my travel planning. 3. It is easy to use the content of social media to plan my trips. 4. It is easy for me to become skillful at using social media to find food-related information. 5. Overall, I find social media easy to use. 	Sakshi, et al. (2020)

Media Richness	<ol style="list-style-type: none"> 1. Social media allows exchanging feedback on the food of a place. 2. Social media offers me a great range of food recommendations. 3. The travel content such as pictures, videos, comments posted on social media is helpful in framing my travel opinions. 4. I check for others' opinion about the food of a place on social media to clarify my doubts. 	Sakshi, et al. (2020)
Behavioral Intention	<ol style="list-style-type: none"> 1. I will not hesitate to visit social media for food-related information. 2. I expect to use the content of social media to plan my future trips. 3. I plan to seek travel advice on social media. 4. I will encourage others to use social media to search for food recommendations. 5. I will tell others about the benefits of social media to search for food recommendations. 	Sakshi, et al. (2020)

3.7 Proposed Data Analysis Tool

Data analysis refers to the process of transforming the raw data into interpretable and meaningful information to answer the research questions. After collecting the data from the questionnaire, the researcher will generate this information through a statistical analysis program, namely SPSS version 27.

3.7.1 Descriptive Analysis

Through descriptive analysis, researcher can interpret and condense substantial volume of data regarding a population or sample, then present the data in straightforward and meaningful manner, and make conclusive findings (Saunders et al. 2019). After extracting the information from the 300 sets of survey responses, the researcher has tabulated and displayed the information in graphical presentation

through the usage of table, pie chart, bar chart. Other than that, the researcher has also converted the survey result into different types of descriptive statistics to simplify interpretation and comparison of data. Researcher has presented the survey results in measures of central tendency and in measures of variability such as mean and standard deviation as they are widely recognized in research study due to their versatility and practicality (Zikmund, et al. 2010).

3.7.2 Inferential Analysis

Inferential analysis is a statistical research method which allows researcher to make predictions or inferences and to draw objective conclusions and make inferences about the target population from which the samples are drawn after analyzing the data (Marshall & Jonker, 2011). In the business context, inferential analysis is conducted to investigate the individual variables and their relationships with other variables in order to make generalization and prediction about a business phenomenon. In this study, researcher will implement two notable techniques in inferential analysis which are Multiple Regression Analysis and Pearson Correlation Analysis.

3.7.2.1 Pearson Correlation Analysis

As stated in the paper of Sekaran & Bougie (2016), Pearson Correlation Coefficient is a statistical measurement which shows the strength and direction of the association between independent variable and dependent variable, as stated in the research of Sekaran & Bougie (2016). The value of Pearson Correlation Coefficient is quantifiable due to its numerical nature, which ranges from -1 to +1. The general guideline indicates that a positive correlation coefficient suggests that there is a positive relationship between independent and dependent variable. On the contrary, a negative correlation coefficient implies that there is a negative relationship between them.

The strength of correlation between variables can be assessed according to the coefficient range displayed in the following table:

Table 3.4: Rule of thumb regarding the strength of correlation coefficients

Range of Coefficient	Description of Strength
± 0.81 to ± 1.00	Very Strong
± 0.61 to ± 0.80	Strong
± 0.41 to ± 0.60	Moderate
± 0.21 to ± 0.40	Weak
± 0.00 to ± 0.20	Weak to No Relationship

Source: Hair, et al. (2016)

3.7.2.2 Multiple Regression Analysis

In multiple regression analysis, it is assumed that all the variables are measured on a metric scale, and the model consists of more than two independent variables. This analytical tool assists researcher in examining the extent to which the independent variables can affect the dependent variables, which can potentially lead to different outcomes, as highlighted in the research of Yan & Su (2009).

The general equation of multiple linear regression is as follow:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 \dots + \beta_n X_n$$

Y represents the dependent variable, β_0 is the constant, $\beta_1, \beta_2 \dots \beta_n$ are the regression coefficients whereas $X_1, X_2, \dots X_n$ are the independent variables.

Applying this equation to this study:

Y = Behavioral Intention to Adopt Social Media for Planning Food Tour in Klang Valley (BI)

β_0 = Constant

X_1 = Perceived Usefulness (PU)

X_2 = Perceived Trust (PT)

X3 = Perceived Ease of Use (PEOU)

X4 = Media Richness (MR)

$$Y = \beta_0 + \beta_1(PU) + \beta_2(PT) + \beta_3(PEOU) + \beta_4(MR)$$

In this study, researcher will substitute the independent variables such as perceived usefulness, perceived trust, perceived ease of use, and media richness into the same equation to determine if they have any significant relationship with consumer intention to adopt social media for planning food tour in Klang Valley.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the general information and demographic information of the survey respondents will be analysed through the analysis models that are proposed in the previous chapter. The results will be presented in table and chart form, making it easier to interpret and visualize the patterns of the result.

Furthermore, all the respondents meet the criteria to participate in the survey as the researcher purposively gathered them in Klang Valley. Thus, all 300 sets of survey responses are valid and can be used for analysis.

4.1 Descriptive Analysis

4.1.1 Demographic Information

Table 4.1: Respondents' Profile

	Frequency (N= 300)	Percentage
<u>Gender</u>		
Male	139	46.3%
Female	161	53.7%
<u>Age</u>		
Under 20	87	29%
20 – 29	97	32.3%
30 – 39	72	24%
40 – 49	26	8.7%
50 and above	18	6%

<u>Nationality</u>		
Malaysian	296	98.7%
Non-Malaysian	4	1.3%
<u>Highest Education Level</u>		
SPM	115	38.3%
STPM/A-Level/Foundation	67	22.3%
Undergraduate (Bachelor's Degree)	97	32.3%
Postgraduate (Master or PhD)	15	5%
PMR	4	1.3%
PT3	2	0.7%
<u>Monthly Income</u>		
Below RM1,500	165	55%
RM1,500 – RM2,999	51	17%
RM3,000 – RM3,999	52	17.3%
RM4,000 – RM4,999	19	6.3%
RM5,000 and above	13	4.3%

Source: Developed for research

According to table 4.1, it shows that there are 161 female respondents (53.7%), whereas the remaining 139 respondents are male (46.3%). Furthermore, majority of the respondents fall between the age range between 20 to 29 years old (32.3%). In terms of nationality, most of the respondents gathered are Malaysian (98.7%), with only 4 respondents that are non-Malaysian (1.3%). Lastly, there are 115 respondents who are SPM graduates (38.3%) and more than half of the respondents have a monthly income below RM1,500 (55%).

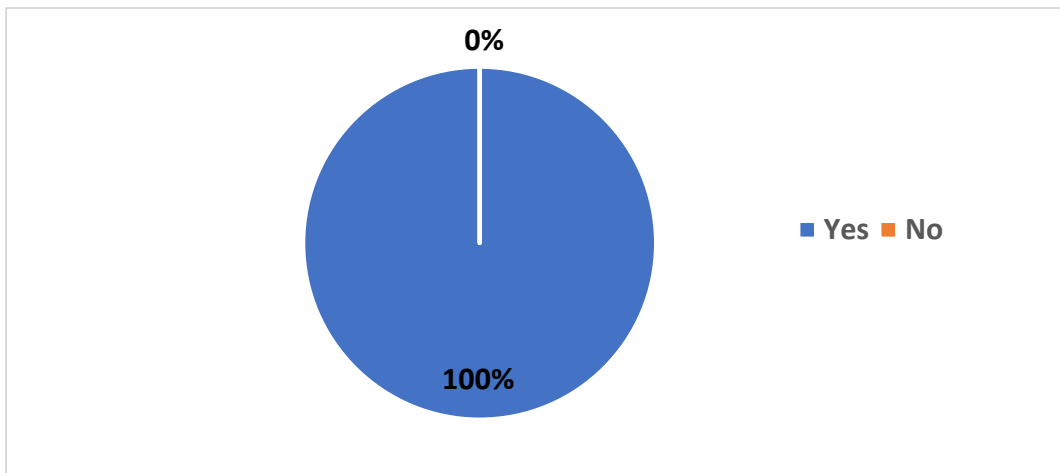
4.1.2 General Information

This section includes general questions related to the research topic. It seeks to enquire the respondents about their experience and frequency of dining in Klang Valley. Apart from that, it also consists of questions about their opinions on using social media for finding food recommendations, as well as their preferred platforms for conducting such planning.

Table 4.2: Have you been to KL, Selangor, or Putrajaya (Klang Valley) to enjoy their food before?

	Frequency	Percentage
Yes	300	100%
No	0	0%
Total	300	100%

Figure 4.1: Have you been to Klang Valley to enjoy their food before?



By referring to table 4.2, it can be seen that all 300 respondents have been to KL, Selangor, and Putrajaya (Klang Valley) to enjoy their food before. It is likely because all the respondents are also identified in Klang Valley. On top of that, the research by Ramli, et al. (2016) also highlighted that Klang Valley is a home to

many Malaysian heritage food. Thus, it is not surprising for Klang Valley to be a famous dining spot among the travellers.

Table 4.3: How often do you go to Klang Valley to have meals?

	Frequency	Percentage
Daily	39	13%
At least once a week	78	26%
At least once a month	108	36%
At least once a year	75	25%
Total	300	100%

Figure 4.2: Frequency of dining in Klang Valley

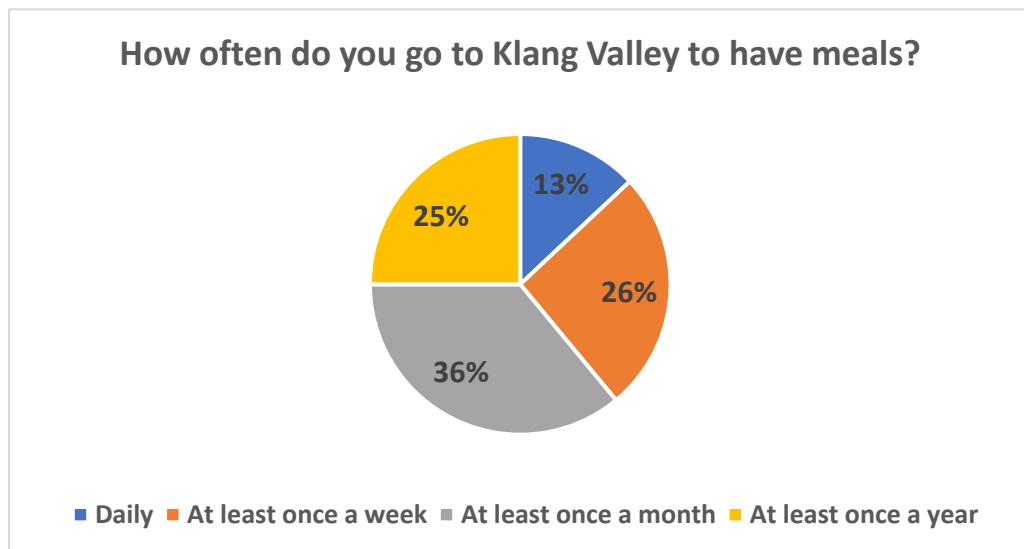
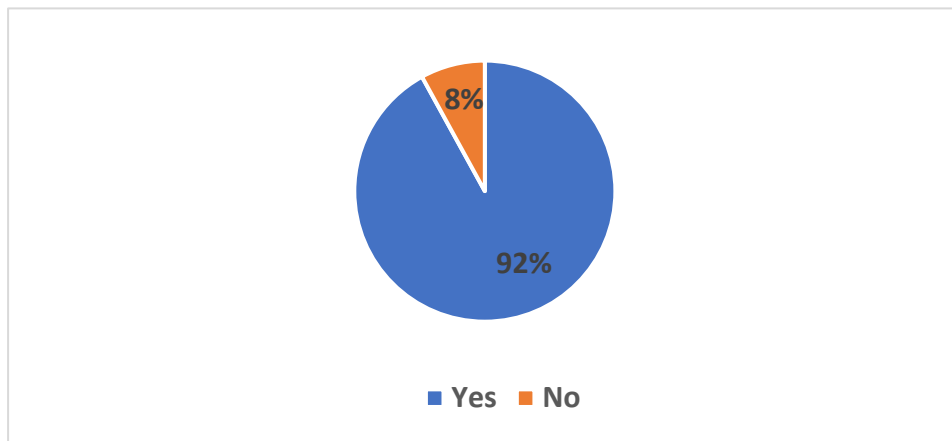


Table 4.3 shows that 108 respondents (36%) go Klang Valley to have meals at least once a month, while 78 respondents (26%) do so at least once a week. Additionally, 75 respondents who dine in Klang Valley at least once a year, and only 39 respondents (13%) that dine in Klang Valley on a daily basis.

Table 4.4: Do you think social media is a good platform to look for food recommendations?

	Frequency	Percentage
Yes	276	92%
No	24	8%
Total	300	100%

Figure 4.3: Do you think social media is a good platform to look for food recommendations?

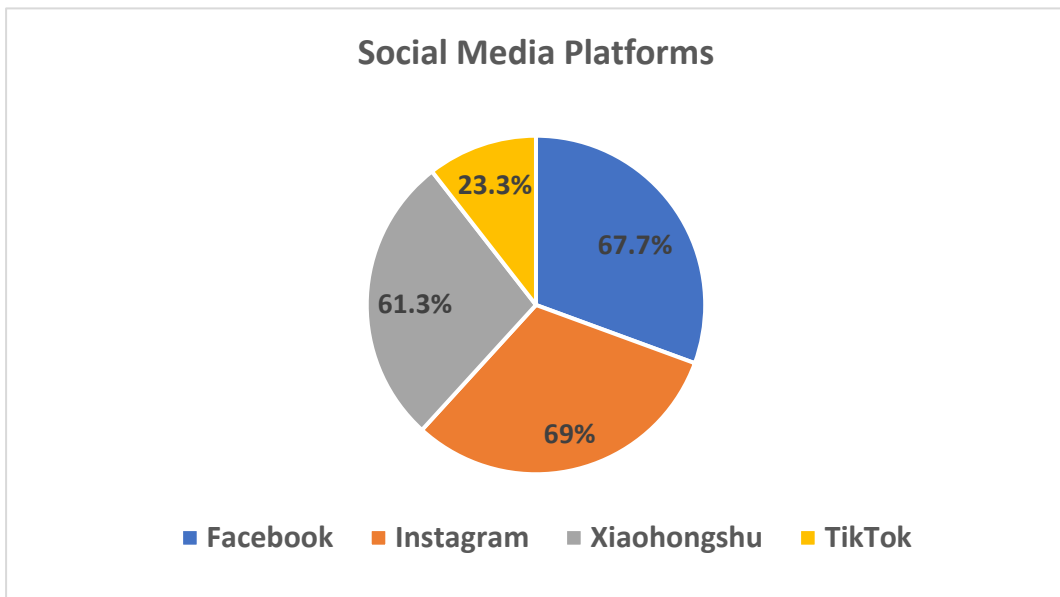


Based on Table 4.4, it can be seen that out of all the respondents, where $N = 300$, 276 respondents (92%) think that social media is a good platform to look for food recommendations. On the contrary, the remaining 24 respondents (8%) do not agree with this statement, they perceive that there are better platforms to look for food recommendations.

Table 4.5: What social media platforms do you normally use to decide on where to dine? (may choose more than one option)

	Frequency (out of 300)	Percentage
Facebook	203	67.7%
Instagram	207	69%
Xiaohongshu	184	61.3%
TikTok	70	23.3%

Figure 4.4: What social media platforms do you normally use to decide on where to dine?



As highlighted in Table 4.5, Instagram emerges as the most preferred platform that people use to decide on where to dine. Specifically, 207 of the respondents (69%) typically use Instagram to make decisions about where to dine. Subsequently, Facebook comes in as a close second as it is a common choice for 203 of the respondents (67.7%). Followed by Xiaohongshu, which is used by 184 of the respondents (61.3%). Lastly, TikTok appears to be the least favoured option as it is only used by 70 of the respondents (23.3%).

4.2 Reliability Analysis

Table 4.6: Reliability Test

No.	Construct	Cronbach's Alpha	No. of items	Internal Consistency
1	Perceived Usefulness	0.942	5	Excellent
2	Perceived Trust	0.871	5	Good
3	Perceived Ease of Use	0.935	5	Excellent
4	Media Richness	0.898	4	Good
5	Behavioral Intention	0.875	5	Good

Source: Developed for research

Based on the findings of George and Mallery (2008), the variables can be deemed as acceptable and reliable if their Cronbach's Alpha values range from 0.7 – 0.8. Furthermore, the study also added that the variables have excellent consistency and reliability if their Cronbach's Alpha values range from 0.8 – 0.9. In this case, all the variables in this research are acceptable and reliable since their Cronbach's Alpha values are exceed the 0.7 threshold. Notably, "Perceived Usefulness" and "Perceived Ease of Use" displays the highest internal consistency among all the variables, with alpha value of 0.942, and 0.935 respectively.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.7: Correlation

		BI	PU	PT	PEU	MR
BI	Pearson Correlation	1	.744**	.742**	.741**	.738**
	Sig. (1-tailed)		<.001	<.001	<.001	<.001
	N	300	300	300	300	300

By referring to table 4.7, the result of Pearson Correlation analysis indicated that Behavioral Intention (BI) is strongly and positively correlated with Perceived

Usefulness (PU), Perceived Trust (PT), Perceived Ease of Use (PEU), and Media Richness (MR) because their Pearson Correlation Coefficient (0.744^{**}, 0.742^{**}, 0.741^{**}, 0.738^{**}), all of which fall within the range of +0.61 to +0.80.

4.3.2 Multiple Regression Analysis

Table 4.8 (a): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.805 ^a	0.648	0.644	0.56044

a. Predictors: (Constant), MR, PU, PEU, PT

R Square measures how much of the dependent variable can be explained by the independent variables, in proportion of variance (Wright, S. 1921). According to table 4.8 (a), the R Square is 0.648, indicating 64.8 % of the dependent variable (Behavioral Intention) can be explained by the independent variables (Perceived Usefulness, Perceived Trust, Perceived Ease of Use, Media Richness).

Table 4.8 (b): ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.862	4	42.715	135.995	.000 ^b
	Residual	92.658	295	.314		
	Total	263.520	299			

a. Dependent Variable: BI

b. Predictors: (Constant), MR, PU, PEU, PT

Referring to Table 4.8 (b), which shows the result of ANOVA Test, the model is significant as the p-value is 0.000. When p-value falls below significance level of 0.05, it is an indication that the four independent variables have a statistically significant relationship with the dependent variable (Kwak, 2023), meaning that consumer intention to adopt social media for planning food tour (BI) can be

influenced by at least one of the proposed independent variables (MR, PU, PEU, PT).

Table 4.8 (c): Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.083	.155		.536	.592
	PU	.315	.064	.302	4.965	<.001
	PT	.279	.070	.257	3.968	<.001
	PEU	.253	.064	.252	1.644	<.001
	MR	.225	.070	.218	3.211	.001

a. Dependent Variable: BI

Table 4.8 (c) above indicates the coefficient associated with a specific independent variable. It shows that the p-value of both perceived usefulness (PU) and perceived trust (PT) are <.001, which is lesser than 0.05. Thus, it indicates that both PU and PT have significant relationship with behavioral intention (BI). Next, there is also a significant relationship between perceived ease of use (PEU) and BI as the p-value of PEU is also <.001, lesser than the significance level of 0.05. Similarly, the p-value of media richness (MR) is .001, which is also lesser than 0.05, indicating that there is a significant relationship between MR and BI as well. The coefficient (Beta) indicates the estimated increase in dependent variable for every unit increase in independent variable (Ali & Younas, 2021). In this case, PU has the highest standardized coefficient (Beta) value, which is .302. This shows that PU is the most important factor, with the highest influence on BI. Subsequently, PT appears to be a major predictor of BI as well, with a Beta value of 0.257.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypotheses Findings

	Hypothesis	Coefficient / p-value	Result
H1	There is a significant positive relationship between perceived usefulness and behavioral intention	B = 0.302 p = < 0.001	Supported
H2	There is a significant positive relationship between perceived trust and behavioral intention	B = 0.257 p = < 0.001	Supported
H3	There is a significant positive relationship between perceived ease of use and behavioral intention	B = 0.252 p = < 0.001	Supported
H4	There is a significant positive relationship between media richness and behavioral intention	B = 0.218 p = 0.001	Supported

Source: Developed for research

5.1.1 Perceived Usefulness and Behavioral Intention

H1: There is a significant positive relationship between perceived usefulness and behavioral intention

According to the outcome in multiple regression analysis, it shows that there is there is a significant positive relationship between perceived usefulness and behavioral intention. This is because the p-value of perceived usefulness is lower than 0.05 (<0.001), and its Pearson Correlation Coefficient is $+0.744^{**}$. Hence, H1 can be accepted.

This hypothesis can be reinforced by in the findings of Filho et al. (2017). The researchers highlighted that people often use UGC like online travel reviews for making decisions about their travel due to their usefulness. Moreover, it is also consistent with Fotis et al. (2011) which stated that travellers often use social media because it is useful for seeking inspiration and information for trips or other leisure activities.

5.1.2 Perceived Trust and Behavioral Intention

H2: There is a significant positive relationship between perceived trust and behavioral intention

Based on the results generated in multiple regression analysis, it also shows that there is there is a strong and meaningful association between perceived trust and behavioral intention. This can be explained by the p-value of perceived usefulness being lower than 0.05 (<0.001). In addition, its Pearson Correlation Coefficient being $+0.742^{**}$ is also an indication of the positive relationship between them. Thus, H2 is supported.

This hypothesis is in line with a previous study conducted by Rauniar, et al. (2014). The researchers proved that consumers' intention to use a social media is greatly shaped by the extent of its trustworthiness. They added that travellers are more likely to participate and engage in a social media platform if the platform demonstrates trustworthiness through a safe and protected environment. Based on

the results generated in multiple regression analysis, it also shows that there is there is a strong and meaningful association between perceived trust and behavioral intention. This can be explained by the p-value of perceived usefulness being lower than 0.05 (<0.001).

5.1.3 Perceived Ease of Use and Behavioral Intention

H3: There is a significant positive relationship between perceived ease of use and behavioral intention

The same analysis also indicated that there is a significant relationship between perceived ease of use and behavioral intention since the p-value slightly exceeds the significance level of 0.05, specifically at <0.001 . Moreover, the Pearson Correlation Coefficient being $+0.741^{**}$ is a prove of the positive correlation between them. Therefore, H3 is accepted.

This hypothesis is coherent with an earlier study conducted by Sussman and Siegal (2003), which stated that perceived ease of use has a positive relationship with behavioral intention to use social media. They argue that a user-friendly interface enhances users' sense of competence in performing their desired function, thereby increasing behavioral intention.

5.1.4 Media Richness and Behavioral Intention

H4: There is a significant positive relationship between media richness and behavioral intention

The result of multiple regression analysis suggested that there is a significant relationship between media richness and behavioral intention since the p-value of is <0.001 , which is lower than 0.05. Besides, its Pearson Correlation Coefficient is $+0.738^{**}$, showing its positive relationship with behavioral intention. Thus, H4 is also accepted.

This hypothesis is consistent with the findings of Hasim, et al (2020), which proven that the media richness of Instagram has a positive influence on consumer intention to make purchases. Due to the media richness of Instagram, consumers are more likely to get purchase intention on the products and services that are promoted on the platform.

5.2 Implication of the Study

Due to the simplicity of TAM model, it is inadequate to justify a complex phenomenon like consumer intention to adopt social media for planning food tour in Klang Valley. Therefore, researcher has extended the model with the addition of new constructs such as perceived trust and media richness, which were also drawn and adopted from a previous research.

This research has validated that perceived usefulness, perceived trust, perceived ease of use, and media richness are the major determinants influencing consumers to adopt social media for planning food tour in Klang Valley. As a result, destination marketers, food operators, and the Malaysian Tourism Promotion Board (MTPB) could utilize the findings of this research as a guideline to promote the tourism industry of Malaysia. Since this study shows that perceived usefulness is the primary determinant for consumer to use social media for tour planning, it is advisable for the tourism board, destination marketers, and food operators to upload travel-related information on social media. This information could come in handy when travellers are organizing food tour in Malaysia, which can contribute to an increase in tourist arrivals in the country.

As perceived trust is also a major determinant of behavioral intention to use social media for tour planning, government should reinforce and strengthen the cyberlaw and cybersecurity in Malaysia to foster a safe and secure environment on the internet so that people can use social media to the fullest without doubts and concerns.

5.3 Limitations of the Study

It should be noted that this research consists of several limitations. First of all, most of the respondents in this research are gathered from urban areas in KL, Selangor, and Putrajaya, which may not accurately represent the broader target population. Given the widespread usage of social media in Malaysia, the study should include respondents from both urban and rural areas in order to cover the entirety of Klang Valley.

Besides that, the independent variables examined in this study are insufficient and limited as the researcher only extended the TAM model with two additional variables, namely perceived trust and media richness. Considering the complexity of human behavior, these four independent variables may not be the only predictors of consumer intention to adopt social media for planning food tour in Klang Valley, which restricts and challenges our current perspective and comprehension on this phenomenon.

Furthermore, the researcher encountered difficulty in obtaining responses from Non-Malaysian respondents, with the majority declining to participate in the survey. As a result, researcher could only secure four responses from this group, which is undoubtedly insufficient to represent the population.

5.4 Recommendations for Future Research

Since the limitations that were mentioned above can potentially jeopardize the reliability of this research, numerous recommendations are proposed for future research in this field of study.

First and foremost, future researchers are suggested to diversify their respondent pool from various geographical areas to better represent the target population. This should include both urban and rural areas to cover the entirety of the study region.

Besides that, future researchers are also encouraged extensively review relevant journals and articles to deepen their understanding regarding the role of social

media in the context of food tourism. By exploring more academic literature, they formulate a comprehensive conceptual framework that can better explain the phenomenon.

Additionally, future researchers are also encouraged to narrow down the scope of their study, focusing solely on either domestic travellers or international travellers. Otherwise, they need to ensure that there is an equal portion of respondents for each subcategory.

5.5 Conclusion

In summary, this research serves to purpose to gain understanding on consumer intention to adopt social media for planning food tour by explaining the variables such as perceived usefulness, perceived trust, perceived ease of use, and media richness. In this paper, all the proposed hypotheses have been proven to be valid since all the independent variables have a significant positive relationship with the dependent variable. Notably, perceived usefulness has the highest influence on consumer intention to adopt social media for planning food tour in Klang Valley as it has the highest Beta value. In addition, all the research objectives have been accomplished in this research project. This paper has also included a range of recommendations to future research, as well as the limitations on this field of study.

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1. Pilot Test

Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Perceived Trust

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.824	5

Media Richness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

2. Reliability Test

Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.942	5

Perceived Trust

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.871	5

Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	5

Media Richness

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.875	5

3. Pearson Correlation Analysis

		Correlations				
		BI	PU	PT	PEU	MR
BI	Pearson Correlation	1	.744**	.742**	.741**	.738**
	Sig. (1-tailed)		<.001	<.001	<.001	<.001
	N	300	300	300	300	300
PU	Pearson Correlation	.744**	1	.764**	.758**	.765**
	Sig. (1-tailed)	<.001		<.001	<.001	<.001
	N	300	300	300	300	300
PT	Pearson Correlation	.742**	.764**	1	.760**	.805**
	Sig. (1-tailed)	<.001	<.001		<.001	<.001
	N	300	300	300	300	300
PEU	Pearson Correlation	.741**	.758**	.760**	1	.792**
	Sig. (1-tailed)	<.001	<.001	<.001		<.001
	N	300	300	300	300	300
MR	Pearson Correlation	.738**	.765**	.805**	.792**	1
	Sig. (1-tailed)	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300

** . Correlation is significant at the 0.01 level (1-tailed).

4. Multiple Linear Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.644	.56044

a. Predictors: (Constant), MR, PU, PEU, PT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.083	.155		.536	.592
	PU	.315	.064	.302	4.965	<.001
	PT	.279	.070	.257	3.968	<.001
	PEU	.253	.064	.252	1.644	<.001
	MR	.225	.070	.218	3.211	.001

a. Dependent Variable: BI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.862	4	42.715	135.995	.000 ^b
	Residual	92.658	295	.314		
	Total	263.520	299			

a. Dependent Variable: BI

b. Predictors: (Constant), MR, PU, PEU, PT



UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

Bachelor of International Business (HONS) (IN)

**Factor Influencing Consumer Intention to Adopt Social Media for Planning
Food Tour in Klang Valley**

Dear respondent,

I am an undergraduate student pursuing Bachelor Degree in International Business (HONS) (IN) at Universiti Tunku Abdul Rahman (UTAR). I am conducting a study on “Factor Influencing Consumer Intention to Adopt Social Media for Planning Food Tour in Klang Valley” for my final year project. The objective of this research is to investigate the factors which trigger consumers to adopt social media for planning food tour in Klang Valley.

This questionnaire consists of three sections and will take approximately 5 to 10 minutes to complete. Please be informed that this survey is strictly for academic purposes and all the information collected will be kept **PRIVATE AND CONFIDENTIAL**. Your participation will be highly appreciated.

Thank you for your time and effort in completing this survey questionnaire.

Student Name	Student ID
Chong Chun Hong	2002212

Section A: General Questions

Please tick “√” for each question below.

1. Have you been to KL, Selangor, Putrajaya (Klang Valley) to enjoy their food before?

Yes

No (If No, you may withdraw from participating in this survey)

2. How often do you go to Klang Valley to have meals?

Daily

At least once a week

At least once a month

At least once a year

3. Do you think social media is a good platform to look for food recommendations?

Yes

No

4. What social media platforms do you normally use to decide on where to dine?
(you may choose more than one options)

Facebook

Instagram

Xiaohongshu

TikTok

Section B: Demographic Questions

Please tick “√” for each question below.

1. Gender

Male

Female

2. Age

Under 20

20 to 29

30 to 39

40 to 49

50 and above

3. Nationality

Malaysian

Non-Malaysian

4. Highest Education Level

SPM

STPM/A-Level/Foundation

Undergraduate (Bachelor degree)

Postgraduate (Master or PhD)

Others (Please specify _____)

5. Monthly Income

- Below RM1,500
- RM1,500 – RM2,999
- RM3,000 – RM3,999
- RM4,000 – RM4,999
- RM5000 and above

Section C

In this section, I would like to seek your opinions regarding the factors that influence your intention to adopt social media for planning food tour. Please indicate the extent to which you agree or disagree with each of the statement below using 5-point Likert scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Perceived Usefulness

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using information on social media will make my travel planning faster.	1	2	3	4	5
Using information on social media allow me to compare different travel plan.	1	2	3	4	5
Using information on social media will make my travel planning better.	1	2	3	4	5
Using information on social media in travel planning will help me make better decisions.	1	2	3	4	5

I find information on social media to be useful in my travel planning.	1	2	3	4	5
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Perceived Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I trust the food recommendations on social media.	1	2	3	4	5
I trust my social media friends' reviews and comments about the food of a place.	1	2	3	4	5
Social media is more reliable compared to traditional media like newspaper, TV, radio, etc, when it comes to food recommendations.	1	2	3	4	5
Information from social media is timely.	1	2	3	4	5
Social media is more influential than traditional media in my final decision on where to eat.	1	2	3	4	5

Perceived Ease of Use

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is easy for me to learn how to use social media to find food-related information.	1	2	3	4	5
It is easy to use social media to find food-related information needed for my travel planning.	1	2	3	4	5
It is easy to use the content of social media to plan my trips.	1	2	3	4	5
It is easy for me to become skillful at using social media to find food-related information.	1	2	3	4	5
Overall, I find social media easy to use.	1	2	3	4	5

Media Richness

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media allows exchanging feedback on the food of a place.	1	2	3	4	5
Social media offers me a great range of food recommendations.	1	2	3	4	5
The travel content such as pictures, videos, comments posted on social media is helpful in framing my travel opinions.	1	2	3	4	5
I check for others' opinion about the food of a place on social media to clarify my doubts.	1	2	3	4	5

Behavioral Intention

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will not hesitate to visit social media for food-related information.	1	2	3	4	5
I expect to use the content of social media to plan my future trips.	1	2	3	4	5
I plan to seek travel advice on social media.	1	2	3	4	5
I will encourage others to use social media to search for food recommendations.	1	2	3	4	5
I will tell others about the benefits of social media to search for food recommendations.	1	2	3	4	5