

Intention to Use Facebook for Travel Planning: An Investigation on Generation Z Users in Ho Chi Minh City

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Abstract

With the expansion of Internet and digital media, especially for the social networking sites, there are extreme changes of global hospitality and tourism industry. The current study aims to investigate the intention to use Facebook - an online social network (OSN) for travel planning by examining the effect of Perceived Usefulness, Perceived Ease Of Use and Enjoyment. Secondary data are from the journals, books and other sources of information from websites and published reports of businesses and primary data are from the consultations with 5 experts, 2 group discussions and 4 in-depths structured interviews and survey by questionnaires with 200 Gen-Z users. Findings explain the influence of these perceived values on Gen-Z users' intention to adopt Facebook as a means of travel planning. The study has demonstrated the TAM model's applicability to the setting of the usage of Facebook for travel planning in Gen-Z. Furthermore, sampling and study scope limitation can lead to further researches.

Keywords

Facebook, Travel Planning, Enjoyment, Ease of Use, Usefulness, Intention to Use, Vietnam.

Introduction

Internet expansion and social media increase have changed not only the way people interact with others but also the way firms communicate with consumers. Especially, in