

## The influence of content and non-content cues of tourism information quality on the creation of destination image in social media: A study of Khyber Pakhtunkhwa, Pakistan

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### Abstract

This research examines the Content Cues (CC) and Non-Content Cues (NCC) of tourism Information Quality (IQ) in social media (e.g., Instagram, Twitter, Facebook) and its influence on creating Destination Image (DES) components i.e., “cognitive image (COG), affective image (AF), conative image (CON)” in the scope of Khyber Pakhtunkhwa (KP), Pakistan. We distributed 500 questionnaires at various tourist destinations, and 446 complete questionnaires were returned and use for further analysis. We use the Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) to get the research outcomes. Our outcome suggests that CC and NCC of tourism IQ are significantly related to the COG and AF, which leads to the CON. Our finding also identified the relationship between CC and NCC with CON through the mediation role of COG and AF, which were positive and significant. This research extends the insight of tourism IQ in social media, precisely the contextual dimension of IQ, by providing empirical evidence. This research also helps the KP Destination Marketing Organizations (DMO's) to develop their marketing strategies to encourage more visitors by utilizing Social Media (SM) platforms to their destinations.

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## 1. Introduction

Recently, tourism has emerged as a countable industry globally, which strongly influences the nation's economy. Furthermore, it is also relatable to various other sectors, including advertising, promotions, product endorsement, sponsorships, and corporate organization (Kanwel *et al.*, 2019). Along with the rise of globalization, the tourism's economic importance is essential for creating a tourist destination, provided the continual demand for information about the destination. However, the speed of access to information and rapid technology development is progressively altering user behaviour, which directly affects the tourist destination's business strategies.

Information plays a vital role in creating a DES (Stepchenkova & Morrison, 2008; Tasci & Gartner, 2007). The quality of SM information is among the elements affecting DES creation (Kim *et al.*, 2017). An image of the destination is an important feature affecting the tourist's decision about preference and revisit to the destination (Chaulagain *et al.*, 2019). The tourism industry is among the most substantial influences on using new communication technologies (Buhalis & Law, 2008; Hughes *et al.*, 2010). Thus, overall tourism destinations are competing to attract more potential tourists. Having the internet and using SM effectively are the essential factors in providing high-quality information, attracting travellers, and enhancing the DES.

The penetration of SM is ever-increasing globally. The total population in the world is 7.83 billion. Simultaneously, 4.66 billion are internet users, and 4.20 billion are active SM users, 53.6 % of the total world population. The total population of Pakistan is 22.3 million, while 61.34 million are internet users and 46.00 million are SM users (we are social 2021). Facebook, Instagram, and Twitter are the world popular social network and in Pakistan. SM also profoundly influences how people are looking and published knowledge and decide their destinations. Therefore, researchers concur that SM is an essential source of travel knowledge regarding the destination (Zeng & Gerritsen, 2014).

The literature about DES creation is well known (Baloglu & McCleary, 1999; Marine-Roig & Clavé, 2016), and SM in tourism is quite prevalent (Leung *et al.*, 2013). Notably, the researchers interest has risen recently, as both ideas have been introduced together (Hays *et al.*, 2013). Most research has focused on how destinations utilize SM platforms to enhance their image (Usakli *et al.*, 2017), or how tourists through SM sites become co-creators of the DES (Heras-Pedrosa *et al.*, 2020), and other studies focus on overall or few dimensions of SM IQ and its influence on image creation (Kim *et al.*, 2017; Nunthiphatprueksa, 2017). However, to the present, there has been little research work that has concentrated on a single dimension of IQ in SM and its association with the creation of DES (particularly in Pakistan).

Taking into consideration (Kim *et al.*, 2017) suggestions for further investigation by using different SM channels (e.g., Instagram, Facebook, Twitter) from other regions. The primary purpose of this research work is to evaluate relationships among contextual tourism IQ from (Wang & Strong, 1996), which were classified as CC and NCC based on information processing heuristic and systematic model (Chaiken, 1980), in social media (e.g., Instagram, Facebook, Twitter) as well as "Cognitive, Affective, Conative" destination image creation theory by (Gartner, 1994). According to (Kim *et al.*, 2017), the contextual factor is more critical in influencing DES than other IQ dimensions. This study answers the following question 1. what tourism IQ element "CC and NCC" in SM influence DES components? and 2. how these elements influence the CON or (behavioural intention of tourist)?

This research examines the CC and NCC in SM relationship with CON via the mediating role of the COG and AF. Most prior research concentrated on the COG and AF role for visitors' behavioural intention (Kim & Yoon, 2003; San Martín & Del Bosque, 2008; Yüksel & Akgül, 2007). In almost all studies, DES components have been examined, and scholars only concentrated on COG and AF without a CON (Zhang *et al.*, 2014). Recent research by (Kim *et al.*, 2017) examined the contextual IQ and representational IQ relationship with the COG and AF, excluding its relation with the CON. The previous study suggests that the CON has an equal conception stage with cognitive and affective DESs (Woosnam *et al.*, 2020). CON is linked with a person's action and behaviour; therefore, we contend that high-quality information will influence the individual behaviour to share the positive word of mouth about the destination and will recommend to others. In tourism literature, scholars have mostly linked the conative aspect with revisit or loyalty (Gnoth *et al.*, 2009; Li *et al.*, 2010); loyalty/revisit or (CON) is a highly complex factor for DMO's because it is less expansive, more comfortable use keep existing visitors than to attract a new visitors. Therefore, this research will fill this gap to investigate the IQ association with CON via the mediating role of COG and AF.

Based on the relevant literature study, we find that this type of study mainly concentrated on the western context. In contrast, it primarily focuses on East Asia when literature focuses on the Asian perspective (Stepchenkova & Mills, 2010). The area of KP, Pakistan varies considerably from countries in East Asia. The south Asian countries have different cultures, traditions, and tourism attractions from east Asia regions. The selection of KP as a context for conducting this study adds to the literature IQ in SM and DES creation. The KP is among Pakistan leading tourists' destinations and potential for tourism. The KP is the country's treasure chest of tourism and is rapidly becoming a desired destination for domestic and international tourists. It is well-populated with historical, religious, and natural resources shaped by the Hindukush and Himalayas mountains, offering spectacular alpine landscapes, iconic wildlife, majestic forests, and numerous glacial lakes.

## **2. Theoretical framework**

### **2.1. Social media in the context of tourism**

SM in tourism is becoming important day by day. The usage of SM in consumers' daily lives dramatically change the tourism business and is crucial for emerging tourism firms. Since the internet has innovated communications in tourism and will continue to reform, researchers have gained considerable attention towards this field. In 1999, a supply-driven network (Web 1.0) was established and designed to be a read-only platform that allowed tourism service providers to create visual pamphlets (Fuchs *et al.*, 2010; Noti, 2013). Web 2.0 has established in 2005 with communicative channels (Minić, n.d.). Web 2.0 offers a better communication experience from both sides (Eftekhar *et al.*, 2010). So far, SM has become a valuable tool for destination marketing (Berhanu & Raj, 2020; Kanwel *et al.*, 2019). The extensive range of SM platforms has made it challenging to reach the SM standard definition (Kaplan & Haenlein, 2010). SM is defined as "a group of web-based applications that draw on the ideology and technical foundations of Web 2.0 it enables user-generated content to create and distribute.

Social networks are now the most reliable information sources on company products from a consumer perspective (Kim *et al.*, 2017). SM became a crucial part of marketing and corporate development in the 21<sup>st</sup> century, significantly changing how firms communicate and advertise to their target market (Bosio *et al.*, 2018). More specifically, scholars have found that SM is a

decisive element to boost tourism destination products and services (Kanwel *et al.*, 2019). Many travel companies using SM supply visitors with adequate knowledge about a destination (Söderlund & Rosengren, 2007). It is the most effective way to communicate and transmitting information with a broader audience (Hasan, 2015). SM also cover advertising costs to attract more tourists by providing better facilities and adequate information (Hudson *et al.*, 2015).

SM's increasing relevance in tourism has now become a growing area of study. Zeng and Gerritsen (2014) published a review by focusing on 279 papers; the author says that SM plays a vital role in the tourism sector in many aspects, mainly looking for travel information and decision-making. SM is a crucial element in tourism, as tourism is information-oriented and SM is widely available with information; thus, cooperation is mutually significant to encourage visitors to use SM as a guide for travel (Fatanti & Suyadnya, 2015; Gretzel *et al.*, 2000). Tourism depends on verbal communication, such as opinions, ideas, and comments on social networks (e.g., Instagram, Facebook, Twitter) that allow users to share feedback and suggestions (Kazak, 2016). By considering the online review, users can better understand the destination's services and products (Leung *et al.*, 2013).

The literature shows SM's role in travel information; however, the essential element of SM travel knowledge is unknown. Little has been acknowledged about which aspect of tourism IQ in SM is most significant (Kim *et al.*, 2017). This research aims to find a crucial element of contextual IQ classified as CC and NCC and measure their influences on decision-making over DES to know the importance of tourism-related information in SM.

## **2.2. Tourism information quality in social media platforms**

Recently, the awareness and the effectiveness of SM have grown, but little has been identified about its efficient use in the tourism sector. Hence, the tourism information feature in SM will be examined in this study and its effects on the DES creation. Although SM is a valuable source of information, data quality judgment has emerged because dynamic and irregular information is subjected to users (Arazy & Kopak, 2011). To make the best use of quality of information, the focus should be on the consumer's perspective rather than on the data perspective (Kim *et al.*, 2017). It is also supported by various literature, Information Quality (IQ) measured by consumers, not by the system itself, influences the purchase of products (Kahn *et al.*, 2002). IQ in SM is defined as the appropriateness of knowledge for a specific user's particular task for a particular idea (Emamjome *et al.*, 2013; Hernández-Ortega *et al.*, 2020).

The dimension of IQ has typically been identified as different dimensional concepts rather than a one-dimensional concept. IQ has been divided into four distinct areas: intrinsic IQ, contextual IQ, representation IQ, accessibility IQ (Wang & Strong, 1996). It has been observed that different dimensions of IQ are used according to context and intent. *Intrinsic IQ* is the extent to which the knowledge is accurate, believable, trustworthy, and presented by a creditable source. *Contextual IQ* is the extent to which a report adds value and is relevant, timely, complete, and sufficient. *Representational IQ* covers the consistency and concise representation of information. *Accessibility IQ* concentrates on how information can be accessed and procured.

These components have known from (Wang & Strong, 1996) IQ framework can also be reclassified as content (e.g., systematic) and Non-Content (e.g., heuristic) based on the information processing heuristic and systematic model proposed by (Chaiken, 1980). Heuristic

Systematic Model (HSM) is commonly used to describe how an individual gets and processes the information. Systematic processing requires a detailed description and systematic assessment of appropriate information. In contrast, heuristic data processing requires little cognitive effort to reach conclusions based on the minimal effort principle of the model (HSM), relying on heuristics or NCC (Chen & Chaiken, 1999). As (Wang & Strong, 1996) IQ framework does, this HSM can also provide a helpful framework for explaining users' behaviour on the web (Zhang *et al.*, 2014); thus, heuristic and systematic model can also be applied to this study. This research study uses a single IQ dimension in different SM platforms (e.g., Instagram, Facebook, Twitter). This research frequently focuses on a contextual aspect of IQ, which includes relevancy, timeliness, completeness, interestingness, and value-added is classified as "Content Cues." Quantity of information is classified as "non- Content Cues." When users receive and process tourism information on SM, they will usually consider both content and non-content IQ.

Consequently, both Content and Non-Content information is commonly considered in SM as customers receive and process travel information. A recent survey selected two dimensions of IQ, contextual and representation in Chinese social media Sina Weibo users, and analyzed Gyeonggi's destination (South Korea) (Kim *et al.*, 2017). However, no research has found the present, focusing on one dimension of IQ (particularly in KP) and its association with DES components. Therefore, this research will fill this gap as it focuses on one dimension of IQ: contextual IQ and its influence on DES creation. The contextual IQ element illustrates the requirements of the given task. High-quality knowledge must be contextually accurate and should be specified for the objective. Therefore, we assume that the contextual IQ aspect explains better the different information criteria that visitors need to discover, interpret, classify, and analyze information on SM. Thus, this study seeks to investigate how the CC and NCC of tourism IQ in SM influence DES creation components.

### 2.3. Destination image formation

DES was well studied from the early 1970's which shows that the DES substantially influence tourist selection (Kanwel *et al.*, 2019; Li *et al.*, 2015). The DES is also an essential factor determining the traveller's decision, preferences, satisfaction, and revisit to the destination (Chaulagain *et al.*, 2019). DES is defined as collecting beliefs, ideas, and experiences about a destination (Kanwel *et al.*, 2019). The Image of the Destination plays two vital behavioural roles: to influence the selection process as well as influence post-decision intentions, which includes destination experience, valuation, and revisit intentions in the future (Lee *et al.*, 2005). The DES is usually understood as combining perception and experience based on knowledge from different sources (Gartner, 1994; Styliadis *et al.*, 2021). The destination's image is an interaction process associated with opinions, beliefs, and even future intentions (Tasci *et al.*, 2007). As various studies showed, over the last period, the image has a key area for researchers. However, other studies have provided theoretical aspects over time (Wang & Hsu, 2010). Hunt (1975) highlighted that DES is an effective way to increase visitors' numbers and affect visitors' choice and decision. The DES formation process has three components, cognitive (Perceptual), affective (Feelings), and conative (Behavioural) (Gartner, 1994).

Based on the literature on SM and the DES, we believe that SM is a viable information source in promoting the tourist destinations. The creation of DES and SM is an exciting area for the researchers which is still underplayed. Many of the existing research on SM association with DES are theoretical studies (Ghazali & Cai, 2014; Tham *et al.*, 2013), or concentrating on COG

and AF excluding (CON) behavioural (Zhang *et al.*, 2014). Besides, majority of the studies have been carried in the western context. According to Pike (2002), 142 published papers from 1973 to 2000 show that most studies relate to the Western context. In contrast, the literature focuses on eastern Asia when it focuses on the Asian perspective (Stepchenkova & Mills, 2010). Therefore, we assume that our study helps to fill this gap, highlighting the study's significance in Pakistan in general and the KP in particular.

### **3. Hypothesis development**

#### **3.1. The relation between cognitive/affective image and content, non-content cues of tourism information quality**

The literature shows that in DES creation and E-information processing for consumers, information plays a vital role (Stepchenkova & Morrison, 2008; Tasci & Gartner, 2007). COG is not only formed by commercial tourism information but also by the social impact, including friends and relatives (Fakeye & Crompton, 1991). Other studies have found that the quantity of information and information sources is crucial for the user's DES formation (Kim *et al.*, 2017). Secondly, previous studies on information processing HSM (Chaiken, 1980) have also shown that users' information processing in a different way has significantly influenced both Content and Non-Content factors in a different online context (Wirth *et al.*, 2007). Systematic (Content) and Heuristic (non-content) information in online reviews of the product are significantly associated with using of Information by product developers (Yang, 2015). We use two sources, information processing based on Heuristic Systematic Model (Chaiken, 1980), and DES formation (Gartner, 1994) to contend, the relations between aspects of contextual tourism IQ, which were classified as "CC and NCC" and DES formation components.

The quantity of information classified as NCC in our research model is referred to as the extent to which the quantity of information available in SM is appropriate in quantity. The empirical evidence provided by Baloglu & McCleary (1999) that the information in appropriate quantity significantly influences the COG. Besides, Gartner (1994) also argues that the information quantity obtained by a person affects the creation of the cognitive dimension, not the affective component. Therefore, we say that the information quantity is only significantly related to the cognitive dimension. There are some reasons; firstly, the association among the quantity of information and COG, an adequate quantity of information presented in SM such as information regarding accommodation, restaurants, local attractions, culture, and other information will help visitors from the perceptual sense (cognitive) understand what they can do at the destination.

Consequently, an adequate quantity of information about a destination in SM is not guaranteed to influence a visitor's feelings or emotions (AF). In contrast, lengthy and well-defined text-based knowledge may not directly associate with AF. From these perspectives, we proposed Hypothesis 3. The DES creation and heuristic and systematic model of information processing can be applied to create an overall theoretical framework that different CC and NCC of SM tourism knowledge can influence the way consumers shape the DES. Therefore, three hypotheses are proposed as follows:

Hypothesis 1: CC of tourism information in SM has a significant influence on COG.

Hypothesis 2: CC of tourism information in SM has a significant influence on AF.

Hypothesis 3: NCC of tourism information in SM has a significant influence on COG.

### 3.2. The relationship between cognitive, affective, and conative destination image

The effect and cognition are an intellectual reaction to environmental factors, creating an interactive and dynamic network (Tasci *et al.*, 2007). The cognitive destination image is investigated as a precedent of affective destination image from a conceptual perspective. The empirical evidence shows a significant association between the COG and AF (Gartner, 1994; Pike & Ryan, 2004). In addition, scholars agree that there is a connection between the Image of the destination and the way visitors respond to a destination on cognition and affect-based (Stepchenkova & Mills, 2010; Tasci *et al.*, 2007). The DES consists of three distinctively different but connected hierarchically, known as a cognitive, affective, and conative destination image (Gartner, 1994). Agapito *et al.* (2013) and Basaran (2016) provided empirical evidence on the relationship between them.

Therefore, the correlation between the three main components of DES formation should keep SM in the tourism context (Gartner, 1994). Cognition comes first, as stated and observed in existing studies. Hence, consumers construct a COG with the information given on SM about the destination shared by DMO's, tourists, and residents. Then, feeling (AF), toward the tourist destination, comes next to cognition. The last is the action about the destination (CON), how individuals behave on the knowledge, and how individuals think of a destination. Finally, both cognitive and affective perceptions can affect actual behaviour (CON), all focused on SM information. Thus, the following hypothesis are developed:

Hypothesis 4: The COG in SM has a significant relationship with the AF.

Hypothesis 5: The COG in SM has a significant relationship with the CON.

Hypothesis 6: The AF in SM has a significant relationship with the CON.

### 3.3. The mediating role of cognitive/affective image between content cues/non-content cues and conative destination image

Gartner (1994) initially introduced the tourism destination image, saying that the concept includes three distinctly varied but hierarchically associated components (Stylidis *et al.*, 2017; Tasci *et al.*, 2007). Cognitive assessment implies beliefs or information about features of the destination (Papadimitriou *et al.*, 2018). The AF signifies peoples' feelings and emotions about the destination (Hallmann *et al.*, 2015). COG and AF is identified for interacting and communicating for many scholars, although others argue the opposite, the cognitive effect affective. The initial answer point to a destination is affective for a few scholars, which leads to successive steps in the stated destination's direction (Woosnam *et al.*, 2020). There is empirical proof that high levels of desire result in more optimistic cognitive assessments of a destination's characteristic features (Rollero & De Piccoli, 2010; Woosnam *et al.*, 2020). Most scholars contend that a destination's affective appraisal differs mainly from their experience of a destination (Baloglu & McCleary, 1999). It showed that travellers initially evaluate a destination cognitively and then build emotions for destination (AF) (Woosnam *et al.*, 2020).

Finally, the conative element is the action item, similar to behaviour (Gartner, 1994). Conative and the other two components are connected directly; The behaviour depends on the image created in cognitive and assessed in the affective process (Woosnam *et al.*, 2020). Recent studies by Stylos *et al.* (2016; 2017) have condemned this approach, arguing that conative destination lies at the same stage as cognitive and affective destination images. The research shows that all three aspects influence the intention of revisiting a tourist destination directly or

indirectly without evaluating the mutual association between components.

Following Gartner's approach, (Agapito *et al.*, 2013) said that tourism scholars in the literature have mostly linked the conative aspect with revisit or loyalty (for example (Chi & Qu, 2008; Gnoth *et al.*, 2009; Li *et al.*, 2010). Loyalty/revisit or CON is a very complex factor for DMO's because it is less expansive, easier to use than to attract new visitors (Kanwel *et al.*, 2019). In the investigation of meta-analysis on this area (Zhang *et al.*, 2014), assessing the association among tourists' destination and future behavioural intentions (conceptualized as a CON). It has been concluded that COG and AFs often shaped CONs substantially (Woosnam *et al.*, 2020), for example, the cognitive and affective elements affected the behavioural intentions (the CON) of tourists about the destination (e.g., suggest the destination or future revisit intention).

As suggested in these studies, the source of information associated with individual factors is likely to explain the development of the cognitive, affective, and CON and provide a tool for assessing users' behaviour concerning loyalty or future revisit intention (CON). Therefore, it is essential to analyze how Contextual IQ "CC, NCC," influence the CON through a mediator's COG and AF. Thus, the hypothesis is developed as follows:

Hypothesis 7: COG mediates the relationship between CC and CON.

Hypothesis 8: AF mediates the relationship between CC and CON.

Hypothesis 9: COG mediates the relationship between NCC and CON.

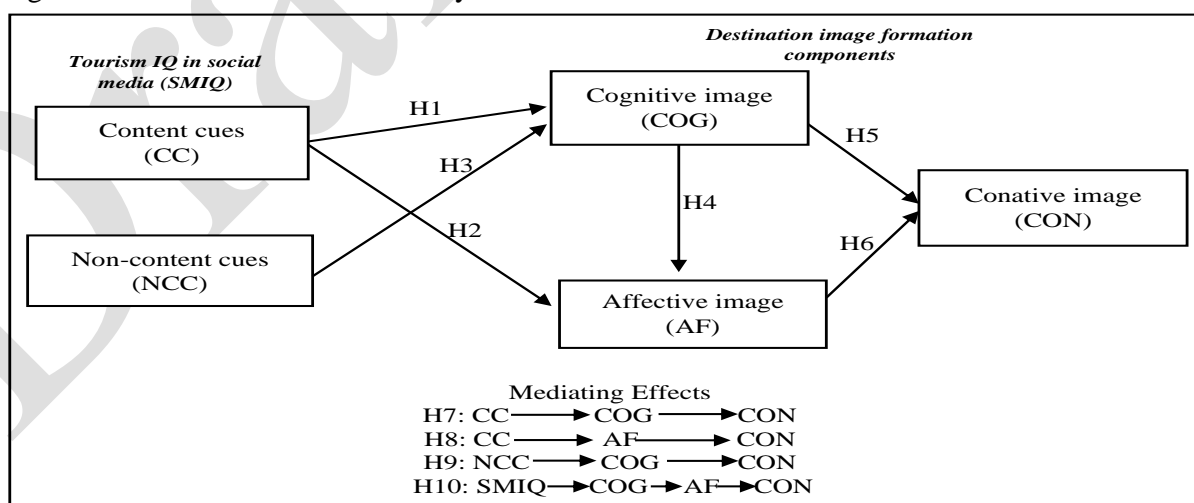
Hypothesis 10: COG, AF mediate the relationship between Contextual IQ and CON

## 4. Research methodology

### 4.1. Study design

The primary data was quantitatively obtained by questionnaires. This method allows the researchers to obtain significant information in a shorter period from a wide range of populations with low cost. Questionnaires were designed to determine respondents' perception of IQ and DES formation components. Figure 1 illustrates the research model for this study.

Figure 1: Research model of the study



Content cues = Relevancy + Timeliness + Completeness + Interestingness + Value-added

Non-content cues = Quantity of information



## 4.2. Questionnaire development

The questionnaire was adapted for this study from previously published studies. However, minimal changes were made to make them suitable for this study. The questionnaire primarily divided into several sections and one factor were explored in each section: CC consist of fifteen items which were adopted from (Kim *et al.*, 2017; Lee *et al.*, 2002), NCC comprised of three items taken from (Kim *et al.*, 2017), COG consists of seven items from (Kim *et al.*, 2017), AF consists of three items that were taken from (Kim *et al.*, 2017; Stylos *et al.*, 2016), and CON consists of three items which were adopted from (Kim *et al.*, 2017). A 5-point Likert scale ranging from 1 (Strongly disagree) and 5 (Strongly agree) were adopted from previous studies. Besides, respondent demographic information was also included in one section, such as gender, marital status, age, education, income, and occupation.

## 4.3. Data collection

Empirical evidence for instrument validation and testing of the hypotheses were collected through a self-distributed questionnaire at various tourist destinations throughout the KP, Pakistan. We designed a questionnaire for SM users (Facebook, Instagram, Twitter) who obtain tourism-related information about KP, tourists' destinations. Sampling was carried out from July 2020 to August 2020 by distributing face-to-face questionnaires to tourists at a different tourist destination in KP. Our study's purpose was clarified to the visitors to increase participation, and questionnaires were given only to those who were willing to participate in this research survey. Five hundred questionnaires were distributed in total, and 446 were considered appropriately complete after the deletion of incomplete answers.

## 5. Results and data analysis

We used SPSS v.25 and AMOS to assess the data. Demographic information of respondents were defined by descriptive statistics (for results, see appendix-1). Correlation analysis, regression model, reliability and validity analysis, descriptive analysis, Confirmatory Factor Analysis (CFA), Structure Equation Modelling (SEM) were used to interpret the data.

### 5.1. Descriptive statistic and correlation analysis

The descriptive statistic, average variance extracted, correlation, composite reliability, and discriminant validity are shown in table 3. The Standard Deviations (SD) value from 0.887 to 1.124 and the mean varied from 3.31 to 3.67, respectively. The correlation values among CC, NCC, Af, COG, and CON are substantial and positive, shown in table-1.

Table-1: Descriptive statistics, correlation, reliability, and validity analysis

Factors	Means	SD	AVE	CR	1	2	3	4	5
Content Cues	3.46	0.887	.505	.845	.837				
Non-content cues	3.63	1.084	.727	.853	.560**	.890			
Affective Image	3.31	1.124	.774	.888	.700**	.448**	.710		
Cognitive Image	3.67	1.023	.702	.920	.593**	.575**	.567**	.850	
Conative Image	3.36	1.115	.793	.901	.698**	.410**	.641**	.544**	.935

Significance of correlation: \*\*p<0.01. CR: Composite reliability; AVE: Average variance extracted. Values on the diagonal (bolded) are the AVE's square root showing discriminant validity while the off diagonals are correlations.

## 5.2. Model fits

We used various model fits in this study, for example, chi-square  $\chi^2$ , CFI, TLI, IFI, SRMR, and RMSEA. The value of TLI, CFI IFI must be greater than 0.90 (Jöreskog & Sörbom, 1982). SRMR and RMSEA values not exceeding 0.08 (McNeish, 2018). As per (Bennett *et al.*, 2017), for good model fit,  $\chi^2/df$  must be less than 3 (Kanwel *et al.*, 2019). The fit measurements are shown in table 2. The values of this research are higher than the recommended standards (McNeish, 2018).

Table-2: Fit statistics

Fit indicates	Model value	Reference value
$\chi^2/df$	2.945	<5.00
CFI	0.939	>0.90
IFI	0.939	>0.90
TLI	0.932	>0.90
SRMR	0.092	>0.05
RMSEA	0.066	<0.10
PCLOSE	.000	>0.05
NCP	610.728	>NCP Saturated (.000) <NCP Independence (10029.280)
FMIN	2.078	>FMIN Saturated (.000) <FMIN Independence (23.326)

## 5.3. Measurement model

Based on the Wang & Strong (1996) discussion IQ concept, (Chaiken, 1980) information processing Heuristic and Systematic model, and (Gartner, 1994) concept of the formation of DES from the perspective of the usage of social networks in the context of tourism, we proposed the DES formation and contextual IQ as our study model which were shown in Fig 1. our research goals to assess the association among the contextual dimension of IQ (CC and NCC) by (Wang & Strong, 1996) three different components of the formation of DES proposed by (Gartner, 1994).

First, we evaluate the reliability and validity tests which are essential for the construct internal consistency. Therefore, we used Cronbach's alpha, a common technique for testing the item's internal consistency (Gefen *et al.*, 2000; Manzoor *et al.*, 2019). All variables' alpha values were ranged from 0.886 - 0.940, which is higher than the recommended 0.70, ensuring the inner consistency construct see table-3.

In addition, the internal constancy and validity were evaluated by composite reliability (CR), discriminant validity for each element to give further authenticity to the data shown in table-2. The CR of each component ranged from 0.845 to 0.920, which exceeds the recommended criteria,  $CR > 70$  (Hu & Bentler, 1998). In contrast, each variable's AVE value extended from 0.505 to 0.793, which should be higher than 0.50 (Fornell & Larcker, 1981). Evaluating the discriminant validity of each value of the AVE square root was greater than all internal element correlation values (Shen *et al.*, 2007). After analyzed the reliability and validity analysis, the Confirmatory Factor Analysis (CFA) was evaluated see table-3.

Table-3: Confirmatory Factor Analysis (CFA) of the measurement model

Construct factor	Items	EFA	CFA	Cronbach's alpha
Content Cues	CC1	0.717	0.71	0.930
	CC2	0.658	0.76	
	CC3	0.687	0.79	
	CC4	0.663	0.77	
	CC5	0.739	0.75	
	CC6	0.756	0.76	
	CC7	0.738	0.70	
	CC8	0.713	0.67	
	CC9	0.708	0.66	
	CC10	0.690	0.72	
	CC11	0.699	0.73	
Non-content Cues	NCC1	0.811	0.81	0.886
	NCC2	0.887	0.89	
	NCC3	0.859	0.86	
Cognitive Image	COG1	0.817	0.82	0.940
	COG2	0.848	0.85	
	COG3	0.862	0.86	
	COG4	0.863	0.86	
	COG5	0.852	0.85	
	COG6	0.807	0.81	
	COG7	0.815	0.82	
Affective Image	AF1	0.837	0.84	0.914
	AF2	0.896	0.90	
	AF3	0.905	0.91	
Conative Image	CON1	0.858	0.86	0.928
	CON2	0.914	0.91	
	CON3	0.900	0.90	

#### 5.4. Hypothesis testing

To test the hypothesis from 1-10 were analyzed and verified by applying regression weight ( $\beta$ ) result of the hypothesis are shown in (Table. 5, and Fig 2). First, we observed at the CC have a positive association with COG ( $\beta = 0.68$ ,  $t = 15.5$ ,  $p < 0.01$ ) and AF ( $\beta = 0.88$ ,  $t = 20.6$ ,  $p < 0.01$ ) supporting H1 and H2. Hypothesis 3 NCC is significantly related to COG ( $\beta = 0.54$ ,  $t = 14.80$ ,  $p < 0.01$ ) supporting H3. As we were expected that the COG was positive and significantly related with AF ( $\beta = 0.51$ ,  $t = 14.49$ ,  $p < 0.01$ ), AF was also a significant relationship with CON ( $\beta = 0.65$ ,  $t = 13.65$ ,  $p < 0.01$ ) are supporting H4 and H5, respectively. More over the relation among COG and CON ( $\beta = 0.61$ ,  $t = 17.60$ ,  $p < 0.01$ ) H6 is also supported.

We evaluated the mediation analysis, (Hayes, 2017) recommended using the Hayes, Andrew F process for mediation to examine the indirect effect. Results for the mediation are shown in the table 4 and Figure 2, showing indirect effect of  $CC \rightarrow AF \rightarrow CON$  ( $\beta = 0.273$ ,  $p < 0.01$ ), following the (Hayes, 2017) the indirect effect 0.273, 95% CI boot, [LL 0.173, UL 0.374] does not turn a 0 in between indicating there is a mediation. Hence it is concluded that the mediation effect is statistically significant, indicating that H7 is supported. The outcome also indicates that relationship between  $CC \rightarrow COG \rightarrow CON$  was significant ( $\beta = 0.155$ ,  $p < 0.01$ ) with an indirect effect of 0.155, 95% CI boot [ LL 0.082, UL 0.22] does not turn a 0 in between, representing there is a mediation, thus H8 is statistically significant and supported.

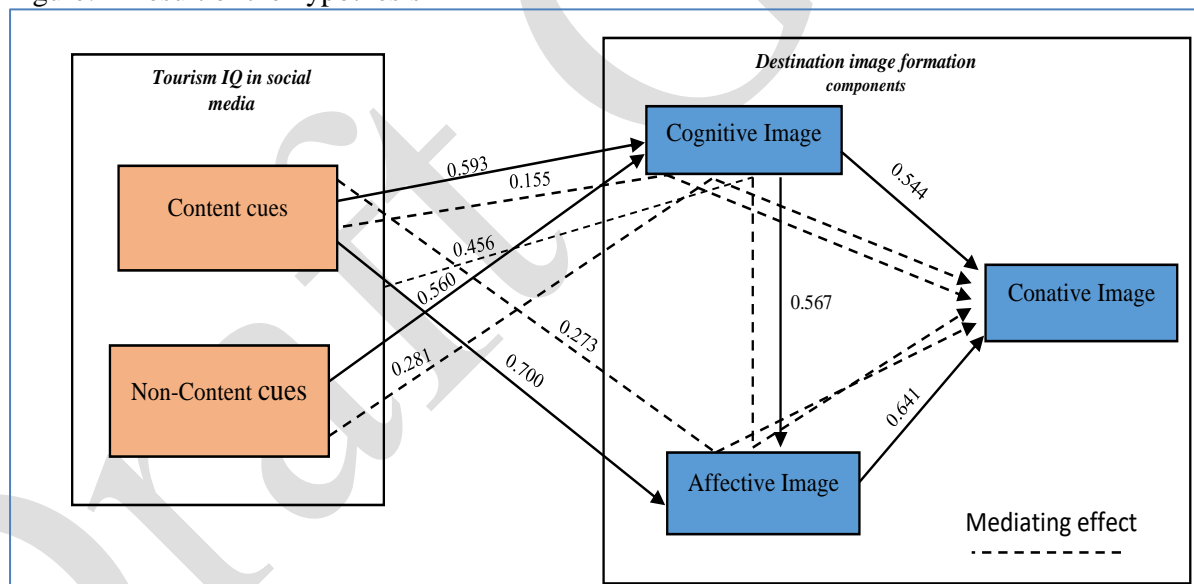
Table-4: Regression coefficient ( $\beta$ ) for testing hypothesis 1-10

Path	F-Stat	T-values	S.E	$\beta$	LL95% CI	UL95% CI	P-Value
CC $\longrightarrow$ AF	425.6	20.6	.043	.887			***
CC $\longrightarrow$ COG	240.2	15.5	.044	.684			***
NCC $\longrightarrow$ COG	290.0	14.80	.037	.542			***
COG $\longrightarrow$ AF	209.9	14.49	.036	.516			***
AF $\longrightarrow$ CON	186.4	13.65	.037	.659			***
COG $\longrightarrow$ CON	309.9	17.60	.045	.614			***
CC $\dashrightarrow$ AF $\dashrightarrow$ CON		10.73	.0511	.2732	.1739	.3742	***
CC $\dashrightarrow$ COG $\dashrightarrow$ CON		14.06	.0363	.1551	.0828	.2272	***
NCC $\dashrightarrow$ COG $\dashrightarrow$ CON		9.476	.0387	.2818	.2095	.3612	***
SMIQ $\dashrightarrow$ AF $\dashrightarrow$ COG $\dashrightarrow$ CON		16.22	.0574	.4563	.3440	.5687	***

Note: \*\* $p < 0.01$ . S.E: Standard error. CC = Content cues, NCC = Non-content cues, AF = Affective image, COG = Cognitive image CON = Conative Image, SMIQ = Social media information quality

For the NCC  $\longrightarrow$  COG  $\longrightarrow$  CON was significant ( $\beta = 0.281$ ,  $p < 0.01$ ), with indirect effect of 0.281, 95% CI boot [LL 0.2095, UL 0.361] and social media IQ  $\longrightarrow$  AF  $\longrightarrow$  COG  $\longrightarrow$  CON was significant ( $\beta = 0.456$ ,  $p < 0.01$ ) with indirect effect of 0.456, 95 % CI boot, [LL 0.344, UL 0.568] Hence it is concluded that the mediation effect is statistically significant indicating that H9 and H10 is supported.

Figure: 2 Result of the hypothesis



## 6. Discussion and implications

In this study, the association among the contextual quality of tourism information (CC and NCC) in SM and DES formation components (cognitive, affective, conative) is analyzed as well as this research also examines its association with the CON via the mediating role of the COG and AF. Our study's outcome validates the positive relationships among all the variables such as CC, NCC, cognitive, affective, and CON. First, the "CC" of tourism IQ positively affect both the COG and AF. The Contents Cues = relevancy + completeness + value-added + timeliness + interestingness. It suggested that the extent to which travel information is posted

on SM is essential to the tourist travel and other purposes; the information must be relevant to the tourist's travel, up to date, easy to understand, and complete to provide benefits to users.

Second, NCC have significantly associated with the COG. Another study conducted by (Kim *et al.*, 2017) argues that the information amount did not positively associate with the COG. Their study survey chooses Chinese social media Sina Weibo allows limited words of 140 characters only. In our study, we focus on (Facebook, Instagram, and Twitter). According to our demographic survey outcome, 74% of tourists obtain tourism-related Information about the KP from Facebook because Facebook does not limit the number of characters. In addition, the proposed model (Gartner, 1994) for DES formation reconfirmed with our empirical study data analysis with Pakistani social media visitors (Facebook, Instagram, Twitter).

Furthermore, we examined the CC and NCC associated with CON via COG and AF's mediating role. Prior research linked the CON with "loyalty or revisit Intention" (Chi & Qu, 2008; Li *et al.*, 2010). The conative element is the action item, similar to behaviour (Gartner, 1994); the behaviour depends on the image created in the cognitive phase and assessed in the affective process. Our research outcome highlights that high-quality information should influence the individual behaviour (CON) to share the positive word of mouth or suggest a destination to other people or revisit to destination in the future.

The outcome of this study also highlights that visitors' motives, such as the intention to revisit or intend to refer (conative destination image), are stronger when they discover more features of the destination attractions. It implied that the positive recognition of tourism attributes in KP (COG) could build pleasant feelings in visiting the KP tourist's destinations (AF), which lead to CON (loyalty/revisit). Our finding also reveals that cognitive destination image is closely linked to the affective destination image than conative destination image. In general, the indirectly method of creating cognitive-affective-conative destination image usually more concerned than the directly approach of making the cognitive-conative image because an individual develops distinct intent based on not just on cognitive dimension (perceptual) but also the affective dimension (feelings) for their behaviour (conative) in our study AF is more related with the CON (revisit/loyalty) than the COG. This outcome suggests that the various features of SM information on cognitive and affective destination image must be understood to deliver visitors with useful travel-related information on SM, leading to CON (future revisit intention/destination loyalty).

The tourism sector is a driving force for the growth of a country's economy and development. The emerging tourism industry can boost the economy's long-term viability, especially in revenue, GDP, job creation, and economic growth. The outcome from this research suggested several implications, such as this research adds to the literature and some managerial suggestion for KP DMO's. Firstly, this research empirically assesses the "CC and NCC" of tourism IQ in SM and its effect on the DES creation components. Our study results provide an empirical indication to investigate which aspect among CC and NCC is more associated with cognitive, affective.

Secondly, we examine the CC and NCC association with CON via COG and AF's mediating role. Prior research linked the CON with "loyalty or revisit intention" (Chi & Qu, 2008; Kanwel *et al.*, 2019; Li *et al.*, 2010). The conative element is the action item, similar to behaviour (Gartner, 1994) the behaviour depends on the image created in the cognitive phase and assessed in the affective process. Our research outcome highlights that high-quality information should

influence the individual behaviour (CON) to share the positive word of mouth or suggest a destination to other people or revisit to destination in the future. Finally, this research adds to the literature on contextual IQ in SM and its influence on DES creation components.

Moreover, this research was limited and organized in KP, Pakistan one of the country's tourism treasures. Our results provide strategic and operational insights, especially in SM, to collect destination information, which will help the destination marketing organization (DMO's) develop their marketing strategies to encourage more visitors by using SM to their destinations.

## 7. Conclusion

This study examines the association among the IQ in SM, precisely the contextual dimension of IQ classified as “CC, NCC” and DES components (e.g., cognitive, affective, conative). This research aims to provide helpful knowledge about the essential use of SM travel information that influences the destination's image and tourist behaviour. By examining the quality of the information in SM, we identified the impressive finding that both CC and NCC are quality factors of the tourism information, influencing the DES components. This study also examines the influence of “CC and NCC” of IQ in SM on the CON (Revisit/loyalty) through the mediating function of the COG and AF, which conclude that IQ has a significant impact on the CON. Thus, this research will extend the literature on SM in tourism and the quality of the information, more specifically, the contextual dimension of IQ. It enhances our awareness about the IQ and tourist DES forming process, offering factor insights to tourism marketers.

This research context was limited to KP Pakistan, and we focused on only a single dimension of IQ that is “contextual IQ,” various region, a destination or whole country is highly recommended to verify hypothesized relationships by having other dimensions of IQ in the context of SM. This quantitative empirical research was designed without any qualitative study elements. This study can be extended using a qualitative approach; and true intention towards a DES can be even better explored. This research focuses only on the textual tourism information provided in SM. Further research is encouraged to add other dimensions apart from text-based information (e.g., photos and videos) in the research framework to acquire more insightful data.

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## Appendices

### Appendix-1: Demographic characteristics of respondents

Characteristic	Percentage
Gender	Male
	70.6
	Female
Marital Status	29.4
	Total
	100
Age	Single
	59.2
	Married
Education	40.8
	Total
	100
	20 year or below
	0.2
	21-25
Monthly income PKR	45.1
	26-30
	42.6
	36-45
	9.2
Occupation	46-55
	2.9
	Total
	100
	Primary school
	0.4
Time spent on social media daily	Secondary school
	2.5
	College/university
	14.3
	Undergraduate
	44.6
Social media used for tourism information	Postgraduate
	38.1
	Total
	100
	Less 10,000
Occupation	25.3
	10,000-19,999
	6.7
	20,000-29,999
	10.3
	30,000-39,000
Time spent on social media daily	13.7
	40,000-49,999
	24.7
	More than 50,000
	19.3
	Total
Social media used for tourism information	100
	Government employee
	20.6
	Private sector
	38.8
	Student
Time spent on social media daily	26.9
	Business owner
	10.3
	Housewife
	3.4
	Total
Social media used for tourism information	100
	1-2 hours
	23.8
	3-4 hours
	40.4
	5-6 hours
Social media used for tourism information	30.5
	7-8 hours
	4.9
	More than 10 hours
	0.4
	Total
Social media used for tourism information	100
	Facebook
	74.0
	Twitter
	5.6
	Instagram
Social media used for tourism information	20.0
	YouTube
	0.2
	Others
	0.2
	Total
	100

## Appendix-2: Questionnaire

SD = Strongly Disagree    D = Disagree    N = Neutral    A = Agree    SA = Strongly Agree					
Information Quality (content cues)	SD	D	N	A	SA
The travel information obtain form social media about KP is relevant to my travel					
The travel information obtained from social media about KP is appropriate for planning the trip.					
The travel information obtained from social media about KP is in accordance with my purpose to travel.					
The travel information obtained from social media about KP is quite new.					
The travel information obtained from social media about KP is continuously updated.					
The travel information obtained from social media about KP is quickly provided with the necessary information for the trip					
The travel information obtained from social media about KP is useful for planning a trip					
The travel information obtained from social media about KP is useful for planning a trip.					
The travel information obtained from social media about KP is helpful for planning a trip.					
The travel information obtained from social media about KP is attractive					
The travel information obtained from social media about KP is funny					
The travel information obtained from social media about KP is interesting					
The information obtained from social media about KP is specific					
The information obtained from social media about KP is accurate					
The information obtained from social media about KP is sufficient					
Information quantity (non-content cues)	SD	S	N	A	SA
The travel information obtained from social media about KP is of sufficient volume for our needs					
The quantity of travel information obtained from social media about KP match our needs					
The amount of travel information obtained from social media about KP is neither too much nor too little.					
Destination Image					
Conative image	SD	S	N	A	SA
I have a willingness to positive words about KP destinations					
I have the intention to recommend KP destinations					
I have the intention to revisit KP					
Affective Image	SD	S	N	A	SA
The destinations in KP will be pleasant					
The destinations in KP are looking interesting					
The destinations in KP are looking exciting					
Cognitive Image	SD	S	N	A	SA
The restaurant and hotels offer good services					
Excellent shopping opportunities are offered					
Visiting KP destination offer good value for money					
The environment looks friendly and receptive					
The culture and cuisine are interesting					
KP has beautiful scenery and natural attraction					
KP is safe					