

## KNOWLEDGE SHARING AND SOCIAL TECHNOLOGY ACCEPTANCE MODEL: PROMOTING LOCAL EVENTS AND FESTIVALS THROUGH FACEBOOK

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This study examines Facebook page “events” as a medium for promoting special events to consumers. It proposes a Social Technology Acceptance Model, an extension of the Technology Acceptance Model, to examine the influence of Trust, Strength of Relationships (knowledge-sharing factors), and Perceived Enjoyment in forming consumer attitudes toward Facebook and consumer intentions to attend an event. A total of 155 data were collected through a survey administered on a special event organizer’s Facebook “page.” Findings suggest that users’ Trust, Strength of Relationships and Perceived Enjoyment significantly affect users’ acceptance of Facebook and their intentions to attend an event. The theoretical impact of the current study of knowledge sharing can be valuable to understanding Facebook usage behavior. Moreover, by integrating concepts of Trust and Strength of Relationships, empirical support illustrates that social media provides event marketers a means to benefit from the strong and weak ties of individual social networks.

Key words: Knowledge-sharing factors; Social capital; Social media; Event marketing;  
Consumer behavior

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### Introduction

The virtualization of human social interactions can be attributed to the development of Web 2.0 technologies. The rise of Web 2.0 has resulted in the democratization of information, as consumer-generated media and peer-to-peer applications create

virtual spaces in which information is socially generated and consumed (Gretzel, Kang, & Lee, 2008; Paris, 2012). This web has reformulated ways in which consumers and businesses interact, and many businesses are realizing that marketing through social media can provide more direct, personal, and trusted relationships with consumers (Drury, 2008).

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Social media marketing has received significant attention in the context of the hospitality, tourism, and events industries. According to the World Travel Market (2010), TripAdvisor and Facebook have the greatest influence on holiday decision making among 55- to 64-year-olds and 25- to 34-year-olds, respectively. Moreover, it reports that 40% of the travel and tourism industry will consider social media as a major marketing tool over the next 5 years. Although social media marketing is a fast-growing medium, it should be noted that more traditional mediums of print, radio, and TV are still vital to marketing. The previous study by Andereck and Ng (2005) presented that the magazine is still a very influential source of travel information for some people's travel decisions. Additionally, the growth of social media marketing is also reflective in the increased integration of this new medium with the other mediums.

The successful promotion of special events through Facebook can be determined by the strength of the relationship between an event and consumers, along with the relationships between consumers and their Facebook friends. The impact of these relationships on an individual's intention to attend an event is a function of the social trust within their Facebook network. Further, the promotion of special events through Facebook can also be dependent on intrinsic and extrinsic motivations—to share and gain knowledge about events through Facebook—as the value of Facebook as a marketing channel is highly dependent upon e-word of mouth that results from individuals "sharing" the events among their own networks. The objective of this study is to investigate how the Trust and Strength of Social Relationships among Facebook users impact their subsequent intentions and future behaviors toward actual events.

This objective leads to two important questions:

1. How do the Trust and the Strength of Relationships among Facebook users enhance their attitude toward the acceptance of Facebook event pages?
2. How does this acceptance of Facebook event pages impact users' intentions to attend the event?

To address these questions, this study proposes a Social Technology Acceptance Model (STAM),

which is extended Technology Acceptance Model (TAM) incorporating the knowledge-sharing factors. This theoretical foundation provides the basis for exploring the role that relationships play in the use of Facebook pages as event marketing tools.

### Theoretical Foundations and Development of Hypotheses

Understanding the antecedents of event attendees' use and adoption of social media is of great importance to event organizers, who are increasingly using social media as an important channel for marketing events. With the rapid growth in the number of Facebook users, the TAM can provide insight for special event organizers and marketers. In this study, the authors propose the STAM, which incorporates knowledge-sharing factors driven by the trust and strength of relationships, and hedonic motivations into the TAM (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989) in order to understand Facebook fans' acceptance of event pages as marketing tools and its impact on their intention to attend an event.

#### *Knowledge-Sharing Factors: Strength of Social Relationships and Trust*

According to Yu, Lu, and Liu (2010), knowledge sharing refers to the sharing of community-related information, ideas, and suggestions among individuals. More specifically, knowledge-sharing behavior implies an individual's intention to share knowledge—either obtained elsewhere or created personally—with others in the same virtual community (Yu et al., 2010). Research by Chai, Das, and Rao (2011) uncovered that trust and social ties are key factors influencing knowledge-sharing behavior, and other studies support the idea that social interactions and networks play a key role in encouraging knowledge-sharing motivations (Nahapiet & Ghoshal, 1998; Tsai & Ghoshal, 1998). Additionally, in the context of digital communication media such as blogs and Facebook, strong relationships among users could facilitate the posting and sharing of knowledge within common interest groups (Chai et al., 2011). The influence of social relationships and trust on knowledge sharing can be understood from the perspective of the social capital theory. It

was posited that “social capital which represented the embedded values such as social ties and trusting relations could revitalize actions of individuals” (Chai et al., 2011, p. 312). Accordingly, a community high in social capital indicates the existence of strong social networks, trust relations, and social behavioral norms, which can encourage the creating and sharing of knowledge among members of the same community (Chai et al., 2011; Nahapiet & Ghoshal, 1998). Hsu and Lin (2008) identified the “expected strength of relationship” as the degree to which a person believed that he or she could develop mutual relationships through knowledge sharing, and “trust” as the tendency to believe in others and their online posted material. Valenzuela, Park, and Kee’s (2008) study indicated that there was a positive relationship between social media (specifically Facebook) and social capital in relation to behaviors and attitudes. They suggest that social media can solidify a person’s relationship and/or strengthen a person’s trust of old and new acquaintances.

Facebook provides a platform where users are structurally and relationally embedded within their social networks (Grabner-Krauter, 2010; Granovetter, 1992; Jones, Hersterly, & Borgatti, 1997), in which trust can increase as a result of the accumulation of positive experiences (Ganzaroli, 2002). Trust plays an important role in an individual’s intention to attend a special event, as users might be more likely to attend if they see that someone in their network is going, if someone they trust invites them, or if the event is presented by an organization they trust. In our model, the trust concept incorporates both “thin” and “thick” trust. Thin trust is often related to “weak” ties, the benefits of which can provide better access to innovative information and yield more useful knowledge (Levin & Cross, 2004).

The advantages of weak ties have long been stressed in social capital literature (Burt, 2000; Granovetter, 1973), and now social media provides the tools through which weak ties can be effortlessly maintained and built. The strength of weak ties is dependent on the development of high levels of thin trust. Although people often accumulate social capital as a result of their daily interactions with friends, coworkers, and strangers, it is also possible to make conscious investments in social interaction

(Resnick, 2002). Facebook has streamlined social interactions by allowing users to display their activities through their “news feeds.” Facebook also allows for the maintenance of “strong ties” and “thick trust” between individuals and their closer network of friends and family. Strong ties provide greater emotional and social support such as discussing ideas, doing things together, and providing companionship (Grabner-Krauter, 2010).

Dwyer, Hiltz, and Passerini (2007) examined the relationship between trust—both in Facebook and in other Facebook users—and the development of new relationships. Their findings suggest that trust is unnecessary in developing new relationships through social network sites, but rather that trust is an important factor in the amount of information shared and the type/depth of a relationship developed. Moreover, research by Chen and Hung (2010) indicated that strong interpersonal trust could encourage individuals to exchange, seek, and collect knowledge in virtual communities. Based on the theoretical and empirical evidence, we constructed the following hypothesis.

**H1:** Trust has a positive impact on the Strength of Relationships.

*Knowledge-Sharing Factors, Perceived Enjoyment, and TAM*

Within our model, we propose that individuals’ social Trust and the Strength of Relationships in their Facebook networks is an antecedent to their Perceived Enjoyment. The social interactions that individuals enjoy will only occur within a network where social trust is maintained. This proposition is supported by a study of social network media users regarding flow experience and loyalty (Zhou, Li, & Liu, 2010). The findings showed that trust was a strong antecedent to users’ social interaction, which had an impact on their Perceived Enjoyment. Trust is a psychological benefit (Chung & Buhalis, 2008) that has been found to be initially necessary for a user to join a social media environment and which can further expand the social and hedonic benefits (Parra-Lopez et al., 2011). Further, it was claimed (Yu et al., 2010) that frequent interactions with community members could encourage more frequent exchanges

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of knowledge while stimulating those members' feelings of intrinsic enjoyment.

Perceived Enjoyment is one of the main constructs added to the TAM to represent intrinsic motivations and was defined by Davis, Bagozzi, and Warshaw (1992) as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right" (p. 1113). The research by Sun and Zhang (2006) revealed that perceived enjoyment plays a significant role in user technology acceptance, especially for hedonic systems. Although many social media sites have a focus on utility, the entertainment and enjoyment of using the sites is what gives them their utility. More interestingly, it was confirmed through previous studies that perceived enjoyment had a significant influence on the Perceived Ease of Use (PEOU) with respect to the acceptance of new technology (Agarwal & Karahanna, 2000; Venkatesh, 1999, 2000; Yi & Hwang, 2003). PEOU was originally defined as "the degree to which the user expects the target system to be free of efforts" (Davies et al., 1989, p. 985). This relation between Perceived Enjoyment and PEOU is comprehensive given that enjoyment can make users underestimate the "difficulty" of using the technology since they may have fun with the process and do not feel it is hard (Sun & Zhang, 2006). This rationale is appropriate in pertaining to the acceptance of social media.

On the other hand, Perceived Enjoyment is an intrinsic motivation that has been included in the model along with the extrinsic motivation, Perceived Usefulness (PU), as antecedents to users' attitudes and behavioral intentions. PU is the user's "subjective probability that using a specific application system will increase his or her job performance within an organizational context" (Davis et al., 1989, p. 985). Beyond this original context, PU has been employed to examine common tasks in nonorganizational settings (e.g., usefulness of Facebook to find out about events). Van der Heijden (2004) found that for hedonic systems, Perceived Enjoyment is a stronger predictor of behavior than PU. As mentioned above, intrinsic and extrinsic motivations have been recognized as important determinants of individual's attitudes and behavioral intentions (Davis et al., 1992; Wu & Li, 2007). Extrinsic motivations for behavior put an emphasis on the achievement of specific goals and rewards, whereas intrinsic motivations

can be understood as the pursuit of personal pleasure and satisfaction derived from performing a behavior. Extrinsic motivations are often represented by the PU construct, as it is often focused on external benefit, such as improving job performance (Van der Heijden, 2004). In this study, PU represents the external motivation of using Facebook to find out about events. In utilitarian systems, extrinsic motivations are stronger predictors of users' behavior (Adams et al. 1992; Mahmood, Hall, & Swanberg 2001; Taylor & Todd, 1995; Venkatesh & Davis, 2000), whereas in hedonic systems, intrinsic motivations have been found to be the stronger predictor of users' behavior (Atkinson & Kydd, 1997; Moon & Kim, 2001; Van der Heijden, 2004; Venkatesh, 1999). Hedonic systems provide self-fulfilling value for users, and that value is a function of the amount of fun users experience using the system (Van der Heijden, 2004). Recently, Lee, Xiong, and Hu (2012) found that Perceived Enjoyment had a major influence on users' attitudes toward using Facebook. This discussion suggests the following hypotheses.

**H2:** Trust has a positive impact on Perceived Enjoyment.

**H3:** Strength of Relationships has a positive impact on Perceived Enjoyment.

**H4:** Perceived Enjoyment has a positive impact on Perceived Ease of Use.

**H5:** Perceived Enjoyment has a positive impact on Perceived Usefulness.

**H6:** Perceived Enjoyment has a positive impact on Attitude Toward Using Facebook.

#### *Social Technology Acceptance Model*

The TAM has been used widely to explain users' behavioral intentions toward a new system or technology. The TAM is an adaptation of Ajzen and Fishbein's (1980) theory of reasoned action, which is used to explain the causal relationships between users' internal beliefs, attitudes, and intentions regarding technology. According to the original model, the acceptance of a technology is determined by the voluntary behavioral intention to use it. This intention is the result of an individual's attitude toward a technology and the perception of its usefulness, and these attitudes are formed on the basis of an individual's beliefs of the PU and PEOU

of the technology (Davis et al., 1989). PU is influenced by PEOU, as the easier the technology is to use the more useful it is (Venkatesh, 2000). Kaplandou and Vogt (2006) applied the extended TAM and found that the motivating visuals and functionality of trip information positively influenced the usefulness of website features. In a study related to the one presented in this article, Lee et al. (2012) found that user arousal and valence significantly influenced the PU and Ease of using Facebook.

Our proposed STAM is an extension of the TAM (Lee, Kozar, & Larsen, 2003) and incorporates knowledge-sharing factors including Trust, Strength of Relationships, and Perceived Enjoyment. Moreover, this study tests the extended TAM model within the context of Facebook users' intentions to attend special events that they were invited to by special events organizers through "Facebook event pages."

The hypothetical model proposed and tested in this study is illustrated in Figure 1.

More specifically, Trust is a precursor to strong social capital and strong relationships, and in our proposed STAM, we have introduced Perceived Enjoyment as a mediating factor between knowledge sharing and the TAM. In other words, the incorporation of these three factors is based on the argument that the Social Relationships, Trust, and Perceived Enjoyment of using Facebook are important antecedents of users' acceptance of Facebook

event page marketing. Whereas most applications of TAM focus on the behavioral intention of using a technology, our model tests how the acceptance of Facebook and/or Facebook event pages as sources of socially generated information impact users' intentions to attend actual events.

The discussion leads to the following hypotheses:

- H7:** Perceived Ease of Use has a positive impact on Perceived Usefulness.
- H8:** Perceived Ease of Use has a positive impact on Attitude Toward Using Facebook.
- H9:** Perceived Usefulness has a positive impact on Attitude Toward Using Facebook.
- H10:** Attitude Toward Using Facebook has a positive impact on Intention to Attend an Event.

Methods

Data Collection

Data for this study were collected using a web-based survey administered throughout an 8-week period during selected special events in Phoenix, Arizona, in spring 2009. An online survey was sent to 800 individuals who were invited to become fans (using the "become a fan" prompt) on three different Facebook event pages. As a precaution, a one-way ANOVA was tested for the event effect across three events and its results indicated no significant

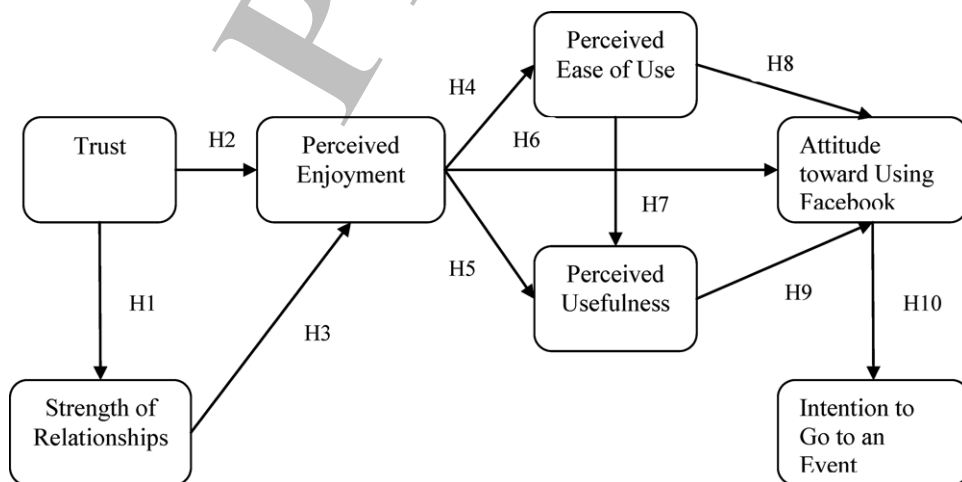


Figure 1. Proposed hypothetical STAM.



1 difference for any of the seven constructs among  
 2 the sample groups in the study. Student subjects  
 3 were recruited from an undergraduate-level event  
 4 management class at a large public university in  
 5 the Southwestern US. Most students in this class  
 6 aspire to be event planners and plan to obtain event  
 7 planner certification. Out of 60 students enrolled in  
 8 this class, 32 students agreed to participate in this  
 9 study. After these students had been invited to one  
 10 of the aforementioned Facebook event pages, they  
 11 were combined with the people from the “become  
 12 a fan” prompt, and then a random selection out of  
 13 800 individuals was conducted. As a result of the  
 14 survey, the response rate was about 20%, produc-  
 15 ing 155 usable responses. The sample size of our  
 16 study may be not enough given that larger sample  
 17 sizes would allow for robust statistical methods like  
 18 structural equation modeling (SEM) to be used for  
 19 examining relationships. However, it was recom-  
 20 mended by some researchers that a minimum of 150  
 21 was appropriate for stable estimates of the relation-  
 22 Q1 ships in SEM (Anderson & Gerbing, 1988; Holbert  
 23 & Stephenson, 2002; Hoyle & Kenny, 1999).

### 24 Measurement Scales

27 Applying the extended TAM, the constructs of  
 28 this study contained Trust, Strength of Relation-  
 29 ships, Perceived Enjoyment, PEOU, PU, Attitude  
 30 Toward Using Facebook, and Intention to Go to an  
 31 Event. All items measuring each of the constructs  
 32 were adapted from prior studies, with modifications  
 33 added to fit the specific context of using Facebook.  
 34 More specifically, PU and PEOU were measured  
 35 using three items respectively, which were adapted  
 36 from Lai & Li (2005) and Shih (2004). Addition-  
 37 ally, Perceived Enjoyment consisted of three items  
 38 tailored from Venkatesh, Speier, & Morris (2002).  
 39 Each of the three items for Trust and Strength of  
 40 Relationships were adapted and modified from the  
 41 study of Hsu and Lin (2008). The respondents’ atti-  
 42 tude toward using a Facebook event page was mea-  
 43 sured by three items also adapted from Hsu and Lin.  
 44 Lastly, the four items measuring intentions to go to  
 45 an event were modified from Morosan and Jeong  
 46 (2008). Each item was measured using a 7-point  
 47 Likert scale, with 1 being *strongly disagree* and 7  
 48 being *strongly agree*. Before conducting the main  
 49 survey, a pretest was performed by 10 graduate

and undergraduate students who had a Facebook  
 account and often read and posted some comments  
 on Facebook. The participants were asked to give  
 some feedback on list items such as scales word-  
 ing, the length of the survey, and the format of the  
 survey as well as the accessibility of the Facebook  
 event page.

## Results

### Descriptive Statistics

The demographic characteristics of the respon-  
 dents are presented in Table 1. Of 155 respondents,  
 43% were male and 57% were female. Interestingly,  
 most respondents (93.5%) indicated that they had  
 been previously invited to an event through  
 Facebook other than this event, and almost half of  
 participants (54%) responded that they had previ-  
 ously looked for local events information through  
 Facebook. Seventy-one percent of the respondents  
 reported that they had been to this festival/event  
 before this visit.

The conceptual model for the current study con-  
 sists of seven dimensions. The distribution of replies,  
 including the means, is demonstrated in Table 2.  
 More specifically, the means for 21 items range from

Table 1  
 Profile of Survey Respondents

Characteristics	Statistics (%) (N = 155)
Gender	
Male	43
Female	57
Age	
18–24	52.3
25–34	25.8
35–44	14.8
45–54	5.2
55–64	1.9
Have you been previously invited to an event/festival through Facebook?	
Yes	93.5
No	6.5
Did you find this festival/event through Facebook?	
Yes	55.5
No	44.5
Have you been to this festival/event prior to this visit?	
Yes	71
No	29

Table 2  
Descriptive Statistics

Factor/Item	Mean	SD
<b>Trust</b>		
I trust the information I receive about events on Facebook is accurate	5.14	1.51
I trust the event organizer information on Facebook	5.17	1.41
I trust my friends to invite me to events that I'd be interested in	5.36	1.43
<b>Strength of Relationship</b>		
Sharing events with my friends on Facebook will strengthen the ties between us	4.89	1.54
Viewing and sharing events on Facebook can lead to new relationships with new friends on Facebook	5.00	1.53
Viewing and sharing events on Facebook can create strong relationships between people with similar interests	5.01	1.46
<b>Perceived Enjoyment</b>		
The actual process of viewing and sharing events on Facebook is fun	5.36	1.42
I enjoy sharing events with my friends on Facebook that I am interested in	5.50	1.40
I enjoy receiving information about events on Facebook	5.21	1.43
<b>Perceived Usefulness</b>		
Facebook is useful for finding events	5.14	1.45
Facebook is useful for finding out about which events my friends are attending	5.66	1.36
Facebook is useful for finding out about a person/group/company that is putting on an event	5.25	1.34
<b>Perceived Ease of Use</b>		
Learning how to view and share events on Facebook is easy to me	5.55	1.48
Facebook makes it easy to find out about events	5.41	1.41
Facebook makes it easy to find out about events my friends are attending	5.63	1.30
<b>Attitude</b>		
I like sharing and viewing events on Facebook	5.30	1.37
I feel good about sharing and viewing events on Facebook	5.23	1.33
Overall, my attitude toward events on Facebook is favorable	5.38	1.33
<b>Intention to Go to the Event</b>		
I will frequently attend events I learn about on Facebook in the future	4.77	1.40
I am most likely to go to the Beer Festival in Phoenix (or Phoenix Pride Celebration, or Phoenix Metro Area Special Events) after having seen the event listed on Facebook	4.55	1.67
The Facebook event listing solidified my decision to go to the Beer Festival in Phoenix (or Phoenix Pride Celebration, or Phoenix Metro Area Special Events)	4.14	1.74

Responses were given on a 7-point scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*).

4.14 to 5.66, which indicates that, on average, our respondents positively presented adaptation of Facebook while they were trusting in and engaging with the event information.

*Measurement Model*

After the initial assessment of the proposed model, one item needed to be removed. More specifically, in order to examine the underlying structure of the variables in the model, the test of reliability and confirmatory factor analysis was performed. As a result of the test "Cronbach alphas if items are deleted," the Cronbach's alpha of the "trust" dimension would increase from 0.86 to 0.94 if one item of this dimension,

"I trust my friends to invite me to events that I'd be interested in," was removed. Moreover, even though the first confirmatory factor analysis (CFA) model containing this item adequately fits to the data ( $\chi^2/df= 1.84$ , CFI = 0.95, GFI = 0.84, NFI = 0.91, RMSEA = 0.075), the revised CFA model excluding the item not only demonstrated improved model fits to the data ( $\chi^2/df= 1.7$ , CFI = 0.97, GFI = 0.85, NFI = 0.92, RMSEA = 0.069) but also showed that all items of the trust dimension loaded above 0.9. Consequently, the final model consisted of 20 items describing seven latent constructs: Trust, Strength of the Relationships, Perceived usefulness, Perceived Ease of Use, Perceived Enjoyment, Attitude Toward Using Facebook, and Intention to Go to an Event.

Based on this final model, the evaluation of the measurement model was undertaken by the internal consistency reliability (ICR) of the construct, the average variance extracted (AVE), and the discriminant validity (DV) of the indicators of the latent variable. The ICR of each construct was measured by computing the composite reliability coefficients (CRCs). It was suggested by Bagozzi and Yi (1988) that all CRCs should be above the 0.60 benchmark. As shown in Table 3, the ICR values ranged from 0.88 (Strength of Relationships, PU, PEOU, and Intention) to 0.95 (Attitude), and none of the values for all seven constructs were

less than 0.60, which indicates that the reliability of the scales is acceptable (Hair, Anderson, Tatham, & Black, 1998). In addition, the convergent validity of the factors was evaluated by the AVE. According to Fornell and Larcker (1981), AVE values higher than 0.50 are acceptable, which indicates that more than half of the variances observed in the items were accounted for by their hypothesized constructs (Hair et al., 1998). Table 3 depicts that the AVE for all seven constructs of this study exceeded the threshold value of 0.5; thus it can be claimed that this condition is more than satisfactory in all cases.

Table 3  
Validity and Reliability of Measurement Model

Factor/Item	Std. Loadings	Construct Reliability	Average Variance Extracted
<b>Trust</b>			
I trust the information I receive about events on Facebook is accurate	0.90	0.93	0.88
I trust the event organizer information on Facebook	0.97		
<b>Strength of Relationships</b>			
Sharing events with my friends on Facebook will strengthen the ties between us	0.88	0.88	0.73
Viewing and sharing events on Facebook can lead to new relationships with new friends on Facebook	0.81		
Viewing and sharing events on Facebook can create strong relationships between people with similar interests	0.84		
<b>Perceived Enjoyment</b>			
The actual process of viewing and sharing events on Facebook is fun	0.87	0.94	0.78
I enjoy sharing events with my friends on Facebook that I am interested in	0.93		
I enjoy receiving information about events on Facebook	0.84		
<b>Perceived Usefulness</b>			
Facebook is useful for finding events	0.85	0.88	0.71
Facebook is useful for finding out about which events my friends are attending	0.81		
Facebook is useful for finding out about a person/group/company that is putting on an event	0.88		
<b>Perceived Ease of Use</b>			
Learning how to view and share events on Facebook is easy to me	0.79	0.88	0.70
Facebook makes it easy to find out about events	0.91		
Facebook makes it easy to find out about events my friends are attending	0.82		
<b>Attitude</b>			
I like sharing and viewing events on Facebook	0.96	0.95	0.88
I feel good about sharing and viewing events on Facebook	0.97		
Overall, my attitude toward events on Facebook is favorable	0.88		
<b>Intention to Go to the Event</b>			
I will frequently attend events I learn about on Facebook in the future	0.92	0.79	0.56
I am most likely to go to the Beer Festival in Phoenix (or Phoenix Pride Celebration, or Phoenix Metro Area Special Events) after having seen the event listed on Facebook	0.69		
The Facebook event listing solidified my decision to go to the Beer Festival in Phoenix (or Phoenix Pride Celebration, or Phoenix Metro Area Special Events)	0.60		



In order to ensure that the measure of one theoretical construct was not similar to the measures of other different theoretical constructs, discriminant validity (DV) analysis was used (Cronbach & Meehl, 1955). According to Kline (1998), DV can be confirmed when the estimated correlations of the constructs are not excessively high (>0.85) or excessively low (<0.1). As shown in Table 4, all values fell in the acceptable range, which indicated that the DV of the constructs was supported.

*Structural Model*

SEM analysis was conducted to examine the hypothetical relationships among the research variables (Figure 1). SPSS Amos 16.0 software using the ML estimation method (Arbuckle, 2007) was used to perform the SEM analysis with all the causal relationships being tested simultaneously. There is the recommended value for some measurement fit indices. For example,  $\chi^2/df$  should not exceed 3 (Bentler & Bonett, 1989), and GFI should be greater than 0.8 (Seyal, Rahman, & Rahim, 2002). Bentler and Bonett (1989) also suggested that NFI, IFI, and CFI should yield scores of 0.9 or higher, and RMSEA needs to be around 0.1 (Browne & Cudeck, 1993). As a result of the SEM analysis, all of the goodness-of-fit measures in the study fell into acceptable ranges with scaled  $\chi^2/df=2.03$ , CFI=0.95, GFI=0.84, IFI=0.95, NFI=0.90, RMSEA=0.08. Thus, it could be concluded that the proposed extended TAM for this study provided an acceptable fit to the data. Furthermore, the structural equation model's path coefficients were used to evaluate the hypotheses. Most proposed path

coefficients were positive and significant except the path coefficient from Perceived Enjoyment to PU, from PEOU to Attitude Toward Using Facebook, and from PU to Attitude Toward Using Facebook. Thus H5, H8, and H9 were not supported. The results of path coefficients and all hypotheses can be found in Figure 2.

The findings showed that Trust had significant effects on the Strength of users' relationships on Facebook, which was an important and valid construct in representing the knowledge-sharing factors as well as affecting the adoption of social media. More specifically, trust of event information on Facebook had a significant impact on the Strength of Relationships among users on Facebook ( $\beta = 0.61, p < 0.01$ ) and on Perceived Enjoyment ( $\beta = 0.40, p < 0.01$ ). Thus, H1 and H2 were supported. In addition, it was indicated that the Strength of Relationships positively affected Perceived Enjoyment ( $\beta = 0.49, p < 0.01$ ), and then this Perceived Enjoyment had a significant influence on PEOU ( $\beta = 0.79, p < 0.01$ ) and Attitude Toward Using Facebook ( $\beta = 0.78, p < 0.01$ ), indicating the support of H3, H4, and H6. Furthermore, PEOU was found to directly impact PU ( $\beta = 0.81, p < 0.01$ ), thus proving H7. On the other hand, PEOU and PU both had no influence on Attitude Toward Using Facebook. Whereas these relationships were originally hypothesized, the nonsignificant impact in this model formulation further supports the literature on technology acceptance of hedonic systems, in which intrinsic motivations (Perceived Enjoyment) carry a greater explanatory power of technology acceptance than extrinsic motivations (PEOU and PU) (Hsu & Lin, 2008; Moon & Kim, 2001). Additionally, it was found that positive Attitude Toward Using Facebook

Table 4  
Discriminant Validity of Constructs

	Trust	Strength of Relationships	Perceived Enjoyment	Perceived Ease of Use	Perceived Usefulness	Attitude	Mean	SD
Trust	1						5.23	1.29
Strength of Relationships	0.68*	1					4.96	1.39
Perceived Enjoyment	0.69*	0.62*	1				5.36	1.30
Perceived Ease of Use	0.62*	0.48*	0.67*	1			5.53	1.25
Perceived Usefulness	0.69*	0.55*	0.73*	0.82*	1		5.35	1.21
Attitude	0.69*	0.64*	0.77*	0.64*	0.68*	1	5.30	1.28
Intention	0.63*	0.68*	0.67*	0.57*	0.59*	0.75*	4.66	1.33

\* $p < 0.01$ .

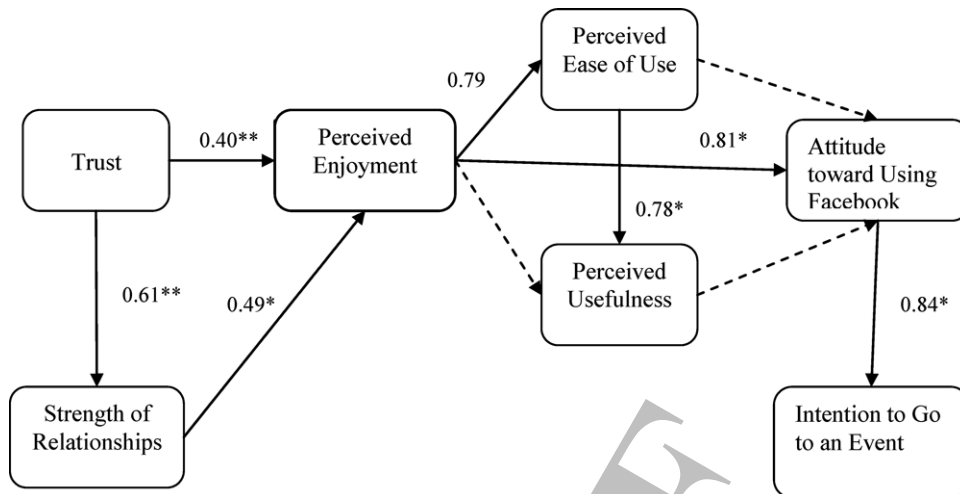


Figure 2. Results of analysis. Solid lines: significant; dotted lines: nonsignificant. \* $p < 0.05$ , \*\* $p < 0.01$ .

had a strong impact on Intention to Go to an Event ( $\beta = 0.84, p < 0.01$ ), lending support to H10.

Furthermore, the fit of the structural model was also examined by the squared multiple correlations ( $R^2$ ) for structural equations, which implied that the amount of variance in each endogenous latent variable could be explained by the antecedent variables in the relevant structural equations. In this study, 73% of the variance of the Intention to Go to an Event was explained by several specified explanatory constructs. First, Trust explained 37% of variance in Strength of Relationships and 64% in Perceived Enjoyment. Perceived Enjoyment, in turn, accounted for 63% of variance in PEOU. In addition, Perceived Enjoyment and PEOU all together explained 94% of the variance in PU. Further, Perceived Enjoyment directly accounted for 77% of variance in attitude toward using Facebook. Lastly, Attitude Toward Using Facebook accounted for 70% of the variance in Intention to go to an Event.

### Discussion and Conclusions

With regard to determining the antecedent factors influencing the adoption of Facebook, an expanded formulation of the TAM, which has been referred to as the STAM, was empirically tested. The results suggest that users' knowledge-sharing factors through Facebook have a significant effect on users' offline behavior. The significant theoretical

impact of the current study of knowledge sharing can be valuable to understanding Facebook usage behavior. Findings aligned with previous studies, concluding that Trust could enhance users' social interactions and that it might affect Perceived Enjoyment (Yu et al., 2010; Zhou et al., 2010). More interestingly, the strength of social ties on Facebook had a more significant effect on Perceived Enjoyment than the Trust of information provided by Facebook. Perceived Enjoyment is a stronger predictor of attitude and PEOU than PU in the context of hedonic systems such as social networking sites (Van der Heijden, 2004).

### Practical Implications and Limitations

One of the most valuable components of employing social media for event promotion is the ability to expand access to, and develop relationships with, communities of potential attendees (Brogan, 2009). Facebook event pages may encourage potential attendees to share more knowledge among each other, ultimately stimulating their enjoyment, which could drive them to attend events. More precisely, by integrating concepts of Trust and Strength of Relationships, empirical support illustrates that social media can give event marketers a channel to benefit from social networks. Although there has been recent focus on the power of e-word of mouth on Facebook, the latent social relationships facilitated by Facebook

are also important drivers of consumer behavior. In addition to being able to share an opinion, Facebook allows users to “share” and “like” content, allowing for individuals to easily give their validation of an event. Event organizers can benefit by using more sharable content, thus increasing the “viral” potential.

Social trust was also found to strongly influence the strength of the relationships maintained through Facebook. This is an important consideration that will be helpful for event organizers when they create content and develop event promotions through Facebook. Social media has also changed the way users relate to one another. It is crucial for business leaders and event organizers to realize that social networking sites make it possible for them to benefit from these interpersonal relationships by actively responding to attendee requests, sharing photos, updating information quickly, and even directly selling event tickets. However, not all content can be shared. The only content that can be shared is that which provides hedonic benefits by being shared and only for those events that overcome the antecedent requirements of social trust. Given these aspects, the event marketer or organizer needs to utilize various types of social networking sites, thus enabling the potential attendee to have a more fun and pleasant experience. In fact, there are some social networking site tools (i.e., Ticketmaster, Eventbrite) that are pleasurable used by event attendees. For example, Ticketmaster offers a Facebook App that provides a tagging feature where each customer can share the details of their ticket purchase, including seating information, with their Facebook friends (Salter, 2011).

Some limitations of this study could also be overcome through future research. Larger and more diverse sample sizes could result in more generalizable results. More specifically, not only was the sample small, but it was collected from US Facebook users only. Additionally, it included a student sample even though it consists of less than 20%, and the three events chosen for this study were held in only one state; thus the results cannot be generalized to a wider population without further research.

*Future Research*

This study provides some initial insights, and we are hopeful that the social technology model can be useful for future studies in a variety of settings. First,

the STAM model proposed by this study could be further validated by adapting and testing it in the context of other social media, like Twitter and YouTube, in order to explore any differences in the relationship between acceptance of social media and off-line behavior intentions. Second, the implications of review features and social relationships/interactions on sites like TripAdvisor, as well as information on sites like Wikitravel, and their subsequent influence on consumer purchasing behavior and destination choice could further be understood with regard to higher order social-technographic behaviors. Lastly, the findings of this study need to be further enhanced with a means to measure the return on investment (ROI) for using social media marketing, and further consideration needs to be made for constraints of social media marketing. The increasingly ubiquitous social and mobile technologies will continue to impact daily life, and thus it is hoped that this study provides a sliver of insight into this ever-growing and increasingly important aspect of academic study and business.

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