



From Social/Psychological Cues to Booking Clicks: Unveiling the mediating role of Information Quality of User Generated E-Content

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ABSTRACT

People use User Generated E-content to share their experience and letting people know and gather information before booking hotels or restaurants. Present study proposes a theoretical framework that highlights the role of Subjective Norms as well Perceived Behaviour Control on online booking intentions along with the mediating role of Information Quality in framing Behavioural Intentions. The proposed model was validated through PLS-SEM based on survey of 306 respondents that have social media account and like to watch reviews about hotels, restaurants and tourist places. The results of the study states that Subjective Norms do not impacts behavioural intention and also the information quality doesn't mediate the relationship between both the variables. However Perceived Behaviour Control and Information Quality directly impact Behavioural Intention also Information Quality mediates the relationship between PBC and BI. Present study is an extension in the Theory of Planned Behaviour by as it incorporated information quality as a significant predictor of Behavioural Intention.

Keywords: Subjective Norms, Perceived Behaviour Control, Information Quality, Behavioural Intention, User Generated E-content.

1. INTRODUCTION

The emergence of User Generated Content is a result of the digital technologies, that provide individuals to add "digital traces" on social media websites like Facebook, YouTube, twitter or Instagram. The digital traces are generally in the form of reviews, photos, videos, reels etc. Social networking websites encourages people to post the pictures, reels or give reviews about their experience. Presented research is focused on the study of User Generated E-Content adoption behaviour of the people in context of hospitality services with the help of Social and Psychological factors, along with the content factor i.e information quality being the mediating factor. With the help of Users Generated E-Content users can decide the hospitality services, which include hotel booking, restaurant selection etc. that they may book reading reviews, comments, photos and videos of people on social media websites. Present study is focused on the direct impact of Subjective Norms and Perceived Control Behaviour along with the mediating role of Information Quality in understanding the Behavioural Intention

towards User Generated E-Content. Subjective norms is defined as individual's perception of social pressure from family, peer group etc. which shows social aspect while Perceived Control Behaviour is the perception about self that a particular behaviour is under your control or not? a psychological aspect. Hospitality and Tourism literature is vast in context of various factors from the point of view information available and source of the information that influence the adoption of User Generated Content however present study contributes towards hospitality literature by concentrating on User based factors that users observe or think and form attitude towards User Generated E-Content. In the past literature there are few studies that have considered numerous social factors that impact behavioural intention in which Subjective Norms is the key factor, and in psychological factors Perceived Control Behaviour is the key factor that impact Behavioural Intention so the present study has considered these two major social and psychological factors. Also, this research study is focused on studying the mediation effect of Information Quality in

forming Behavioural Intention which adds to the uniqueness to the study.

The structure of the paper includes- Introduction of the study i.e. brief discussion about the study, followed by review of literature and formulation of the hypotheses and testing them through PLS SEM. The paper concludes with the discussion of results and implication of the study.

2. LITERATURE REVIEW

2.1 Subjective Norms- Ajzen (1991) defined subjective norms as “perceived social pressure to perform or not perform a behaviour.” Recent research has significantly expanded the role of subjective norms within the Theory of Planned Behaviour (TPB), emphasizing their multidimensional and context-specific nature. A comprehensive bibliometric analysis by Naskar and Merigó (2025) highlights that subjective norms remain a core determinant of behavioural intention across disciplines, including health, sustainability, entrepreneurship, and technology adoption. The study, based on over 14,000 articles, confirms that subjective norms consistently interact with attitudes and perceived behavioural control to predict intentions, though their strength varies depending on context. Empirical studies in 2025 further extend this understanding as Hu et al. (2025) integrated TPB with temporal self-regulation theory and found that subjective norms significantly influence health-related behaviours such as sugar-sweetened beverage consumption among students. Similarly, entrepreneurship research (2025) shows that family and peer approval (subjective norms) indirectly shape entrepreneurial intention by influencing attitudes. In 2024, Botetzagias et al. (2024) examined mobile phone recycling behaviour and found that subjective norms can be stronger predictors than attitudes, especially when individuals identify with their social groups. The study also distinguishes between injunctive norms (social expectations) and descriptive norms (observed behaviour). Similarly, Varni et al. (2024) demonstrated that social media campaigns can actively shape subjective norms, leading to increased pro-environmental behavioural intentions among university students. This highlights

the growing role of digital social influence. Another study by Li et al. (2024) extended TPB by incorporating moral obligation and confirmed that normative pressures significantly influence compliance behaviour, particularly in regulatory contexts. A tourism-based study by Listiawati et al. (2024) further supports that subjective norms significantly influence tourists’ intention to visit destinations, reinforcing the importance of social influence in decision-making. In a study by Nicolaou (2006) the information quality mediates the relationship between psychological factors (like trust) and behavioural intentions of the consumer which is also supported by technology acceptance research study by Lim & Kim (2012).

H1 Subjective Norms has significant impact on Online Hotel Booking Intentions.

H2 Information Quality positively mediates the relationship between Subjective Norms and Online Hotel Booking Intentions.

2.2 Perceived Behavioural control- Perceived Behavioural Control (PBC) is a central construct of the Theory of Planned Behaviour proposed by Icek Ajzen (1991). It refers to an individual’s perception of the ease or difficulty of performing a particular behaviour. Recent studies have increasingly emphasized Perceived Behavioural Control (PBC) as a critical determinant of behavioural intention and actual behaviour within the Theory of Planned Behaviour (TPB) framework. Mark Conner & Paul Sparks (1996) found that PBC strongly influences health-related behaviours, especially when actual control is limited. Venkatesh Viswanath et al. (2003), in the Unified Theory of Acceptance and Use of Technology (UTAUT), indirectly incorporated PBC through facilitating conditions. A comprehensive bibliometric analysis by Naskar and Merigó (2025) confirms that PBC is one of the three core predictors of behavioural intention, alongside attitude and subjective norms. The study highlights that PBC reflects an individual’s perceived ease or difficulty of performing a behaviour, closely related to self-efficacy and control beliefs. In a systematic review, Wang and

Ali (2025) examined TPB variables across exercise-related studies and found that PBC consistently shows a strong and direct effect on behavioural intention, often stronger than subjective norms in health contexts. Recent empirical evidence further strengthens this argument. For instance, Shi et al. (2025) found that perceived behavioural control significantly influences HPV vaccination decisions, sometimes even more strongly than attitudes, indicating the importance of perceived ability and control in health behaviours. Similarly, Amrullah et al. (2025) demonstrated that PBC significantly predicts consumer adoption of financial services, with perceived ease of use and control acting as key drivers of intention. In environmental behaviour research, Maheswari and Panmei (2025) identified PBC as a mediating variable between attitude and green consumer behaviour, suggesting that individuals are more likely to act when they feel capable and in control of the behaviour. Ighomereho et al. (2022) explained in their research study explained behavioural intention through Theory of Planned Behaviour that perceived behavioral control, can apply indirect effects through an intervening quality-related construct.

H3 Perceived Control Behaviour has significant impact on Online Hotel Booking Intentions

H4 Information Quality positively mediates the relationship between Perceived Control Behaviour and Online Hotel Booking Intentions.

2.3 Information Quality- Information Quality (IQ) refers to the degree to which information is accurate, reliable, relevant, complete, and timely for decision-making purposes. It is a key construct in information systems research and plays a central role in shaping user perceptions and behaviours. The concept gained prominence through the Information Systems Success Model developed by William H. DeLone and Ephraim R. McLean (1992; updated 2003) which states that information quality is a primary determinant of system use, user satisfaction, and net benefits. Cheung Christy M. K. et al. (2012) showed that IQ

of online reviews significantly influences user adoption. Erkan Ismail & Evans Chris (2016) identified IQ as a key determinant of social media information adoption. Zhang et al. (2020) emphasized that IQ positively affects UGC adoption and engagement. According to Chen and Tsai (2017) information quality enhances behavioural intention in context of tourism application. Taneja et al. 2024 proved in their research study that Information quality is the important determinant of travelers' intention to use travel mobile applications.

H5 Information Quality has significant impact on Online Hotel Booking Intentions.

2.4 Behavioural Intention- Behavioural intention toward user-generated content (UGC) refers to an individual's likelihood to adopt, use, rely on, or engage with content created by other users on digital platforms. With the rapid growth of social media, UGC has become a critical factor influencing consumer decision-making, especially in e-commerce, tourism, and digital marketing contexts. Christy M. K. Cheung et al. (2009) demonstrated that online consumer reviews significantly affect information adoption and behavioural intention. Similarly, Ismail Erkan and Chris Evans (2016) found that electronic word-of-mouth (e-WOM), a form of UGC, strongly influences consumers' intentions through information credibility and usefulness. Hee-Woong Kim et al. (2008) found that high-quality UGC enhances trust and perceived usefulness, which in turn influence purchase intention. Subsequent studies confirmed that UGC contributes to decision-making efficiency and risk reduction, particularly in e-commerce contexts. Ajzen (1991) in his research study explained that attitude, subjective norms, and perceived behavioural control are the important predictors of behavioural intention. Extant literature on influence on behavioural intention has demonstrated the positive relationship between subjective norms and behavioural intention across diverse contexts such as exercise intention (Jingyi & Ali, 2025), environmental behaviour (Liu et al., 2018) and health behaviour (Rajeh, 2022).

3. PROPOSED MODEL

The research model proposed in this study is as shown in Figure1. Based on the past studies about Behavioural Intention towards UGC and its adoption, Subjective Norms and Perceived Control Behaviour has been discussed in the present study along with the mediating Impact of Information Quality. In the vast UGC adoption literature various model and variables have been suggested and proved, however literature is very sparse in Indian as well Hospitality Industry context.

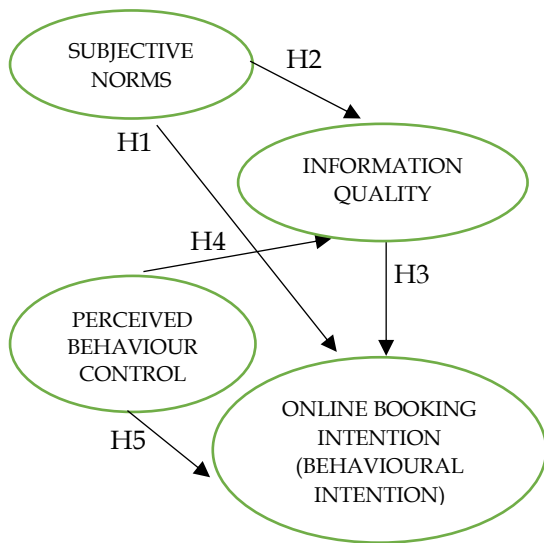


Figure 1

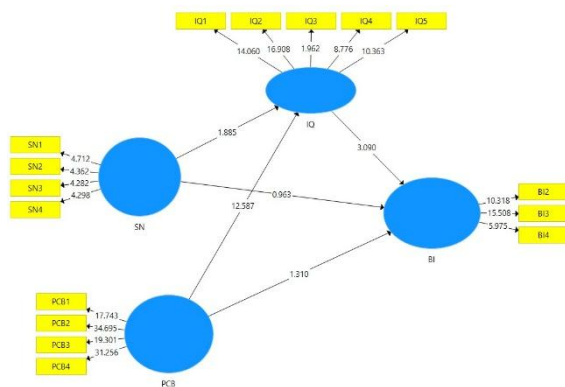


Figure 2

4. RESEARCH METHODOLOGY

This research study adopted the survey design to examine the proposed hypothesis in context of Behavioural Intention towards Online Hotel Booking using User Generated E-content. A purposive sampling method was adopted to collect the responses from the consumers who use social media and also search for recommendations and reviews about hotels, restaurants of the destination. The responses

were collected through self-administered questionnaire mainly online mode (Google form). Total of 306 responses were collected and analysis done. The respondents were mainly from North Indian states viz a viz Delhi, Chandigarh, Haryana, Punjab and Himachal. Adapted scale has been used. Variables (Subjective Norms, Perceived Behaviour Control, Information Quality and Behavioural Intention) include multiple items adapted from past literature. Variables except the demographic profile/ details were rated on a 5 Point-Likert scales (1=Strongly Disagree; 5=Strongly Agree).

5. PRE-TEST

Before hypothesis testing, a pre-test was conducted on online customers who were active social media users have social media accounts on Instagram, tweeter, snapchat etc. (specifically colleagues and researchers) and like to see opinion of those who already travelled people about the place and hospitality services available there. The questionnaire consisted of two parts: first part being the socio-demographic profile of respondents and second part being the constructs related to study.

6. ANALYSIS OF THE STUDY

Table-1 Descriptive Statistics of Respondent's Demography

Gender	No. of Respondents	Percentage
Male	117	38.23
Female	189	61.77
Age Group	No. of Respondents	Percentage
Less than 20	48	15.68
21-30	172	56.20
31-40	50	16.33
41-50	36	11.79
Social Media Usage Frequency	No. of Respondents	Percentage
A few times in a month	28	9.15
few times in a week	49	16.02
About once a day	146	47.71
Several Times each day	83	27.12

Table 2-Measurement Scales and Outer Loadings

	Measurement Scale	Outer Loadings
Subjective Norms	SN1 Most people who are important to me think I should book a hotel online before traveling. (Han et al.2010)	0.857
	SN2 Most people who are important to me would want me to book a hotel online before traveling. (Han et al.2010)	0.770
	SN3 People whose opinions I value would prefer that I book a hotel online before traveling. (Han et al.2010)	0.803
	SN4 People who influence my behaviour think that I should book a hotel online. (Han et al.2010)	0.837
Perceived Behaviour Control	PBC1 I am confident that if I want, I can book a hotel online when traveling. (Han et al.2010)	0.781
	PBC2 I feel much control over the service process when booking a hotel online (Van Dolen et al., 2007)	0.895
	PBC3 Through online reviews of this hotel, I have a direct influence on finding the information I need (Elwalda et al., 2016)	0.823
	PBC4 I feel more in control of online hotel booking when using online reviews (Elwalda et al., 2016)	0.859
Information Quality	IQ1 The information I get from content posted on social media is timely. (Chung, N., Han, H., & Koo, C. 2015)	0.750
	IQ2 The information I get from content posted on social media is relevant to my needs. (Chung, N., Han, H., & Koo, C. 2015)	0.797
	IQ3 The information I get from content posted on social media is Valuable. (Chung, N., Han, H., & Koo, C. 2015)	0.779
	IQ4 The information I get from content posted on social media is useful. (Chung, N., Han, H., & Koo, C. 2015)	0.725
	IQ5 The information I get from content posted on social media is Credible. (Chung, N., Han, H., & Koo, C. 2015)	0.742
Behavioural Intention	BI2 After having read the reviews and visited the hotel website, I would book a room in it (Ladhari &Michaud, 2015)	0.832
	BI3 I would see myself using the hotel website to handle my future hotel booking (Mohamad et al.,2021)	0.865
	BI4 I will make an effort to book a hotel online when traveling (Han et al., 2010)	0.743

Table 3-RELIABILITY TEST

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
Behavioural Intention	0.757	0.812	0.855	0.664
Information Quality	0.708	0.769	0.9084	0.570
Perceived Behaviour Control	0.861	0.867	0.906	0.706
Subjective Norms	0.843	0.882	0.889	0.668

DISCRIMINANT VALIDITY

Table 4- Fornell-Larcker's Criterion

	Behavioural Intention	Information Quality	Perceived Controlled Behaviour	Subjective Norms
Behavioural Intention	0.815			
Information Quality	0.292	0.686		
Perceived Behaviour Control	0.134	0.726	0.840	
Subjective Norms	-0.049	0.163	-0.019	0.818

Table 5-HTMT RATIO

	Behavioural Intention	Information Quality	Perceived Controlled Behaviour	Subjective Norms
Behavioural Intention				
Information Quality	0.399			
Perceived Behaviour Control	0.182	0.850		
Subjective Norms	0.127	0.278	0.121	

Table 6-CROSS LOADINGS

	BI	IQ	PCB	SN
BI2	0.832	0.242	0.080	0.058
BI3	0.865	0.266	0.097	0.098
BI4	0.743	0.193	0.180	0.071
IQ1	0.225	0.750	0.645	0.056
IQ2	0.151	0.797	0.709	0.024
IQ3	0.120	0.279	0.144	0.020
IQ4	0.299	0.725	0.359	0.272
IQ5	0.223	0.742	0.410	0.291
PBC1	0.112	0.614	0.781	0.059
PBC2	0.056	0.675	0.895	0.052
PBC3	0.129	0.506	0.823	0.053
PBC4	0.159	0.624	0.859	0.064
SN1	0.052	0.170	0.061	0.857
SN2	0.056	0.043	0.142	0.770
SN3	0.043	0.154	0.051	0.803

7. MEASUREMENT MODEL EVALUATION

PLS-SEM was applied to test the model and the proposed hypothesis. To check the mediation level PLS SEM is widely used (Ali et al., 2018).

Convergent Validity is evaluated through Factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR), while Cronbach's alpha (α) and rho_A (reliability coefficient) is required to assess the reliability of the scales. Table 2 shows that all item have outer loadings exceeding the suggested value of 0.70 (Hair et al 2019; Hair et al,2022).

In Table 3, AVE is also above the standard value of 0.5 for all constructs as suggested by (Henseler et al., 2009) Cronbach's alpha too has achieved the minimum threshold limit of 0.7 as per (Hair et al., 2011), presenting satisfactory internal consistency and reliability. As shown in Table No. 4,5,6,7 Discriminant validity using Fornell and Larcker's test, Cross loadings, HTMT Ratio too are as per the required measures i.e Fornell & Larcker's test should be square root of AVE should be greater than inter-construct correlations, HTMT Ratio should be <0.85 (Henseler et al.2015), Cross Loadings i.e. Indicator loading on its own

Table 7-Direct Effect

	Original Sample	Sample Mean	Std. Deviation	T Statistics	P-Values	Hypothesis
IQ->BI	0.460	0.473	0.149	3.090	0.002	Supported
PBC->BI	0.133	0.142	0.105	1.266	0.206	Not Supported
PBC->IQ	0.729	0.733	0.058	12.587	0.000	---
SN->BI	-0.046	-0.058	0.143	0.322	0.747	Not Supported
SN->IQ	0.177	0.172	0.094	1.885	0.060	---

Table 8-Indirect Effect

	Original Sample	Sample Mean	Std. Deviation	T Statistics	P-Values	Hypothesis
PBC->IQ->BI	0.335	0.345	0.111	3.030	0.003	Supported
SN->IQ->BI	0.082	0.085	0.058	1.414	0.158	Not Supported

Table 9-Mediation Analysis

DIRECT EFFECT	INDIRECT EFFECT	RESULT
PBC->BI=INSIGNIFICANT	PBC->IQ->BI=SIGNIFICANT	FULL MEDIATION
SN->BI=INSIGNIFICANT	SN->IQ->BI=INSIGNIFICANT	NO MEDIATION

SN-Subjective Norms, PBC-Perceived Behaviour Control, IQ-Information Quality, BI-Behavioural Intention

construct should be higher than constructs (Hair et al.2022).

8. RESULTS

8.1 Discussion of the Results-

In the present study it is hypothesised that Subjective Norms has significant effect on Online Hotel booking Intentions (**H1**). It is observed in the past research that Subjective Norms has significant impact on Online Booking Intentions (Behavioural Intentions) (Naskar and Merigóm 2025; Ajzen 1991). However, Kim et al.2013 has proved in their research that Subjective Norms have less influential as compared to Perceived Behaviour Control on Behavioural Intention. Also, it is hypothesised that Information Quality mediates the relationship between Subjective Norms and Online Booking Intentions (Behavioural intentions) (**H2**). Bootstrapping method (Zhao et al., 2010) was used to check the mediation however the results in Table 9 indicates that Information Quality doesn't mediates the relationship between Subjective Norms and Behavioural Intentions which is proved by a recent research study by Shneikat et al.,2025 describing Information Quality cannot act as a mediator or directly impacts the behavioural intention, in fact it itself requires mediators like trust and attitude. It is hypothesised that Perceived Behaviour Control significantly impacts Online Booking Intentions (Behavioural Intentions) (**H3**). The results of the study showed significant impact of Perceived Behaviour Control (PBC) on Online Booking Intentions which is also supported by the past studies (Ajzen, 1991; Maheswari and Panmei,2025). The hypothesis that Information Quality mediates the relationship between PBC and Online Booking Intentions (Behavioural Intentions) (**H4**) proved well. In context of tourism studies, it is proved that information quality impacts behavioural intention through trust and attitude which indicates that high perceived control of individual leads to better processing of information which enhance the perception information quality, that further strengthens behavioural intention. Similarly, studies on perceived quality constructs confirm their mediating role in shaping consumer intentions (Zhang et al., 2024). Therefore, information quality can be conceptualized as a critical mediating variable linking perceived behavioural control and behavioural intention, particularly in technology-driven and information-intensive environments which is

also proving the hypothesis that Information Quality impacts Behavioural Intentions (**H5**). So, the results of the analysis are consistent with the past literature that Perceived Control Behaviour has no direct impact on Behavioural Intention (Wang L,2022; Yadav and Pathak 2017) but there is significant mediation of Information Quality in between the PBC and BI (Ajzen et al.2022). Also, Subjective Norms have no direct impact on Behavioural Intention (Taylor & Todd 1995; Venkatesh et al.2003) and information quality too has no mediation role in between them.

Implications of the study

Present study contributes towards the Hospitality & Tourism Literature by studying behavioural Intentions towards Online Hotel Booking. Also, the study extends the Theory of Planned Behaviour by incorporating information quality as a significant predictor of Behavioural Intention. While Perceived Controlled Behaviour continues to exert a direct influence on Online Booking Intention (behavioural intention), the role of information quality highlights the importance of cognitive evaluation in decision-making processes. The study suggests that Perceived Behaviour Control has no direct impact on Behavioural Intention but Information Quality significantly mediates the relationship between PBC and BI so it is important variable that encourages consumers to behave in a certain direction as through PBC consumers feels capable of performing behaviour and they get engaged deeply with the available quality information (User Generated Content) on social networking websites. This UGC builds clarity and confidence and ultimately leads to Online Booking intentions. Information Quality available in the form of UGC shapes Consumers' attitude and perception about the place so managers of hospitality services must also consider it important to fully satisfy their consumers so that they give positive reviews, present transparent picture by posting pictures and reels in the form of User Generated E-Content.

Limitations & Future Directions

The scope of present study is also limited like any other research studies. Present Study has focussed only on Hospitality and Tourism services consumers so the study leaves a scope for similar kind of research in various industries. Also, the study is based on mainly

North Indian consumers (few major states and UTs) so there is chance of conducting holistic research covering larger population. The study is limited Perceived Control Behaviour and Subjective Norms with mediating effect of Information Quality but future scope of research stands open for other factors like risk etc., mediating effect of trust and attitude etc.

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