

FACTORS INFLUENCING THE PURCHASE CONTINUANCE USAGE OF DIGITAL TOURISM PLATFORMS: AN INTEGRATED MODEL

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Abstract: The main objective of the current study is to investigate antecedent factors influencing the continuance usage of digital tourism platforms in emerging markets (e.g., Jordan). This objective reflects the growing importance of digital platforms in shaping tourists' travel planning and destination selection processes. An online survey was used to collect data from 519 social networking users who rely on digital tourism platforms to select their tourist destinations. These users actively depend on online platforms to obtain tourism information, explore destinations, and review travel experiences shared by others. Partial least squares-structural equation modelling (PLS-SEM) was used for data analysis. This method was selected because it is suitable for analysing complex models and examining relationships between multiple constructs. The results confirmed that all direct hypotheses were accepted except the first hypothesis (H1), and hence the related hypothesis was rejected. This indicates that most of the proposed relationships in the research model were statistically supported. Regarding the indirect hypothesis (the moderating effect of e-WOM), the results show that e-WOM has moderated the relationship between purchase usage and continuation usage. In other words, the presence of electronic word-of-mouth strengthens the relationship between users' purchase-related activities and their intention to continue using the platforms. This study provides valuable and actionable insights to tourism marketers, digital strategists, and managers of social networking platforms about how to further engage, satisfy and retain their users in the long term. These insights may assist practitioners in improving user experience and enhancing platform engagement strategies. Knowing digital tourist behavioural patterns, especially in the Jordanian context, helps programs achieve more targeted and more effective marketing strategies. Such understanding is particularly important for developing digital marketing initiatives that better respond to the needs and expectations of tourism platform users.

Keywords: digital purchase, digital tourism platforms, social networking platforms, e-WOM, continuance usage

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INTRODUCTION

Our daily lives depend on the internet because it determines purchasing options across all market divisions. Customers' preferences in tourism depend on social networking sites because these platforms help users connect and discuss travel recommendations plus share personal service evaluations (Masa'deh et al., 2025; Hanaysha, 2022). Tourism in Jordan benefits greatly from these platforms because their users rely on them to pick their accommodations and transportation options as well as to select sightseeing tours (Salama et al., 2025; Ngo et al., 2024). The psychological model uses and gratifications theory helps us understand why people use media platforms to meet their individual requirements.

People stick to the media theory by choosing content that helps them fulfil their life activities, including information search, entertainment or social contacts (Katz et al., 1973). Uses and Gratifications Theory (UGT) helps the study explore how Jordanian users employ social media sites for getting tourism information and receiving entertainment value.

Furthermore, Social networking tourism sites in Jordan act as a primary point of connection between local and international tourists and tourism service providers. Consumer decisions are significantly influenced through the electronic word-of-mouth tool (eWOM) which operates on these platforms because these digital recommendations play a vital role in building trust for tourists when choosing their services (Cheung & Thadani, 2012). eWOM stands as a

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primary determinant of purchase intentions because consumers from both genders usually use feedback from others to decide which products to buy according to Park & Kee, 2009.

Moreover, the study examines the elements which affect both social networking tourism site purchase decisions and user continuation behavior in Jordanian markets. A research study detects the associations between multiple behavioral factors through a Moderated Mediation Model. The research considers two groups of influencing factors: personal elements like income details and education standing and marital status together with the psychological features which appear during consumer use of these social platforms (Durrah et al., 2026). The analysis examines the impact of online marketing as well as social interaction and entertaining content on these platforms regarding consumer desire for tourism service purchases. However, this study gives proper attention to the importance of continuance intentions in online site usage. Consumers of both genders devote equal attention to their previous site experiences before deciding to maintain usage or discontinue to use them (Bhattacharjee, 2001). Consumer retention of these platforms depends on their positive or negative interactions with them, according to the continuance intention model (Limayem et al., 2007).

The study delivers essential tourism sector information about digital tourism consumer behavior factors for Jordanian markets. Knowledge of purchase and continuance intention factors enables tourism service providers to improve their marketing strategies for building stronger relationships with tourists locally and internationally.

This research strives to find strategic solutions for better service provider-tourist relations on social networking sites and thus supports sustainable tourism development in Jordan. Through this research, academic literature gains better insights about how psychological and social elements affect consumer behavior through digital channels under the framework of Uses and Gratifications Theory in modern tourism.

In the rapid ascent of digital platforms, consumer decision-making has been fundamentally changed, but we have a fragmented understanding of the factors driving purchase intention and continuation intentions. UGT provides a solid theoretical base to measure the reasons behind media use but a scarcity of more encompassing studies demonstrates the interactions between UGT elements and consumer intentions in a digital setting.

Moreover, eWOM plays an important role as a critical influencer in today's interconnected world, yet the moderating role of eWOM in such models is not adequately explored. The relationships between the UGT factors, purchase intention, and continuation intention and eWOM are investigated in this study to bridge these gaps.

1. How do Uses of both gender and gratification factors (social sharing, entertainment, information seeking, and exposure) influence purchase intention and continuation intentions?

2. How does eWOM moderate the relationship between purchase intention and continuation intentions within the proposed model?

This study addresses these questions in the hope of advancing our understanding of digital consumer behavior of both genders and offering insights that are actionable by marketing practitioners intent on elevating customer engagement and loyalty in the digital era.

LITERATURE REVIEW AND THEORY

The Uses and Gratifications Theory (UGT), developed by Katz (1974), is a widely adopted framework in media and communication studies. It deals with the question of why people use certain media selectively and how these media serve their psychological and social functions. While the other theories focus on the impacts of media on the audience, who are passive, UGT theory considers people as active agents who choose media to fulfil their purposes and needs. Five basic motivations towards media consumption are proposed by the theory.

First, cognitive needs, in which consumers are in search of information, knowledge and comprehension through media. Second, affective needs which include the need to have fun, to be amused and to feel good. Third, personal integrative needs, in which people deploy media in order to enhance their self-esteem, authority and social status. Fourth is the social integration need, which is concerned with the role of social identification, special social comparisons and social interactions. Last but not least; tension release needs, which involve the use of media to help the individual to escape from reality and for relaxation (Katz, 1974; Ruggiero, 2000).

In the light of this study, UGT offers a framework to explain how people engage these needs through digital platforms and how this engagement affects purchase intention and continuation intention. For instance, Social Sharing creates social integrative needs that allow users to link with other users and share experiences, which result in increased trust and purchase and continuation intentions (Menon, 2026; Al-Okaily & Al-Okaily, 2025). Likewise, Entertainment satisfies the affective needs by providing the consumers with enjoyable and stimulating content that will make them have positive feelings towards the brand and hence improving on the consumers' loyalty (Gaurav et al., 2026).

Information seeking fulfils cognitive needs by giving users relevant and accurate content that helps in decision-making. This process enhances the confidence of the consumer in their decision making, thus their purchase intention and leads to repeat consumption (Di Virgilio & Antonelli, 2018). Exposure, however, meets both cognition and social needs for brand contact given that there is constant contact with brand related information. More frequent contact increases the familiarity and credibility which have a direct influence on consumer conduct in the short run and in the future (Ndlovu et al., 2026; Anastasiei et al., 2026). Purchase Intention as an intermediate variable, connects the fulfillment of gratifications (information or entertainment) to continuing intentions. At the same time, electronic word of mouth (eWOM) moderates these relationships by either enhancing or reducing their strength. The positive eWOM fulfils two types of needs, cognitive and social, which enhance trust and commitment, whereas the negative eWOM undermines trust and leads to disengagement (Bae, 2018). The utility of UGT in this research comes from its ability to explain the factors that influence

consumer behavior in the digital context. Through the analysis of media selection and engagement process, UGT provides significant implications for explaining how media influence purchase and continuation intentions. This theory is a good theoretical framework for understanding current consumer behaviors hence suitable for the research objectives.

HYPOTHESIS DEVELOPMENT

Social Sharing

Social sharing is the process through which people pass information, experiences and opinions in various online networks. Based on the Uses and Gratifications Theory (UGT), social sharing satisfies users' needs for social connection and self-expression (Katz, 1974). It has a positive effect on consumer behavior and changes trust, credibility, and engagement; in turn, it affects both Purchase Intention and Continuation Intention. There has been literature evidence that social sharing influences the consumer decision-making process in a significant manner. Ngo et al., 2024 provided the example in which a user's review or experience can be a type of social proof that makes customers more confident and more likely to make the purchase. Cao et al., 2021 also noted that social sharing improves consumer-brand interactions and speaking in regard to the brand. In the context of continuation intentions, social sharing supports brand or platform proverbial 'family' and members' emotional bond with it. Hajli, 2014 concluded that perceived trust and emotional outcomes of social sharing have a positive influence on the continuance usage of the system. In addition, Ngah et al., 2021 found that the social support of meaningful social interaction increases user loyalty and retention when using the platform. Thus, the following hypothesis is proposed:

H1: Social Sharing has a positive effect on usage.

Entertainment

Our analysis of entertainment incorporates the degree to which digital platforms are entertaining, fun, and stimulating to the users. Drawing on the Uses and Gratifications Theory (UGT), entertainment satisfies users' intrinsic needs for diversion, relaxation, and enjoyment (Katz, 1974). It has a positive impact on the consumer's behavior and encourages them to have a long-term relationship with a brand, product or service. The research has established that entertainment factors improve Purchase Intention by creating experiences that build loyalty towards a brand. For instance, (Luo, 2002) is the author who showed that entertaining content generates positive effect, which is considered to be one of the key factors that drive consumers' purchases. For instance, Pham, 2013 argued that engaging emotions in ads and gamified content positively influenced brand attitudes, and consumer purchase intentions. Entertainment also affects Continuation Intentions as satisfaction and brand loyalty which are also known to influence purchase intention. Applications that provides quality experiences to users are more likely to retain the users for a long time. In the same study, Lee & Kwon, 2011 established that entertainment has a positive effect on continued usage intentions since users desire to have more of the positive experience. In addition, as cited in Hosen et al., 2026 fun social media content increases brand equity and promotes continuity engagement with the site. Based on these insights, the following hypothesis is proposed:

H2: Entertainment has a positive effect on usage.

Information Seeking

Information seeking is defined as the process by which consumers go out in search of information, product details or user-generated content for the purpose of making the right decision. Rooted in the Uses and Gratifications Theory (UGT), information seeking fulfils users' cognitive needs for knowledge acquisition, problem-solving, and reducing uncertainty. This behavior has a great bearing on the consumer intentions through making the process very clear and certain. This study also revealed that IS has a significant influence on shaping Purchase Intention. The finding shows that when consumers actively search for and elaborate on accurate information about a product or service, they are more likely to trust their decision-making process. For example, Anastasiei et al., 2026 noted that when detailed and credible information is available, then perceived risk is low and hence purchase intention is high. Likewise, Sun et al. (2026) established that those consumers who perceive themselves as well informed are likely to go ahead with the purchase. For Continuation Intentions, information seeking extend the long-term positioning of users by establishing trust and satisfaction. Stakeholder's loyalty is earned when platforms offer credible and useful content that enhance repeat usage. According to Bhattacharjee, 2001 satisfaction of users' informational needs has a positive correlation with the users' intention to continue to use the service. In addition, Menon (2026) has established that information seeking leads to continued use of the platform as consumers become more connected to the platforms that meet their needs. Based on these insights, the following hypothesis is proposed:

H3: Information Seeking has a positive effect on usage.

Exposure

Exposure refers to the level of contact which consumers have with the brand or advertisement, or the level of their interaction with the UGC on the digital platforms. Based on the Uses and Gratifications Theory (UGT), exposure satisfies users' needs for awareness, familiarity, and social connection by providing consistent and relevant information. This high level of exposure to content plays a great role in the behavior of consumers, both in terms of Purchase Intention and Continuation Intentions. Studies show that when one is exposed to brand content, raised level of Familiarity and Trust would result in higher Purchase Intention. An example is that of Luo et al., 2026; Wei et al., 2025 who have described that ad causes higher brand memory and also have a positive effect leading to consumer buying behavior. Luo et al., 2026 also reported that positive eWOM messages are key factors in consumer confidence and

purchase intentions. Additionally, it has a very effective influence on the Continuation Intentions as it improves users' interaction and commitment. Platforms that provide frequent and quality content are likely to have their users stick around for long. Junior Ladeira et al., 2022 pointed out that meaningful and useful content increase the users' association with the platform and thus they are more likely to continue using it. Likewise, according to Liao & Hsu (2026) the more users encounter satisfactory and predictable content, the more they trust the system and continue using it. Based on these insights, the following hypothesis is proposed:

H4: Exposure has a positive effect on usage.

Purchase Intention, Usage and Continuation Usage

Purchase Intention is the consumer's desire or willingness to make a buy decision of a product or service based on their perception and experience. It is an antecedent to consumer purchase intention as well as long-term customer relationship. Based on TPB and UGT, the purchase intention is affected by trust, perceived value and emotional connection, which also affect subsequent behaviors like Continuation Intention (Ajzen, 1991; Haq et al., 2024). In predicting consumer engagement and retention with a product, service or platform, purchase intention is of paramount importance. Continuation intentions of consumers in making a purchase decision are decided upon by whether or not their expectations and experiences are not only met but also exceeded. Positive purchase experience builds loyalty, long-term commitment and positively affects the likelihood of repeated use. Bhattacharjee, 2001 advocates that purchase satisfaction is closely related to trust and the probability of use, which is the bases for the formation of continuation intentions. Also, Hajli, 2014 postulates that an enjoyable shopping experience accompanied by trust and social interaction boosts customer loyalty and increases the likelihood to customer's continued involvement in shopping. Moreover, according to Kim & Ko, 2012, consumption of high-value platforms or products reinforces purchase intentions and continuation behaviours, which result in higher sustained consumer interest.

H5: Purchase usage has a positive effect on Continuation usage.

Electronic Word of Mouth

Electronic Word of Mouth (eWOM) is the generation of oral communication regarding products, services or brands through computer-mediated media. Drawing on the Uses and Gratifications Theory (UGT), eWOM fulfils users' needs for validation and information, thereby impacting both Continuation Intentions and the relationship between Purchase Intention and Continuation Intentions. In general, positive eWOM helps consumers to develop their confidence and satisfaction in a product or service, which increases their attachment to the product and induces commitment.

On the contrary, negative eWOM only discourages further engagement and causes scepticism. While a good amount of research has highlighted the importance of eWOM in influencing post-purchase behaviour, Jalil et al., 2024; Hennig-Thurau et al., 2004 has found that eWOM increases trust and satisfaction of customers and encourages them to retain their loyalty and continue using the product or platform. (Cheung & Thadani, 2012) show that positive eWOM enhances loyalty and promotes consumers' repeated use of products over time.

Furthermore, Erkan & Evans, 2016 discuss the effects of social media on eWOM and extend it on how digital discussions in the purchase process lead to change consumer's perception, which leads to continuation intentions.

The association between purchase intention and continuation intentions is moderated by eWOM, which strengthens or weakens the influence of purchase intention on sustained engagement. eWOM has a positive effect on consumer's confidence to their purchase decisions, enhancing linkage to the product along with loyalty and repeated usage. However, negative eWOM causes doubt therefore creating distrust and resulting in disengagement. For instance, according to Sun et al. (2026) in their research, the moderating role is indicated since they have found that both the valence of eWOM (i.e. positive or negative) and eWOM intensity influence post-purchase behavior. In addition, by illustrating that positive eWOM has a strengthening effect on the emotional bond with purchase intentions, which leads to continuation behaviors, it enhances consumer commitment (Dandis et al., 2026; Alnawafleh et al., 2025).

H6: eWOM moderates the relationship between purchase usage and continuation usage.

METHODOLOGY

The study utilizes an online survey questionnaire with a quantitative design to obtain responses from participants. By using this method, researchers can precisely measure what people do and obtain wide-ranging information from social media tourism websites about purchase decisions. An online survey proved effective because it quickly reached many people while also showing what users actually experienced right then.

The study targets Jordanian social networking users who depend on tourist platforms to help them pick their tourist destinations. Both local and foreign tourists use social media to find places to visit and services in Jordan while internet users post travel feedback and potential tourists plan their next stay in hotels and travel agencies. Tourism consumers of both genders make up the core segment for analysis on how social networking tourists influence purchasing choices. The study used convenient sampling through social media to reach its respondents more easily. We picked 519 people for this study who match the range of population groups based on age, gender, and educational status. Researchers have chosen this sampling technique because it quickly shows them different user experiences across social media.

The survey tool used well-tested measurements developed by past research to build reliable and valid results. The survey contained three basic parts. The beginning part gathered basic details such as age, gender, education and social media usage rate. The middle part of the study instrument focused on measuring continuance use along with results from

entertainment tests and studies on user engagement. Respondents used a five-point scale to indicate their agreement, where 1 meant Strong Agreement and 5 meant Strong Disagreement. You can discover how customers interact with social networking tourism sites through research about their usage of online reviews and recommendations when making purchases.

All ethical rules were maintained at every step of the research process. Researchers protected the personal information of participants through confidentiality guarantees and response anonymization. They could choose to join the study at their own free will but had the freedom to end their participation at any moment. The statement of informed consent to participants said that one joined the study because of the study topic. It provides an effective procedure for the study of customer social networking tourism behavior in Jordan. The study also understands how people find benefits from social media tourism platforms, and use it for helping others make purchase decisions.

We analysed the gathered data with an SEM method using the Smart PLS. The analysis examined measurement validity by confirming how well variables connect together and differ from one another, plus reliability using Cronbach's alpha, Composite Reliability and Average Variance Extracted (AVE). The research deployed HTMT and Fornell & Larcker, 1981 criteria to examine construct validity results. The research team tested their hypotheses on purchase intention and continuance usage by analyzing the structural model through path analysis but also studying how entertainment, exposure, information seeking, and social sharing influence these choices. The analysis evaluates how eWOM affects the relationship between purchase desire and maintaining social media usage.

RESULTS

The partial least squares structural equation modelling (PLS-SEM) was used for data analysis and to execute the suggested research model, PLS-SEM simultaneously test both the outer and the inner models, in other words, the structural model and the measurement model, following two-stage modelling (Hair et al., 2014).

In the first stage, it tests the outer model in order to examine the model's validity and overall reliability. In particular, it conducts Confirmatory Factor Analysis (CFA) to examine the multi-item constructs' measurement properties; this includes convergent and discriminant validity, and also reliability. Whereas the second stage analyzes the inner model by evaluating *R-square*, moreover, as the predictive relevance and, lastly, the path coefficients by using bootstrapping to examine the research hypotheses (Hair et al., 2014). The aforementioned stages are illustrated in Figure 1.

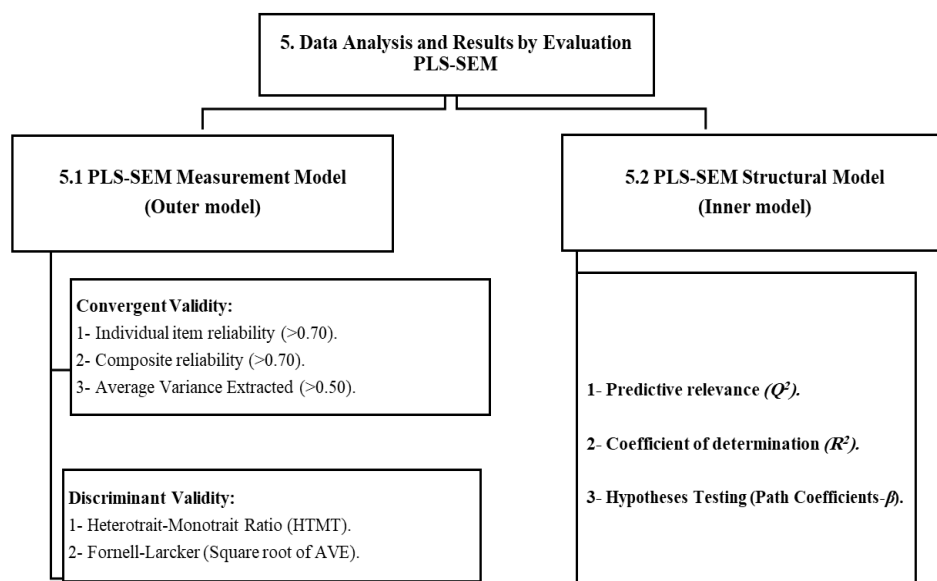


Figure 1. The analysis flows via using PLS-SEM.

Using Structural Equation Modelling procedures, we have tested the measurement model and structural model using SmartPLS 4.0. Therefore, we aimed to validate the study hypotheses and discover how those key factors interact (Hair et al., 2019) by evaluating the reliability and validity of our measurement tools. Secondly, the evaluation of the measurement model proved that the measurement items were accurate and reliable. Concerning the measurements, Cronbach's alpha, the Composite Reliability measure were above 0.7, thereby confirming reliability per the standards of Fornell & Larcker, 1981. The performance measurement exhibited sufficient validity when the Average Variance Extracted of 0.5 or above was obtained. According to Henseler et al., 2015 recommendation, testing the HTMT ratios and Fornell & Larcker stops the tests to assess that each construct is indeed different from the rest.

In addition, we analysed the proposed hypotheses by using path analysis on the structural model. People who use social platforms for entertainment activities, see travel content, and seek tour information are more likely to use these platforms effectively, but social sharing does not affect usage. Repeated use of social networking tourism sites proved highly important in determining if a user continues visiting these sites (Afrifa et al., 2026; Wei et al., 2025). Research showed that positive eWOM provides stronger support between usage levels and customer commitment to using social networking tourism sites (Pompurová & Filieri, 2025). The analysis verified most of the research connections with significant path

coefficients (β) and test values showing a valid research base. Consumers of both genders showed no direct connection between their social sharing habits and their actual purchase decisions as reported by Dewi et al., 2025.

Finally, this study offers important details about how Jordanian tourists use social networking sites for travel purposes. Study findings demonstrate how users turn to social media for fun content that exposes them to new products, supports buying decisions, and helps maintain long-term interest through user testimonials.

Research results produce useful guidance for tourism businesses, which lets them optimise their online marketing efforts and build stronger customer ties through social media contact (Nuseir et al., 2024).

Measurement Model Assessment

The test examined how well the measured items matched the underlying concepts of our study while showing strong reliability between its elements. By examining the measurement items, this technique confirms both that they properly represent the intended latent variables and show dependable quality (Hair et al., 2019).

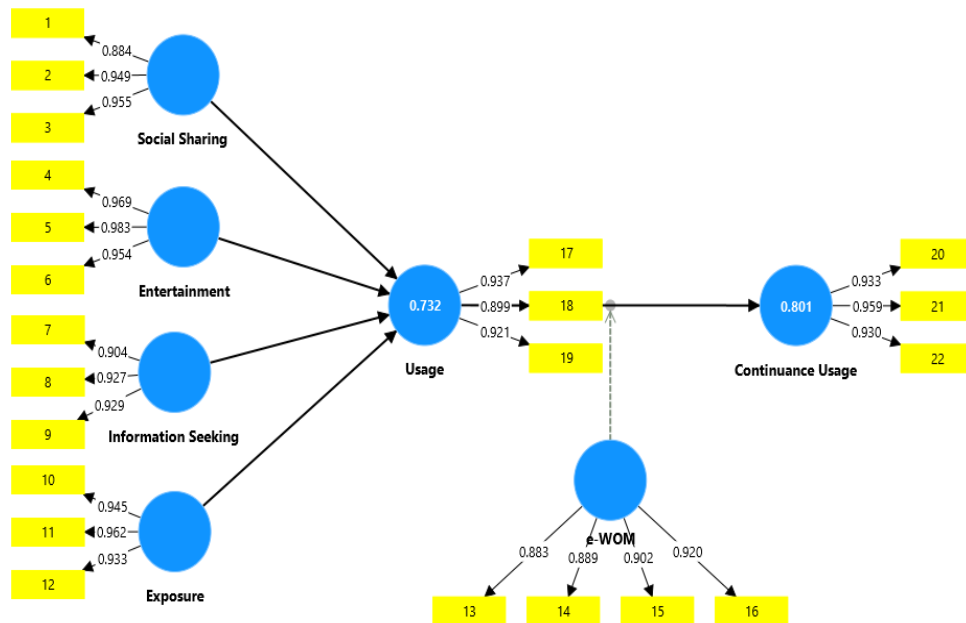


Figure 2. Result of the measurement model

Our tests for internal consistency showed the relationship between measurement items and their dimensions using Cronbach's alpha and Composite Reliability (CR). The study showed high reliability in how well each construct measured its theoretical concept, as can be seen in Figure 2. In addition, as can be seen in Table 1, all latent variables displayed strong measurement reliability because Cronbach's alpha values exceeded 0.947, and Composite Reliability values never fell below 0.9. The Average Variance Extracted tool tested convergent validity and a score above 0.5 showed results as acceptable (Fornell & Larcker, 1981). Each construct in the research explained a substantial portion of variations in its underlying assessment items, with AVE values between 0.808 and 0.896.

The data validated these criteria, which proves the measures work well to advance our structural model analysis.

Table1. Convergent validity and internal consistency reliability

	Cronbach's alpha	Composite reliability	Average variance extracted
Continuance Usage	0.935	0.937	0.885
Entertainment	0.947	0.941	0.838
Exposure	0.942	0.942	0.896
Information Seeking	0.909	0.912	0.846
Social Sharing	0.921	0.926	0.864
Usage	0.908	0.911	0.845
e-WOM	0.921	0.924	0.808

Table 2. Heterotrait-Monotrait Correlation

	Continuance Usage	Entertainment	Exposure	Information Seeking	Social Sharing	Usage	e-WOM
Continuance Usage							
Entertainment	0.722						
Exposure	0.786	0.760					
Information Seeking	0.822	0.737	0.852				
Social Sharing	0.632	0.814	0.769	0.658			
Usage	0.864	0.748	0.844	0.849	0.707		
e-WOM	0.816	0.724	0.806	0.847	0.700	0.866	

HTMT statistics help to evaluate construct validity. Henseler et al. (2015) recommend autoregressive moving average HTMT values below 0.90 to demonstrate that research constructs are unique from each other. The measurement constructs demonstrate unique capabilities because their values fall within the accepted range, as can be seen in Table 2. Table 3 provides the Fornell and Larcker correlations for discriminant validity analysis. The measures exhibit discriminant validity when the square root of each AVE value (bold diagonal entries) exceeds its correlation with other variables. The data validates that every single construct separates clearly from other elements effectively because of its discriminant validity.

Table 3. Fornell and Larcker Correlation

	Continuance Usage	Entertainment	Exposure	Information Seeking	Social Sharing	Usage	e-WOM
Continuance Usage	0.941						
Entertainment	0.690	0.968					
Exposure	0.740	0.726	0.947				
Information Seeking	0.759	0.691	0.789	0.920			
Social Sharing	0.588	0.862	0.716	0.601	0.930		
Usage	0.890	0.703	0.827	0.773	0.648	0.919	
e-WOM	0.835	0.682	0.842	0.778	0.643	0.903	0.899

Structural Model Assessment

We carried out structural model analysis to determine how different elements link to one another and verify our proposed links. Our evaluation processed statistical value inputs to validate if the connections between elements stand as significant (Hair et al., 2019). The table (4) shows the testing process including the β , standard deviation, T-statistics and P-values of every model linkage. The evidence shows entertainment and advertising plus research activities help users behave more likely to use the platform (purchase intention) whereas sharing nothing remarkable when looked at statistically. People use tourism platforms for social purposes yet their social activities do not ensure purchasing decisions. Users keep using social networking tourism platforms regularly once they start using them at first because of our study findings. The results show that eWOM affects how usage of social networking tourism platforms leads to continued engagement.

Table 4. Result of hypotheses testing (path coefficients- β)

Hypothesis	Path Coefficient (β)	Standard deviation	T statistics	P values	Decision
Entertainment -> Usage	0.164	0.049	3.375	0.001	Supported
Exposure -> Usage	0.509	0.048	10.617	0.000	Supported
Information Seeking -> Usage	0.270	0.042	6.459	0.000	Supported
Social Sharing -> Usage	-0.020	0.053	0.382	0.702	Unsupported
Usage -> Continuance Usage	0.752	0.057	13.156	0.000	Supported
e-WOM x Usage -> Continuance Usage	0.044	0.012	3.578	0.000	Supported

Figure 3 shows how latent constructs connect to each other along their strength levels. The test results show that entertainment and exposure help increase usage, while information seeking does too and social sharing produces no notable result. Based on the results, usage proves to be important for continuance usage, and e-WOM blocks part of that connection. The model effectively explains 73.2% of usage behavior and 80.1% of Continuing usage making it a strong predictor.

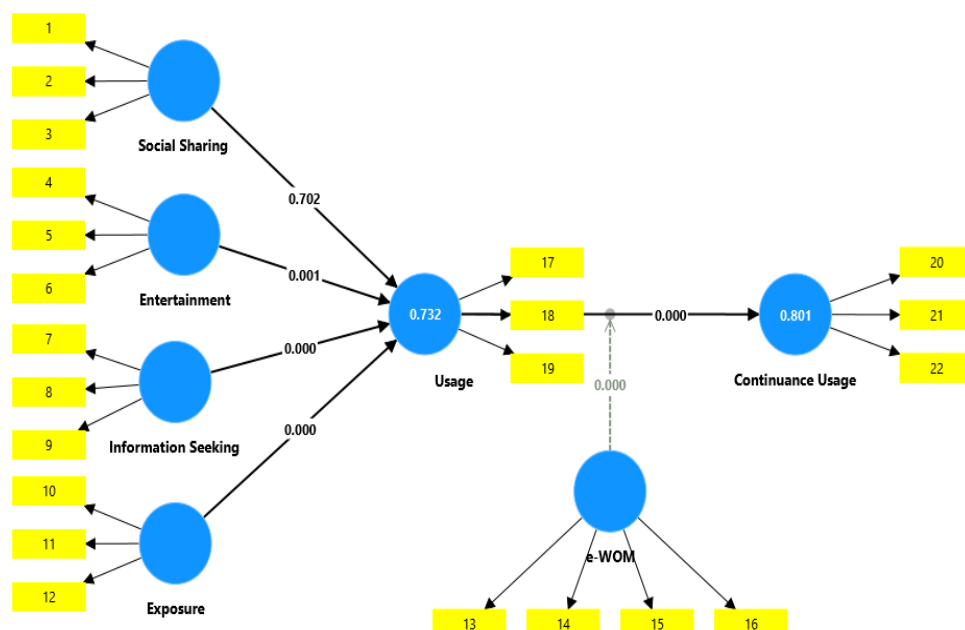


Figure 3. Result of Structural Model

DISCUSSION

This study reveals which elements determine how people in Jordan decide to use social networking tourism sites. The research confirms that the Uses and Gratifications Theory (UGT) helps explain how people interact digitally with travel services. Consumer decisions about digital platforms depend on their online activities and show stronger results when they trust eWOM recommendations. In current study, entertainment, exposure, and information seeking have significantly affected intention to purchase and intention to continue. However, these findings also corroborate (Luo et al., 2024; Whiting & Williams, 2013), who pointed out how entertainment fulfils users' affective needs and stimulates behavioral engagement. Likewise, the powerful effect of information seeking enables me to validate the findings of Gefen & Straub, 2000; Kim & Ko, 2012, which indicated that consumers who seek and critically evaluate the information tend to build more trust and confidence in the digital channel. It was also discovered that exposure was an effective predictor of consumer behavior as illustrated by Batra & Keller, 2016; Erkan & Evans, 2016, with the view that consistent exposure to relevant content enables consumers to keep the brand familiar, which eventually helps in their decision to purchase. Earlier works such as Cheung & Thadani, 2012; Hennig-Thurau et al., 2004; Pourkabirian et al., 2021 also support the moderating effect of eWOM on the relationship between purchase intention and continuation intention by means of online reviews and user-generated content in creating long-term customer engagement.

A second contradiction was around social sharing. Unlike studies by Hajli, 2014; Kaplan & Haenlein, 2010; Kim & Ko, 2012, which predict that social sharing generates consumer trust and affects them towards purchase intention, this present study did not yield significant outcome that social sharing influences users towards their purchase decision.

As a result of this, it implies that users may like sharing content socially but that does not lead to any concrete behavioral actions in the Jordanian context. It could be the case that Jordanian consumers care more about the quality of content and its informational depth when making purchase decisions relative to consumption by peers.

However, the second contrasting finding is the direct effect of eWOM. Conversely, most previous research highlights the influence of positive eWOM on purchase intention (Anastasiei et al., 2026; Chen & Xie, 2008), our research showed that eWOM had greater influence on the intention to continue rather than the first purchase decision. This finding complements current knowledge by indicating that subsequent to their first interaction with the forum platform, users perceive eWOM more seriously.

CONCLUSION

This study examined what drives user purchase and continuance intentions on tourism-focused social platforms in Jordan, based on Uses and Gratifications Theory (UGT). The results show that entertainment, exposure, and information seeking directly shape user intent, whereas social sharing showed no significant link to purchase decisions. Although users may enjoy sharing tourism-related content, this behavior alone does not drive bookings or sales.

Moreover, electronic word of mouth (eWOM) proved critical for sustained platform use. A more mature model considers the sequential and interactive nature of UGT factors to produce sustained behavioural outcomes like continuation intention, filling a gap in the literature in which UGT factors are mainly treated as isolated spheres, with their relationships ignored or overlooked. In addition, the extended UGT model is applied in the underrepresented Arab cultural context, namely in Jordan, which plays a subordinate role in digital tourism and marketing literature.

The research studies gender differences as well as the role of local user behavior, to supplement culturally relevant insights on digital engagement patterns and to add to a more global picture. In this regard, the impact of UGT components (social sharing, entertainment, information seeking, and exposure) on purchase and continuation intentions is explored differently, which is rarely done in an integrated way. For tourism businesses, the priority should be publishing engaging and useful content and actively encourage users to share reliable reviews and recommendations that support purchasing decisions and sustain interest in social networking tourism platforms.

Therefore, by coordinating digital marketing strategies with users' core drivers of entertainment, looking for information, and trust, tourism businesses have the potential to utilise digital media adequately and play a role in building a sustainable tourism ecosystem in Jordan.

Limitations

The study gives us important findings about social networking tourism sites but has noticeable restrictions. These study limits show potential difficulties in getting data properly while using methods that may not work everywhere. Take these findings with proper attention to research conditions. This study only includes research data from Jordanian social networking tourism site users. Research conclusions based on local Jordanian digital consumer behavior of both genders may not apply to other economic or cultural market settings. Levels and patterns of tourist participation in digital sites differ much between distinct market areas and diverse cultural groups living under different market conditions. Researchers must compare results across various countries to see if other regions show these results too.

In fact, our study design limits itself to a one-point analysis of customer actions. People change how they use digital platforms because of new algorithm upgrades and technology improvements along with shifting consumer preferences of both males and females. Research through multiple time points shows us better how consumer habits of both males and females change, which then helps us understand their shopping behaviors. In addition, our study depends on self-reported survey data from consumers of both genders, which could produce misleading results because people want to appear in a good way or base opinions on personal feelings. Research methods will be enhanced when future studies combine behavioural tracking data with experiments and qualitative interviews alongside validated measurement scales.

The analysis ignores how economic performance and natural tourism trends influence specific behaviors on social media platforms during normal and emergency circumstances. Research should use broad economic data and scene details to create more solid research results. This study indicated that eWOM functions as a moderator, but it lacks a detailed analysis of the effect between positive and negative online reports. Additional research should study how users react to eWOM communication content, including its sentiment value from reliable sources and the quantity of messages received. Lastly, this study sets a basis for future exploration of digital consumer behavior within tourism but needs development to reach its full potential. Future research should focus on making these restrictions better and considering gender differences to help the model work better for tourism businesses around the globe.

Recommendation

This study explores all the elements that affect Jordanian customers' choices to use social networking tourism sites. The research combines Uses and Gratifications Theory with electronic word-of-mouth analysis to develop useful understanding of digital customer behavior. Our findings show entertainment activities alongside exposure and seeking information boost people's intention to use these sites but social sharing does not affect buying decisions directly. Our analysis shows that initial pleasant use behaviors create strong continued use habits as indicated by the Expectation-Confirmation Theory.

The analysis shows eWOM has essential influence when establishing consumer beliefs of both male and females and faithfulness toward products. Tourism providers should choose effective content over everything else to engage users who respond to online actions. Companies that want to attract tourists online should produce content that both amuses viewers and provides reliable information from expert sources. Managers need to track eWOM because good customer reviews create brand trust while bad reviews hurt it unless handled well. Tourism companies should design appealing content that involves users to maintain their attention and loyalty in social media platforms.

Based on research findings businesses should focus their investments on creating top-quality multimedia content featuring video tours and influencer partnerships to engage consumers better. Consumer engagement of both male and females grows from tailored games and the delivery of suitable content recommended by AI processes. Businesses should use SEO techniques to improve how people find their social media content since it helps attract new customers who want to buy. Targeted advertising and promotional efforts on social media will reach more tourists effectively when combined with influencer collaboration and paid promotion programs. Businesses need to carefully monitor online reviews and user feedback to build trust with customers since eWOM has such a strong influence on this relationship.

Assisting happy customers in sharing their reviews and testimonials improves how trustworthy your business looks. The use of artificial intelligence to analyse feelings in online content helps us find and solve negative customer reviews quickly. Businesses can use user feedback as a way to solve customer problems through a system that encourages open communication. To expand user loyalty, tourism platforms need to improve service quality and keep users actively engaged. Rewards and loyalty packages for regular users at our platform will keep them engaged. Using AI-based chatbots that help immediately and suggest content based on individual preferences boosts user satisfaction.

Companies can boost their connections with consumers of both genders by creating platforms where members cooperate and share their opinions. Future investigations should test if different worldwide internet users engage with digital participation the same way. Research on the evolution of eWOM data enables scientists to track how consumer online shopping patterns of both males and females evolve over time.

Examining AI support for tourism decisions on platforms will generate fresh insights into this business sector. Tourism companies need to design promotional methods that fit with what online audience members want to see on digital content. Organisations in the tourism industry boost user engagement and purchasing interest by placing user-generated content on top of their platforms while employing eWOM marketing tools. Our work shows companies how to upgrade their online tourism strategies to serve customer needs so they earn better results in their tourism industry operations.

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