

Table 2**Demographic and relation status characteristics profile of respondents (N= 177)**

Variables	N	%
Gender		
Male	53	29.94
Female	124	70.06
Age		
18-22	97	54.80
23-26	34	19.21
27-30	22	12.43
31-35	9	5.08
36 & Above	15	8.47
Education		
Occupation		
Resident in USA at least for 5 years		
Resident	168	94.92
Non-Resident	9	5.08
Booked a flight to go out of state in the last 1-2 years		
Yes	146	82.49
No	31	17.51

Table 3: Flight**Factor analysis of attributes in purchasing consideration:**

Factors and variables	New variable and Factor loading		Eigenvalue	Cronbach's alpha
Reason: To visit friends To visit family To be spontaneous A connecting flight A better deal Confident KMO:0.765	Self-Awareness: 0.79714 0.80819 0.85235	Social Relation: 0.92536 0.87565	3.30240355 1.02435370 0.73717176 0.42241855 0.28206275 0.23158968	0.834
Accommodation: Stay with friends Stay with family Find a hostel Find a hotel Home you own abroad	Hotel:	Social Relation: 0.87794 0.87794	1.54154762 0.45845238	0.4765
Social media source Friends and family suggestions Internet Social networking sites TV/Travel channel/Magazine/Media Travel blogs/sites (e.g. Tripadvisor) Search engines (Google, Yahoo etc) KMO:0.69	Social media: 0.68802 0.66723 0.68001 0.66323 0.67323 0.69123	Interactive with Surrounding: 0.89514 0.37269	2.29179392 1.12009954 0.85542769 0.68341385 0.57908758 0.47017741	0.6531
*Social media influence Trust recommendations Negative review	*Trust	*Negative review		
Time Planning time in advance Average decision time	Planning time in advance	Average decision time		

Table 4: Conceptual Model for Flight

Table 5: Regression Results of Influence of Social Media

Root MSE	0.90219	R-Square	0.2416
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Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	42.51284	3.54274	4.35	<.0001

Parameter Estimates		
Variable	t Value	Pr > t
Intercept	-1.49	0.1374
Gender	1.83	0.0686
Q4_Trust	4.70	<.0001
Social_Relation	1.95	0.0532
Self_awareness	2.65	0.0087

Multiple regression analysis was used to test whether the independent variables had significant impacts on the dependent variables. Factor scores from the factor analysis were used as the input variables in this analysis. Table 5 displays the results of regression analysis.

The R square of the model is 0.2416, which indicates that approximately 24% of the variation of the dependent variable could be explained. The goodness of fit of the model is acceptable. Those factors: Trust recommendations, Social_Relation, self-awareness and gender have significant influence to dependable variables. From Table 5, it shows that the trust_recommendation is the most important determinant factor in explaining using of social media.