

# Impact of Social Media and Relationship Marketing on Society

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## Abstract

Social Media has revolutionized the dissemination of information in the travel and hospitality industry. Social websites, online blogs, and communities have given consumers an upper hand in accessing and choosing their places of visits. This has been made possible by customer review websites such as Trip advisor which informs and assists consumers. The current study seeks to understand the impact of social media and relationship marketing on customer loyalty and sales in the travel and hospitality industry. The study utilized a mixed-method design to collect primary and secondary data. 70 consumer participants across the United Kingdom were randomly chosen to participate in the study. Qualitative data was obtained by interviewing five Tripadvisor managers from Tesco. Additionally, the existing literature, publications, and journals provided further information on the role of social media and relationship marketing in the travel and hospitality industry. Data was analyzed arithmetically through the calculation of percentages and the use of graphs and charts. The findings of the study depict that factors such as age, education, gender, household income and size are the major factors affecting consumer behavior. The findings also depicted that Tripadvisor has strategically been advanced by its presence on Facebook where it offer extensive service to travel and hospitality consumers. However, the study recommends that Tripadvisor should ensure its presence in other major social websites such as Twitter, Tiktok, Instagram, and LinkedIn.

**Keywords:** Hospitality Industry, Social media, Relationship Marketing, Tripadvisor, Blogs, Customer reviews

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## 1.0 Introduction

In the present age, social media continues to have a significant impact on the marketing strategies of a traveling company. Facebook, Twitter, and travelling blogs play a vital role in attracting prospective travelers to visit a particular destination. Scott et al., (2009) stated that people depend on the recommendations before undertaking a journey; therefore, social media have become a significant marketing medium in the travelling industry. Many travel companies are using different social media channels like Facebook, blog, and Twitter to impact consumer perception positively. Trip Advisor possesses a considerable social media presence and offers reviews of various destinations to its consumers (Touminen, 2011). Social media marketing channels help traveling business entities to provide accurate information about their services, so it increases consumer awareness about the brand. According to Noel (2009), It can be described as a

technology-based platform that makes it possible for consumers to communicate, exchange data and make groups online.

The increase of web-dependent market conditions has been pushed forwards by the challenging business environment in the hospitality industry. As a result, hospitality industry players have focused on increasing the interest and loyalty among online prospects as an integral part of success. The online hospitality and marketing strategy has increased the rate at which consumers can cross-shop and even check for prices, online reviews as well as incentives, and transparent benefits before purchasing. The emergency of major travel websites such as Trip Advisor which provides online reviews to consumers. through social media. Currently, social media and other internet websites in the hospitality industry have increased the rate at which consumers can acquire information about various facilities through online reviews. Gretzel and

Yoo (2008) reported that almost three-quarters of all travelers have or consider online reviews as an essential source of information when planning to travel. Chevlir and Mayzlin (2006) argued that online generated reviews can significantly influence the sales of items such as books, CDs as well as movies. The above-mentioned studies suggest that the essentiality of online consumer reviews is particularly important for experience goods (Khudhair, Jusoh, Mardani, & Nor, 2019).. This is because the quality of experience goods is naturally unknown before you consume them. Even though these services fit perfectly in the tourism and hospitality industry, the impact of online reviews on sales has been overlooked by many researchers.

## 1.2 Rationale for the study

Currently, several consumers around the world are active in different social media networking websites. Social media marketing includes the use of sites, consumer reviews, travel-related blogs, and videos, and is expected to be the third-largest marketing channel in the future period. According to Ford (2008), it provides travel advice to people regarding a particular destination and acts as a guide to potential travelers. With the increasing dependency, on online reviews, Trip Advisor has become the most visited website by travelers who want to get varied data regarding a destination. In the year 2013, social media was the platform where 61% of travelers looking for travel-related information, after the recommendations of family and close friends (Anderson and Narus, 2011). It is up to the travel entity to make the optimum use of social media tools for a more considerable inflow of revenue. This study seeks to understand the influence of social media marketing on sales in the hospitality industry.

## 1.3 Research Aim

This research aims to study the impact of social media marketing in the case of Trip Advisor, the UK on its sales in the hospitality industry.

## 1.4 Objectives

- To identify the factors affecting consumer behavior in the hospitality industry.
- To assess how social media marketing impacts consumer behavior.
- To evaluate the social media strategies of Trip Advisor, UK.

- To suggest suitable recommendations to overcome the gaps in the marketing policies of Trip Advisor.

## 1.5 Research Questions

- What are the factors affecting consumer behavior in the traveling Industry?
- How social media marketing has an impact on consumer behavior?
- How effective are the social media strategies of Trip Advisor to motivate consumers to travel?
- How can Trip Advisor better its marketing policies to gain a larger market share?

## 1.6 Research hypothesis

**H<sub>0</sub>:** Social media marketing positively impacts consumer behavior

**H<sub>1</sub>:** Social media marketing adversely affects consumer behavior.

The remaining portion of the paper is organized in the following order. First, a thorough background review of the existing literature on the influence of social media in the tourism and hospitality industries is discussed in the second chapter. This chapter focuses more on the consumer reviews and their influence with data obtained from the travel website Trip Advisor. From the literature review, a conceptual framework is presented. In the third chapter, the methodology and research design of the current study is presented. Here, the limitations and ethical implications of the current study are discussed. Lastly, the research offers a conclusion to discuss the various elements drawn from the current study while providing a recommendation for future works.

## 2.0. Literature Review

Current reports in the existing literature indicate that many travelers and customers in the hospitality industry consult consumer review websites before considering their purchases. According to Tripadvisor.com; European Travel Commission, 2019), as an online review website, Tripadvisor boasts of an estimated impact worth more than 900 Million Euros per year on the corporate hospitality industry. The existing literature avails several studies that explore the influence of online reviews or the electronic mode of

communication discussing factors such as motivators, and social dynamics between users and contributors of review sites. Precisely, authors have tried to understand to what extent the exposure of consumers and users of online reviews affects consumer decision making. Despite the contribution of previous literature on the impact of online reviews, they have left a gap on the impact of online reviews on consumer behavior as well as the motivator effect caused by Tripadvisor as a traveling consumer review website.

Social media marketing possesses several significant advantages in the traveling industry. It helps the traveling firm to connect with passionate travelers. These platforms allow users to get honest feedbacks regarding their traveling experiences and accommodation (Anderson, 2007). At the current time, several branding strategies are used by the business firms as growth and marketing strategies to affect the attitude of the customer positively. It is because branding strategies are essential tools for the organization to achieve competitive advantages and create significant & innovative business opportunities. In the same way, such robust branding strategies help business firms in attaining their corporate vision, mission, and long-term objectives effectively and successfully. One of the significant advantages of branding strategy is that it assists a company in building its positive and unique image in front of different types of customers. The advertisements persuade people to buy the things that they don't need. Most beautiful women are shown on TV that causes an inferiority complex in women all around the nation they think that they don't look like the superstars shown on TV. They strive to be like them if we talk mainly about social media, it's promoting bullying and crimes online and putting the privacy of people at the stake (Nabi & Riddle, 2008).

Media doesn't only have adverse impacts; it is also playing an essential role in the promotion of business, education and revolutionizes the communication process. Social media has increased the interaction among the people in society. The aspect of interaction and socialization is highly improved. Now people are more aware of what is happening all around the world. Media makes them informed about the latest trends, products, educational facilities, and news from across the globe that keeps the people connected to the world

as a whole (Dan, 2013). Simply, it can be said that branding is a significant source of revenue, growth, and success for today's business firms. Hence, branding strategies play a crucial role in developing and creating a positive image in the minds of customers. Traveling firms get the opportunity to invite discussions from their customers, and can find ways to improve their customer service (Khudhair, Jusoh, Mardani, & Nor, 2019).. Social media tools are more of a personalized medium where customers and traveling entities interact in an informal way, which promotes trust and good faith among both parties (Andreassen, 2009).

In a report publicized by Competence Inc. (2009), sharing of referrals from social websites to the travel and hospitality industry, in general, is rapidly growing. additionally, there is another similar existing trend developing in almost all segments and sections of the hospitality industry. the industry is facing tremendous changes with social media sites and online review websites such as Trip Advisor impacting consumer behavior and total sales. According to Competence Inc., (2019) the conversion rate of referrals and online reviews exhibits a similar growth rate ( 98% every year) in the tourism and travel Industry. These findings indicate that online referrals and customer reviews are becoming a valuable source of in-market traffic in the hospitality industry.

According to Buhalis & Law (2018), the current and new millennial trends in information dissemination have reshaped the way tourism-related information is distributed as well as how people plan and consume in the hospitality industry. The emergence of social media networks and the exposure of review websites to consumers in the recent past has underscored changes tremendous changes that will significantly influence the travel and hospitality industry. According to Pan et al., (2017), the emergency of social media websites which represents different forms of consumer-generated reviews and content (CGC) such as blogs, virtual communities, wikis, social networks, collaborative tagging, and media files shared on sites such as YouTube Flickr among others have gained a continuous growth in their role of informing consumers. The majority of traveling websites help consumers to post and share their insights and comments, opinions, and personal experiences related to the travel and hospitality industry. This

information serves as the benchmark through which other consumers use the same travel services in the industry.

According to Friedman (2006) consumers are gaining a special advantage and command in the current hospitality market; as they have the power to determine the production and dissemination of information through the internet. Pudiner (2007) argues that social websites and the internet increase sales in the tourism industry as consumers portray their experiences, reconstruct and relive from their trips. Additionally, the internet has made information readily available to consumers and pitted firms in the hospitality industry to continuous competition in an attempt to maintain their reputations. In recent research conducted by the eMarketer; European Travel Commission, (2009), search engines remain the number one information provider in the united states, with families consulting it several times when planning for a vacation. through studies conducted by Hopkins, (2010) and Werthner, (2012), search engines have remained the most-used channel to generate upstream traffic in tourism websites such as Tripadvisor. Given that sales in the hospitality industry are depended on the availability of positive and intense-information, it is important to understand the various technological changes as well as consumer behavior that affects the dissemination and accessibility of information in the industry. Xiang (2008) posits that understanding the nature of online marketing websites in the hospitality and travel industry and the composition of information available to consumers provides an essential step in the development of successful marketing programs and information systems.

### **2.1 Factors affecting consumer behavior**

According to Bottger and Yetton (2007), efficient customer service is the most crucial element that determines consumer perception in the hospitality industry. Social media marketing emphasis on excellent customer service, and therefore, mold its marketing technique around it. Besides, external characteristics of the journey like safety and security of the tourists, the attributes of the tangible elements present in the ship (hotel beds, accommodation, and Fooding), and the nature of recreational activities available at the destination (Foxall, 2011).

### **2.2 Relationship between social media marketing and sales in the travel industry**

Social media marketing creates brand and product awareness, thereby affecting the sales of the travel industry. According to Christopher (2010), it provides an ideal platform for users who are interested in sharing their traveling experiences. This ensures that businesses operating in the traveling industry are always in the news. Trip advisor motivates its users to stay connected as passionate travelers and has ever offered them the best advice when they are about to embark on a journey. These factors enable traveling firms to create a strong brand identity of itself in the global market.

According to Jashi (2013), Social websites are a collection of activities that customers engage in online, in the physical society, as well as gathering and disseminating online knowledge and content. Current marketers in the travel and hospitality industry understand that social media websites are a powerful channel for generating sustainable and positive word-of-mouth marketing to maintain their reputation. Marketing strategists in the hospitality industry should focus on selecting the most appropriate social platform, design as well as the correct message to engage the appropriate consumers as well as sharing the right message to implement successful online campaigns that can significantly increase sales.

Social media messages posted by various travelers provide a clear view of what they think about the services offered during their journey (Dowling and Mark, 2007). This helps to clear any doubts the business entity may have about its performance, thereby, being able to better its consumer services. Unlike the traditional methods of advertisement, social media marketing have a personal connection with the consumers'. Duboff (2012) stated that it has a human component attached to it since these messages on different social media sites like Trip Advisor, Facebook, and Twitter are mostly by the consumers themselves. Therefore, it's one of the trusted sources of information and attracts potential travellers (Khudhair, Jusoh, Mardani, & Nor, 2019).. Social media channels like Trip Adviser and Facebook provide relevant data about consumers, lifestyles, and their tastes and preferences. This additional information is crucial to the creation of a marketing strategy. Social media marketing helps the traveling

industry to find better methods to connect with the consumers and understand their needs and wants (Parkinson *et al.* 2006).

### **2.3.1 Developing a social media group around a traveling entity to capture greater business exposure**

Traveling businesses can target their segment of consumers develop a social media community as per the tastes and preferences of the group. This would ensure that entities are clear about their marketing strategy.

### **2.3.2 Informing users about newer destinations that can be explored**

Social media marketing channels like Trip Advisor possess the necessary tools and capabilities to inform users about the latest news and happenings in the travel industry (Jensen and Hansen, 2006). This includes information about newer travel destinations and the activities that can be pursued there.

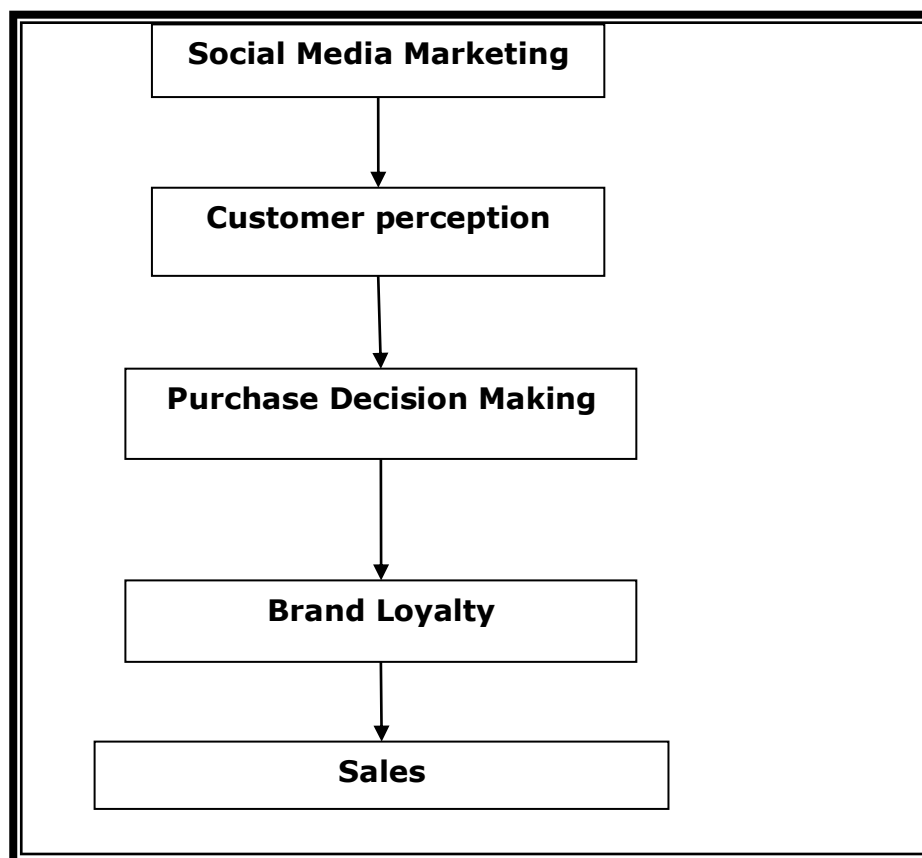
### **2.3.3 Offering motivations and incentives to users to post their ratings and reviews about different hotels**

Social media channels provide links to various travel websites so that users can get more information (Jensen and Hansen, 2006). Social media marketing websites like Trip Advisor can offer monetary and non-monetary incentives to their users to post their ratings and reviews. Also, posting videos and pictures of famous travel destinations would encourage prospective consumers to travel.

## **2.4 Conceptual framework**

Figure 1 below outlines the conceptual model of the study. The framework outlines the relationship between social media marketing sites, their impact on customer perception, and decision making while outlining its impact on customer loyalty and change in sales volume. The model was adopted from past studies that utilized it in studying similar effects in the hospitality industry. The framework entails three main elements, the social media marketing site, its influence on consumer perception, and the purchase decision-making process. This in turn is discussed in regards to its influence on customer loyalty and total sales of the firms in the industry.





**Figure 1: Conceptual Model**

### **3.0 Research Design and Methodology.**

#### **3.1 Type of Investigation**

The Descriptive type of investigation is followed here. Morse (2007) said that the descriptive research approach contains both qualitative and quantitative models of data. The Mixed data collection method can be used to support the researcher in understanding the details regarding the effects of price differentiation on consumer buying behavior in the travel industry (Ketchen and Bergh, 2013). Required data regarding the impact of social media marketing on consumer purchase decision making, in the case of Trip advisor, is gathered.

#### **3.2 Data Collection Method**

An In-depth data collection method is adopted here. The Data gathered is classified into primary and secondary data (Kothari, 2012). Primary Data is gathered from the responses of the sample of the study and the personal interview session of the participants. However, secondary data are collected

from past corporate publications, business magazines, and journals. Secondary Data consists of proven facts from researchers (Freshwater, 2007).

#### **3.3 Sampling Method**

Both probability and non-probability sampling processes are followed here. Corner (2012) stated that the probability sampling process allows the entire population to be considered as a potential sample. It provides an opportunity for every consumer in the UK to express their honest opinion. However, the whole community cannot be considered as a sample, so a sample size of 70 consumers is chosen on a simple random basis. However, for a consumer to be included, they had to be travelers who have left more than five comments on the Tripadvisor website from visiting various destinations. The five promotional managers of Trip advisor are selected by the non-probability sampling method. These five managers of Tesco are expected to have the necessary authenticity and expertise to

provide expert opinion on the necessity of social media marketing.

### 3.4 Accessibility Issues

Accessibility issues should be appropriately dealt with to get a successful outcome in the research process. Moorthy and Hawkins (2007) mentioned that random and erratic data collection methods would prove to be an obstacle in the collection of primary and secondary data. The personal interview of five managers within a limited time can create issues in the gathering of detailed data. Past publications and journals may not wholly relate to the subject, thereby creating a barrier to the collection of secondary data. However, the internet is a powerful medium to gather information. Various businesses and corporate websites provide accurate data regarding the secondary data to be collected.

### 3.5 Ethical Issues

Cameron (2009) mentioned that the researcher should concentrate on following an ethical practice during and after the research period. The researcher can avoid disclosing essential data which can result in a raising of ethical issues. So, it can be said that the Data Protection Act, 1956 bound the research. The identities of the respondents participating in the research process will not be made public. The researchers have taken measures to ensure that no amount of coercion or external force is practiced in any of the consumers and the managers in the sample, and they respond according to what they believe. The participants have the authority to withdraw them from the research process at any period. The researchers have taken strict measures to ensure that principles and moral values like trust a co-operation apply to all the parties involved in the research process. Additionally, the company's detail will not be disclosed and demolished immediately after the research process.

### 3.6 Data Analysis

A mixed-method of data collection is adopted here. According to Brannen (2009), quantitative data can be measured statistically, whereas qualitative Data is descriptive by nature and so could not be accurately measured. Quantitative data gathered from the filled-in questionnaire process is arithmetically calculated through the percentage system and depicted through graphs and charts. This will enable the researcher to draw the necessary conclusion. Qualitative data represents the information which is acquired through the interview session of five promotional managers of the Trip Advisor, UK. The responses can be triangulated with the secondary subjects to create a relationship among both. After that, accurate and authentic conclusions can be drawn relating to the impact of social media marketing on consumer behavior in the travel industry.

## 4.0 Results and Discussion

Results were obtained from the 70 randomly chosen individuals who were issued with a questionnaire after consent was obtained. forty participants were males while the remaining 30 participants were female. The questionnaire had a demographic section, education section, family size, and age. These variables were included since they are believed to be some of the important factors affecting consumer behavior in the hospitality industry. Table 1 below shows the demographic characteristics of the sample size used in the study. The participants had left and searched for information through Trip advisor. Therefore, their views were grouped into three major categories Positive reviews, Mixed reviews, and Negative reviews. The result was a total of 70 filled-in questionnaires. a total of 90% of the participants reported that they had given positive reviews to travel destinations on the Trip Advisor website.

**Table 1: Demographic characteristics of the quantitative Sample size**

	<b>Positive Reviews</b>	<b>Mixed Reviews</b>	<b>Negative Reviews</b>
<b>Gender</b>	Male: 40.9% Female: 56.1%	Male:30.1% Female:69.95	Male: 26.9% Female: 73.15
<b>Age</b>	22-30:7.6% 31-40: 15.3% 40-50:16.3% 51-50:42.3%	22-30:7.5% 31-40: 15% 40-50:25.1% 51-50:30.1%	22-30:22% 31-40: 46% 40-50:25.3% 51-50:15%

	61 and above: 20%	61 and above:11.5%	61 and above:10%
<b>Education</b>	Bachelor:29.1% Master:40.2% Doctorate:25% Professional:6.1%	Bachelor:35.8% Master:31.1% Doctorate:14% Professional:4.2%	Bachelor:36.1% Master:28.7% Doctorate:16% Professional:9%
<b>Household size (members)</b>	1. 20% 2. 60% 3. 20%	1. 16% 2. 44% 3. 40%	1. 22% 2. 26% 3. 52%

Examining percentages and distribution of data obtained from questionnaires can be done in various ways. In the current study, data were analyzed using percentage descriptions with charts and graphs. The questionnaire questions related to the likeliness of a customer to give a positive review, likeliness of a customer to refer other customers to the services, and the likeliness of staying at a well-profiled destination was related to the research hypothesis. The profiles and percentages of the participant's responses are described below.

In responding to whether participants would choose a travel destination or hotel that is highly profiled on the Trip advisor website, 80% (56) said that they would choose the highly profiled areas. n on Trip advisor

among the total participants who reported that they would choose a highly profiled destination on the website, 50% were female and 30% were males. Among those who reported positively on this question, 60.6% were between the age of 40-60 years while the remaining were below 40 years. Also, 70% of the respondents who reported positively on this question were doctorate and professionals, while the bachelors and masters respondents formed 30% of the total respondents. 90% of the respondents who reported that they would choose a high profiled destination on the website had 1-2 household members.

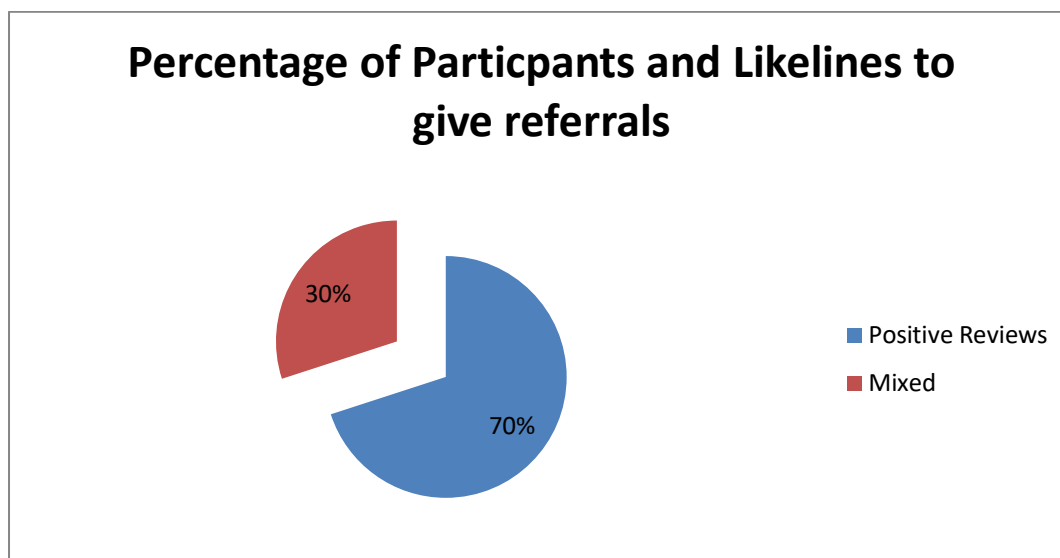
**Table 2:** Likeliness of Participants to Choose a highly Profiled Destination

	<b>Yes</b>	<b>No</b>
<b>Gender</b>	Females: 50% Males: 30%	Males: 10% Female: 10%
<b>Age</b>	40-60 years: 50.6% Below 40 Years: 32.8%	40-60 years: 4% Below 40 Years: 12.6%
<b>Education</b>	Doctorate and Professionals: 70% Bachelors and Masters: 20%	Doctorate and Professionals: 7% Bachelors and Masters: 3%
<b>Household size (members)</b>	1-2: 90% 3 and above 10%	

On the question of whether the respondents would refer visited destination areas to their friends, the most scored group was the one that gave positive responses. 90% of the participants and 50 % of those who agreed to have given positive and mixed reviews on Tripadvisor agreed that they would refer their friends and family to the destinations. These results are supported by the existing literature as it

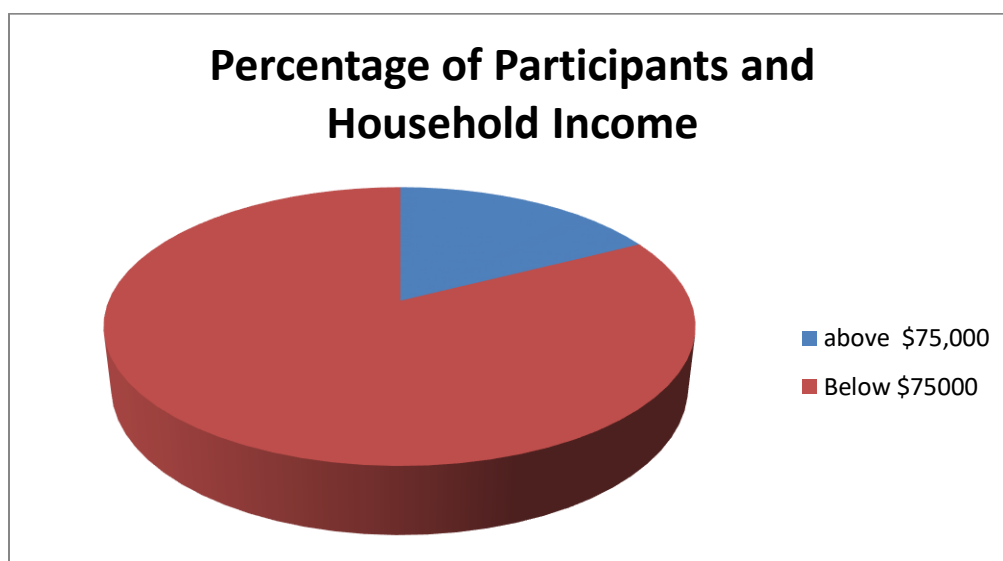
presents that online referral programs are highly trusted by potential travelers and customers in the hotel industry. Chan and Guillet (2011) found out that family members and friends were more likely to trust referrals from one another; therefore, segments in the hospitality sector should strive on maintaining high quality and reputation to enhance customer loyalty and increase sales.



**Figure 1.0 Percentage of participants Who would give referrals**

The participants also answered questions regarding household income as a factor affecting consumer behavior. Those respondents who gave responses were mostly from high-income households. In total, 25 (17.5%) of the participants reported having come from high-income households which earned \$75,000 and above per year. 20 of those who reported on this

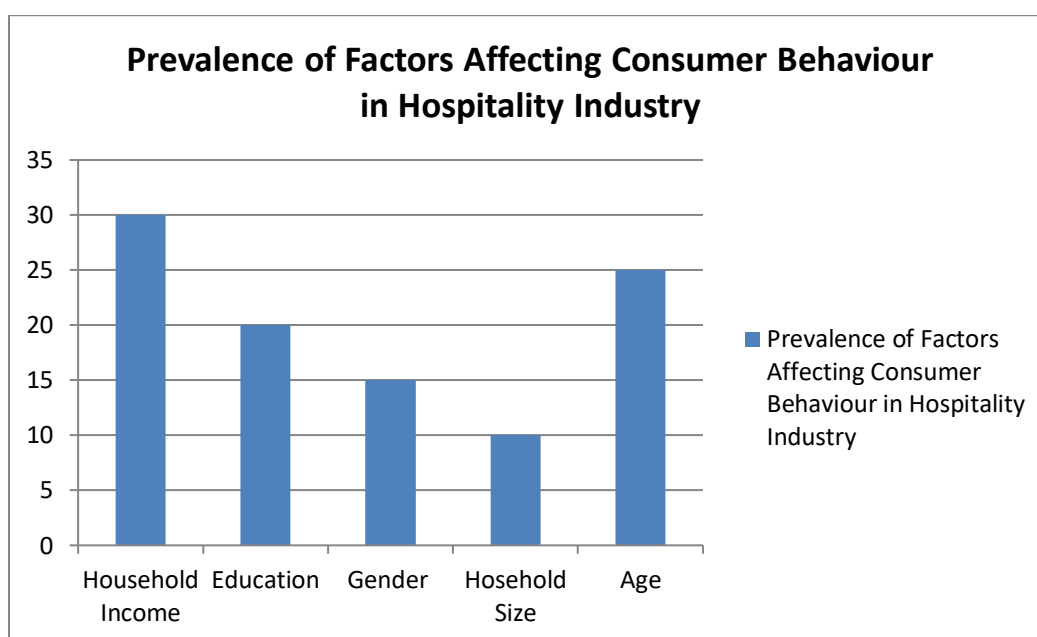
question were from the age of 40 and above. Many young participants reported having engaged in the hospitality industry from work, family, or group travels. However, participants above the age of 40 years reported having interacted with traveling and the hospitality industry for personal or family vacations.

**Figure 2: Percentage of Participants and Household Income**

The qualitative data was obtained from the interviews conducted with the five Trip advisor managers. All the managers were qualified professionals who met the criteria to offer an expert opinion. A critical analysis of the responses and questions regarding Trip advisors strategies of motivating customers and controlling consumer behavior, the Managers provided essential insights. The major themes which emerged from the interviews were concerning Factors that affect consumer behavior, the Impact of social media on

consumer behavior, and strategies used by Tripadvisor to motivate customers. All the respondents agreed that education, gender, age, household size, and household income were the major factors that affected consumer behavior. Household Income was the highest-ranking factor (at 30%) as the major factor affecting consumer behavior. Education, age, and gender followed respectively with percentages of (20%, 25%, and 5%). Household members were profiled at 20%.

**Figure 3: Factors Affecting Consumer Behaviour**



The results of the study concur with the existing literature on the factors affecting consumer behavior in the hospitality industry. All the five respondents from Tripadvisor agreed that social media had a significant impact on consumer behavioral aspects and especially satisfaction. This is also supported by the existing literature on consumer behavior in the hospitality industry. For instance, Voramontri and Klieb (2019) argue that the use of social media influences consumer satisfaction at the stages of information search and alternative evaluation. The authors further argued that consumer satisfaction gets amplified as the user moves along the process towards the final purchase decision and post-purchase evaluation. According to Powers et al., (2012) managers are continuously attempting to

understand the influence of social media on the consumer purchase decision process, their influence on consumer behavior, and their role as a marketing tool in the travel and hospitality industry. All the managers reported that the highly profiled hotels and travel firms had well established social media presence and reputation. They also reported that Tripadvisor advertised on behalf of these websites while providing customers with reviews and comments about the services.

Additionally, the five respondents reported the importance of Facebook on the success of Tripadvisor in helping and advising customers in the hospitality industry. The findings support the hypothesis that social media marketing has positive

impacts on the hospitality industry and especially its impact on sales. A large percentage of the respondents reported that they trusted travels, destinations, and hotels which were highly profiled and positively reviewed on the Tripadvisor website. The findings are supported by existing studies such as the one conducted by Colliander & Dahlén, (2011). The authors argued that customers in the travel industry were more likely to trust not only positive reviews but more importantly the negative reviews left by customers. This explains why reviews prompted by well-known and reputable websites such as Tripadvisor had a significant impact on sales. Additionally, the Tripadvisor managers also reported that customers who looked for travel information on their website were keener on negative reviews than they trusted positive reviews.

#### 4.1 Research Limitation

Collecting both primary and secondary data in a limited period was very inconvenient. Time was one of the most significant issues in the research process. The sampling size considered may not be enough, as the opinion of 70 consumers does not represent the total customers of Trip Advisor in the UK. Consumers who participated in the filled-in questionnaire process do not get the opportunity to express their opinions in a whole-hearted manner. The questions were closed-ended, which prevented the participants from putting forward their beliefs in a whole-hearted way. The five promotional managers, who were interviewed, also were not able to fully answer the questions in a limited time frame. This was due to the nature of company policies, which bound the managers into answering questions in a restrictive manner. Secondary data collected could be much more to get a positive result in the research process.

#### 4.2 2.3 Recommendations

Travel entities can establish a business page on Facebook, Trip Advisor, and Twitter that would create awareness and more significant business opportunities for themselves. This business page can provide data on current deals, places that can be explored, and the activities that can be pursued. This page also offers the space to advertise major events like online presentations and upcoming endeavors of the firm. According to Jacoby (2007), social media also provides the opportunity to post online videos

about the destination and accommodation facilities available at the place. Therefore, it would enable consumers to get a brief glimpse of the package open. The following recommendations can be considered by Trip advisor, in framing an active social media strategy.

#### 5.0 Conclusion

The growing demand for social media marketing channels cannot be ignored. Trip Advisor has been playing the leading role of being a social media marketing tool for the travel industry. It is a useful social media channel that provides helpful travel reviews to its users, thereby helping them to make an informed decision. However, many travel companies are still not being able to utilize this to bring business. The travel industry will be much profitable by implementing programs that will let them continue their social media marketing policies alongside traditional business operations. Travel firms like Trip Advisor should possess the necessary expertise to use the immense advantages social media marketing offers to brand their products and services. Social media marketing provides vast opportunities for travel-related business entities to understand their consumers. This tool can play an essential role in forming the marketing strategies of the body. Necessary measures can be implemented to create a robust online presence of the entities doing business in the travel industry and keeping track of consumers' social media behavioral patterns. This will enable the body to formulate successful social media strategies.

The current study has various implications that affect the travel and hospitality industry. It provides essential information that can be used to create awareness, understanding, and the management of social media in influencing customer behavior and purchase decisions. Firstly, the study has shown that social media and integrated websites such as Tripadvisor have a significant influence on how consumers engage and interact with hospitality and travel-related information search as well as purchase decisions. the findings of this study provide important insights to professionals in the hospitality industry to understand consumer's responses to social media information. The conceptual model adopted in this study will help players in the hospitality industry to understand the

nuances and factors of how users of travel and hotel businesses are influenced by social media and how this impacts their decisions in selecting a hotel or travel destination.

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