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## Adoption of social media in Tourism Industry with Special Reference to National Capital Region

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### Abstract

The present research paper is based on a survey which is conducted in the NCR regarding the uses of social media in the tourism industry with special reference to the Delhi NCR region. In this research paper, the scholar demonstrates the results of the questionnaire-based random simple survey as demography profile of respondents and social media-based demographic profile of respondents of both sides as tourists/customers and firms. The tourist data shows the login pattern of users on the social networking sites and which site is most preferred by tourists and firms. Data presents the advantages or disadvantages of the adoption of social media for the industry.

**Keywords:** social media, Tourism, Firm, Customer, Survey, NCR.

### Introduction

Nowadays, social networking sites on the internet are handled more in daily life than the physical presence of individuals for interaction with each other. Twitter, Facebook, LinkedIn, WhatsApp, Instagram, and YouTube are well-known among social media platforms. It is significant to reckon that communication in the cybernetic world is much fast and the delivery of information also quicker than at all other modes of communication. In the modern era, people don't need to wait for physical interaction to know the definite condition about the tourist or visiting spots where they want to travel regarding tourism motive because it becomes possible by social networking tools to be able to obtain a word of mouth references. It is also possible to reach the destination with unprecedented effects via social media platforms and Internet spots. It is helpful to make the decision easier as well as assist the decision-making practice to choose the best offer for the travel regarding a particular destination. A lot of tourists about 74%, who have visited any destination they write reviews on social media sites regarding destination and share experiences about the travel of destination. Inconsequent of traveler comment, about destination around 98% reviews found accurate on the social media platforms. It is also found in a study that about 53% of those who are potential travelers do not adopt the booking of hotels without examining the review about the hotel which available on social networking sites. Thus, a big number (around 70%) of global tourists think that social media sites are the second largest and trusted source of information and reviews of destinations. Before the origin of social media, about 52% of Facebook advertising users spent a third of the actual budget on traditional advertising, as well as got the benefit of the huge database and extend the limits of the saleability of the business and the products. The traditional techniques of advertising are not more suitable claims while social media platforms encouraged to travel to a tourist place or compel them to change their visit plans to a destination due to the pictures and videos posted by their friends and other visitors on social networking sites.

### Social Media

Internet-based social media is an event that changed the way of communication and interaction of people in the world. Though social media networking is not a new notion, its embryonic form had come into existence right from the beginning of human society. At that time, it was in manual form but in the modern world social media working on the basis of

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internet technology and communicate rapidly compare to ancient times. Vogue and adoption of social media are rapidly increased, during the last two decades and also now growing fastly and vastly in all fields such as educational, social, political, and tourism among the youth. It is being used more often than the physical involvement of individuals to interact. According to Richard and Guppy (2014) and Bhakuni and Aronkar (2012), the prevalence of social media sites has grown rapidly through a platform that leads some individuals online to a platform that is used by a big number of Internet users. The most popular SNP platform is adopted by people as, Facebook, Twitter, My Space, vibe, Pinterest, Instagram, Youtube, etc. Facebook, Instagram, Twitter, and Snapchat to interact with people. Most social media sites have originated from the root of a basic virtual tool to become an important part of the communication landscape.



Fig. 1: Development of social media.

As per Statistics record till January 2015 about 2.078 billion accounts has been registers on social media which were active globally, however, Facebook which is known as the famed social media site has the best number of accounts as 1.4 billion users. Key reasons behind the growth of social media are the reach of smartphones and the internet to laymen.

### Users of social media

Social networks around the world are constantly growing. As per the reports, 71 percent of total internet traffic is the user of social media. It seems that figure of social media users is to be extended in the future. Social networking is a too common online participation throughout the world, it engages users in big numbers and brings opportunities to increase the adoption of mobile.

In the case of social media uses, North America is on top of web-based social media clients where online social media is profoundly famous, with 66% of clients is out of whole Internet clients. As per reports, in 2016, more than 81% of individuals in the United States were registered on different online social media stages. As of the second quarter of 2016, the U.S. web-based media clients spent 215 minutes by means of cell phones, 61 minutes through PCs, and through tablet gadgets 47 minutes via online social media destinations in a week. The increasing global use of smartphones and portable multimedia devices such as tablets has increased the capacity of social networks with location-based services like Foursquare or Google Now. At present-day Facebook is the leading social media platform in respect of access and scope with more than 1.86 billion monthly active registered accounts. The use of social media is vital both for the industry as well as tourism with emphasis on the habits of social media by industry and its prominence on their probability.

### Use of social media in the Tourism Industry

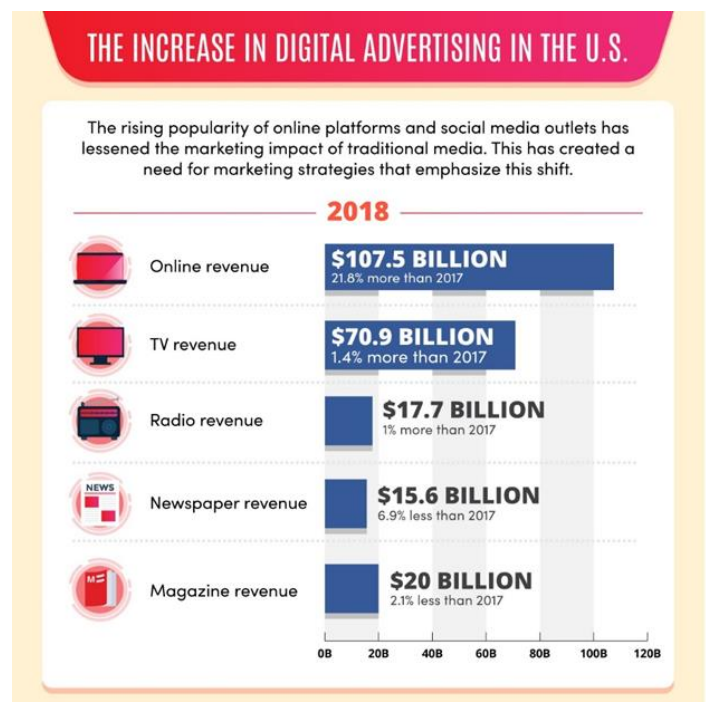


Fig. 2: Revenue of Social Media platforms.

Numerous big and small and big brands or firms of the tourism industry have adopted social media platforms to

market their products or services. These days, it is not a must for people to understand the real position about a destination that they interact physically where they want to visit for tourism motive. In the modern world it is becoming possible day by day via social networking tools and to be able to acquire e-word of mouth references. Internet-based services got mainstream in the tourism industry during the year 1995 in India. Before the landing, the web-based services in India, individuals who are voyaging will assemble information from tour operators and tourists firms, or from those individuals who have recently visited that spot. Tour and travel industry adopting the new method as social media to embrace the people and communicating with them as well as they should be prepared for the alterations in the behavior of customers and hopes on the horizon of tourism business. Destination marketing operators (DMO) recommended their standard customers for getting the best touring plan by giving the best unique packages only ready for them. Because of wide challenges in this industry, as of now, various associations are making their sites by giving all data with respect to packages to draw in clients. These days even in India, travel services are offering on the web types of assistance by promoting remote destinations in a protected and efficient way. This is a direct result of more usage of smartphones among buyers. Present Indian homes are well furnished with web services and the use of internet services is expanding even in the rural regions. Yet, the truism business is facing rivalry due to the presence of ICT (Wang et al., 2007). The tour and travel industry experts are accepting this as a test. For all tourism promoting organizations, website support is extremely fundamental with great substance so it will attract more clients. It is extraordinarily hard to make and put being utilized a fruitful travel site (Law et al., 2010). Regardless, for an effective site, the site should be suitably arranged, planned, and examine from time to time. It will be useful for the travel organizers. The target of the travel web-form is to should give essential information with incredible particular assistance to individuals in the everyday day in and day out (Ho and Lee, 2009). The travel services ought to use the high-level advancement in a superior way to pull in customers. The high-level automated development is going probably as a center individual between the travel businesses trained professionals and visitors. Following are the top techniques of social media that are beneficial for the Tourism industry.

#### 1. Observe Consumer Behavior by social media

These days' tour and travels firms comprehend that key to triumphantly identify that how can they engage the audience through various social media platforms and by staying in constant touch with consumers. Tourism organizations take to review their visitor's behavior through their comment and posts, then Tourism companies respond to their consumer's feeds by posts from their clients through user-generated content operations. Social media can make observing more powerful of audience behavior. Social networking tools offer the chance to run strong pinpoint promotions and later observe their receptiveness to the deal, with social media as the insight of Facebook in Hootsuite, tour & travel industry can study a variety of appreciated data about their customers, containing prominent languages spoken, gender, age, and hobbies.

Such kind of knowledge can assistance accommodate expedition and package proposals to the point audience while presenting a higher ROI (www.absolutdata.com).

#### 2. Build Consumer Relationship Management

It is also most important to assess the success of campaigns which makes through social media by Industry. Similarly, the tourism industry should evaluate how they are making reception of the information of online media to more readily support for customers. In addition to that Social media, tools bring transparency in getting consumer responses and helps in the handle them excellently. Client assistance is another fundamental part of the travel industry that has changed with web-based social media. Presently brands and organizations can arrive at their clients straightforwardly through web-based media. At the point when individuals are unsatisfied with travel industry services, they can demand an explanation from the organizations for that. Consequently, taking care of the issues of the clients in the most considerate manners will prompt a superior standing for an organization. The tourism industry is sager to modernize their produces or facilities with rapid growth which is a large payoff for a long time. These days big numbers of firm owners are searching up to analytics facility providers to tell the efficiency of various social media tools and attribute the ROI to each using multi-channel attribution modeling (www.absolutdata.com).

#### 3. Social Media Brand Awareness

Brand Awareness is basic on the off chance that you need to develop your business. It's the sound judgment: the more that individuals think about your image, the greater amount of your item or services you'll sell. Furthermore, web-based social media is an incredible spot to expand your brand awareness. Statistics related to social media users show that by the end of 2021, 3.02 billion people will become users of social media throughout the world (chart No.. it will be a big number of the world population. there is a huge scope of brand awareness. But it was very challenging for the tourism industry that how do they get their brand in front of billions of social media users? They adopted much useful techniques on social media platforms like

#### 4. 3. Social Media Brand Awareness

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- Used visual content to increase brand awareness.
- Develop a unique voice and personality
- Use a different tone on different platforms
- Don't post the same content across all channels
- Share great content
- Follow influencers
- Consistent branding across all channels and your website
- Hold contests
- Blogging
- Referral programs
- Hashtags, hashtags, hashtags
- Join groups
- Infographics
- Ask questions to start conversations
- Take feedback seriously and use it to form a strategy
- Make and share short videos
- Boost successful posts
- Targeted social advertising
- Use social listening tools
- Respond rapidly
- Don't be afraid to share your competitors content
- Don't be afraid to bring in a sense of humor
- Use GIFs
- Refrain from poking at your competitors
- Stay away from politics and religion

Expanding brand awareness is basic to development. With the above-said tips, they develop their brand presence via online media effortlessly. There are numerous factors included, and heaps of moving parts, also different online media channels that you should approach in an unexpected way. However, follows the tips above, and the tourism industry is headed to upgrading brand awareness, which prompts income and friends development.

**More Traffic on Branded Websites and Travel Aggregators**  
Social media is more beneficiary for business to increase your website traffic. Social media platforms can be used to attract direct traffic on hotel sites to sell the product's offers and promotional offers. Not merely social media is helpful to catch the direct audience for your website on the other hand it also rises search rankings. Google currently contains social shares as a major part of its hunt positioning calculation, so the more online media shares you get, the higher your search positioning will be (www.absolutdata.com).

Ultimately, social media has big control over customers of the tourism and hospitality industry, and furthermore, the hospitality business has an even large open door for client commitment.

**Social Networking Sites for Viral Content in Tourism:**

Viral content is provided online content which helps to achieve a high level of brand awareness through sharing and disclosure on different types of social media platforms, news websites, aggregators, email newsletters, and as well as search engines like google, yahoo, chrome, etc. A very small amount of viral content related to the hotel and tourism industry can spread significant information of brand awareness and traffic to own create the website. And because most of the messages which you get comes from social shares, viral content is quite cheap as compared to paid ads. The content becomes a web sensation for different

reasons, for example, significant amusement, value, data, inventive merit, the advancement of perspectives, and another stun value is a typical quality of viral substance. Viral advertising can be exceptionally helpful at the time of promotion of new products and services to the market due to it permits accomplishing an extraordinary situating. On the contrary, some tourists do not forward commercial messages to their other contacts. Successful implementation of viral marketing in the hotel and tourism industry depends on the idea of creativity and the ability to attract prospective customers. Most of the hoteliers for their effective brand recommendations and to increase the positioning in the market can be used viral marketing techniques. (Daif and Elsayed, 2019). An extra driver of viral content is the sharer's watchers and fame. Social influencers have set up an online presence through various channels and enormous followings via web-based media stages like Facebook and Twitter and are broadly viewed as specialists among their adherent base. Their ability to arrive at gigantic quantities of individuals who trust their assessment makes social influencers principally important to any individual who needs an enormous crowd to show their content. Influencer promoting targets such people in the push to benefit from that cost. Best practices to get your content go viral:

1. Concentrate on the trending topic
2. Write attractive viral headlines
3. Create fascinating introductions
4. Apply Colorful visuals

## Review of Literature

Review of literature is a very important action for each research endeavor. It reveals the gap between the current and previous studies. It is an action to discover the past researches in order to come through the understandings regarding the specific area of research. A scholar goes through different ideas, patterns, and practices that have been now settled by past researches. This interaction has empowered analysts to create thoughts and strategies to do the exploration based on set up hypothetical ideas. Further, it helped in discovering holes, plan of examination questions, the goals of the investigation, and its theories also. The current research work explores the previous writing on social media and its part in the travel industry. Late advancements of web-based media in correspondence, research, advancement, objective showcasing, and travel-related online hunt have likewise contended. Significant diaries have been explored since their initiation. Generally, a decent number of examination articles from reputed journals were gotten to and assessed until the fulfillment in the exploration issue and system was shown up. In this way, writing has been looked into at all degrees of improvement of exploration, its experience, and the status as of now. The writing has been isolated in the section under the theoretical foundation, headways in the field, and characterizing the basic components of the examination.

Yu-Shan Lin and Jun-Ying Huang (2006) in the journal of business research have examined a contextual investigation – websites as a tour and travel industry promoting medium. The examination uncovers the reasons why the site draws in numerous guests, what dazzled them and so forth the exploration clarifies the effect of the messages left on the site. AIDA Model was utilized for this contextual analysis approach. Every one of the messages posted by the viewers

is sorted utilizing AIDA (Attention Interest, Desire, and Action) model, and an analysis was made Drury (2008) has published his work regarding web-based media (SM) and how advertisers can utilize it adequately. The scientists have examined about the utilization of different web-based social media platforms and how viably web-based social media will assist withdrawing in the crowd. This research paper zeroed in on contrasting ordinary media versus online media. Advertisers ought to be sufficiently inventive while putting their items in any case crowd may estrange.

Zheng Xiang and Gretzel (2010) have examined about the part of social media in online travel data search. This research work investigates about web index brings about the setting of movement-related pursuits to see how web-based media helps in online data search. Examinations were made utilizing internet searchers, online explorers, and online travel industry space to investigate the connection between the three and how communications were made. The study additionally focussed on analyzing the few parts of online media utilizing internet searcher are recorded as the extent of web-based media among all the indexed lists recovered by a web search tool, how the web crawler addresses web-based media sites, sorts of web-based media locales, the connection between different kinds of web-based media with uncommon catchphrases and destinations.

Charita Jashi (2013) led an investigation estimating the Significance of Social Media Marketing in Tourism. The exploration has evaluated about the meaning of web-based media in the travel industry. The article has investigated about how ICT has changed the method of advertising the travel industry items, particularly in the Georgia market. The examination has additionally examined about the use of Mastercards in the USA and UK which have high web entrance. The examination has distinguished Facebook, Twitter, YouTube, web recordings, and travel shake as powerful online media networks.

Radmila Zivkovic et al. (2014) zeroed in on estimating the effect of web-based media also, the travel industry. The examination has introduced how and how much the basic advances have influenced the travel industry by changing computerized clients into sightseers utilizing online media. The exploration has talked about contemporary interchanges in the travel industry by featuring the job of ICT, web 2.0, and so forth the investigation has dissected about the Different Advanced Showcasing Choices To Advance The Travel Industry.

### **Reviews Related to social media and Consumer Decision Making Behavior**

Eun-Ju Seo and Jin-charm Park (2018) have investigated in regards to the impacts of social media exercises on brand value. The examination was made in the carrier business. The paper examinations the linkage between brand value and client reaction. The examination investigates two sorts of brand value (brand mindfulness and brand picture) and two kinds of client reaction (E WOM and responsibility). The proposed research model was made with different factors after a writing study and was tried utilizing the SEM method. An exact examination was completed to discover whether online media promoting exercises (SMMAs) positively affect brand picture. Results proclaimed that SMMAs positively affect brand mindfulness and brand

picture by giving responsibility. Brand value assumes a significant part and it goes about as an intervening specialist among SMMAs and e-WOM. The investigation prescribed the aircraft industry to make more interest in expanding brand value among clients which will bring about expanding the brand estimation of the business subsequently expanding SMMAs. The positive brand picture will prompt a positive e-wom. The carrier business should find a few ways to spread positive e WOM through clients in this manner dealing with the brand picture.

Meltem Altinay et al. (2017) have done an examination about how buyers carry on while buying the travel industry items through online media in Turkey. The investigation has investigated the significance of online media and the periods of purchaser conduct (past experience, insight in movement and convenience, travel and post-stay insight). The examination likewise planned to discover the connection between web-based media and buyers' conduct when utilizing buying a travel industry item. The investigation was led by giving an exploration instrument to 455 online media clients. The information was examined utilizing t-test, ANOVA, composition investigation to discover the connection between the degree of utilization of online media and the buy choice of the buyer.

### **Research Methodology**

Research is a soul element of scholar's work, "is the systematic study of materials and sources, etc. in order to establish facts and reach new conclusions" (Oxford Concise Dictionary). The way toward completing the research is much more significant on the grounds that it has a colossal bearing on the derivations extended toward the finish of the research. Of-late when the hospitality research has reached at a phase where the conventional strategies and procedures of doing research require synthesis and augmentation, the means associated with logical research have been currently taking various dimensions in its step because of new techniques for data and correspondence innovation and the rise of compelling online media for data trade.

### **Objectives**

The main objectives of the study will be:

1. To find out preferred social media platforms adopted by the tourism industry
2. To study the contribution of social media in the tourism industry
3. To analyze the influence of social media reviews on the brand image of service providers
4. To examine the perception of tourists' towards the social media
5. To examine the role of social media in travel decision of tourists'

### **Hypothesis**

The hypothesis related to the study will be

1. The adoption of social media platforms has no significant association with the size of the tourism Industry/profitability
2. There is no significant contribution of social media in the tourism industry
3. There is no significant correlation between social media reviews and the brand image of service providers



4. The perception of tourists' towards social media has no significant association with their demographic profile
5. The social media platforms are not significantly correlated with travel decisions of the tourists'

### Research Design

The present study will be an extension of the research conducted in the past. Thus, the main research design will be descriptive cum diagnostic.

### Geography limitation of Study

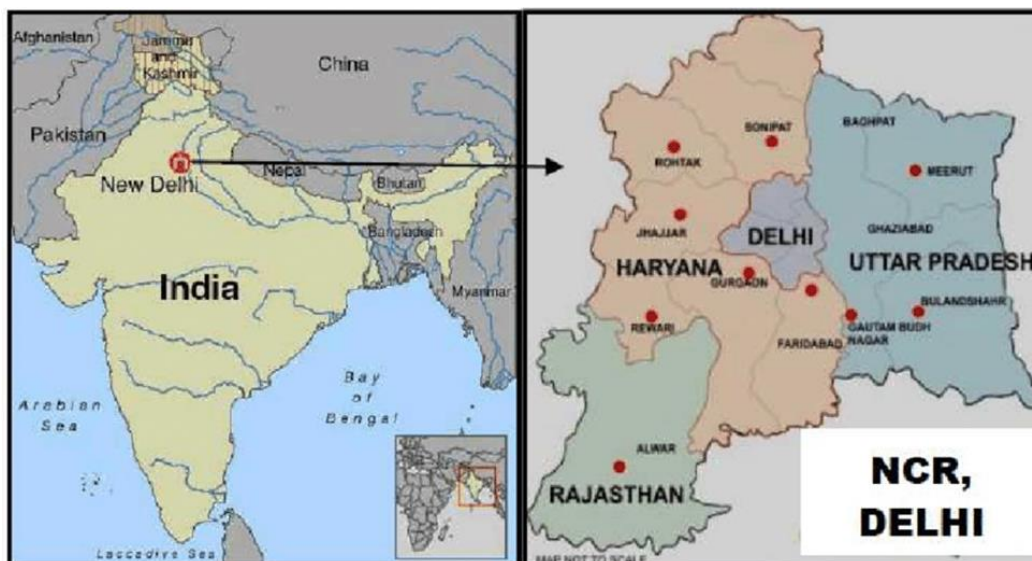


Fig. 3: Study Area.

Delhi, formally it is known as the national capital territory (NCT), is a city and an association region of India. It is lined by Haryana on three sides and by Uttar Pradesh eastward. The Public Capital Locale (NCR) and its orchestrating board were made under the Public Capital District Arranging Board Demonstration of 1985 ([ncrbp.nic.in](http://ncrbp.nic.in)). The NCT covers an area of 1,484 square kilometers (573 sq mi). According to the 2011 assessment, Delhi city real's population was in excess of 11 million, the second-generally imperative in India after Mumbai, while the whole NCT's general population was about 16.8 million. Delhi's metropolitan region is as of now considered

to connect past as far as possible and consolidates the bordering metropolitan area of Faridabad, Gurgaon, Noida, and Ghaziabad in space at present called Focal Public Capital District (CNCR) But, A total of 24 areas (Table No... ) in three abutting territories of contains the Public Capital Area (NCR) of India till date advised. A normal 2016 people of more than 26 million people, making it the world's second-greatest metropolitan district as demonstrated by Joined Countries. Beginning in 2016 continuous evaluations of the metro economy of Haryana, Uttar Pradesh, and Rajasthan alongside the whole the Public Capital

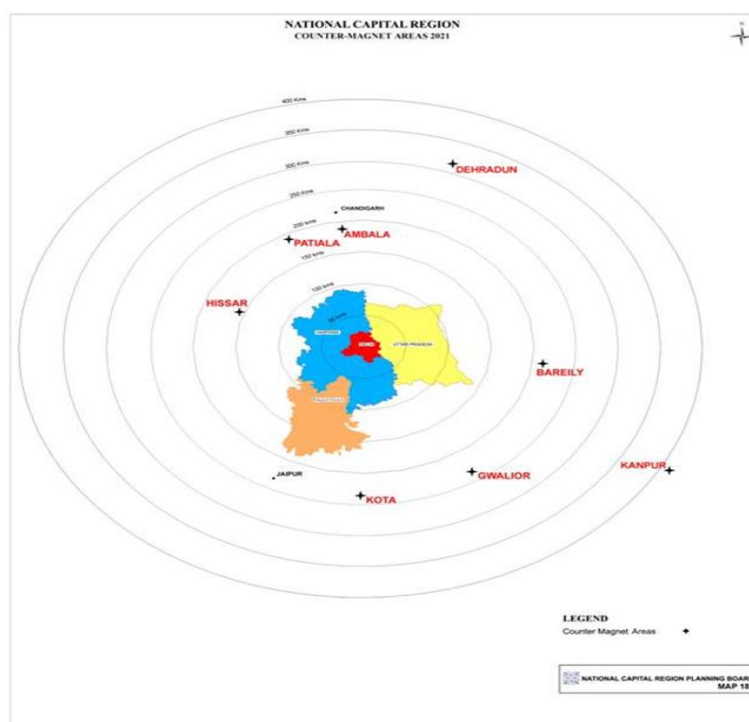


Figure 4. Radius of NCR.

Domain of Delhi its metropolitan region has situated Delhi as either the most or second-most valuable metro space of India. Delhi is the second-generally well-off city after Mumbai in India, with a hard and fast plenitude of \$450 billion and home to 18 exceptionally rich individuals and 23,000 tycoons. Delhi is classed as an Alpha worldwide city. Since the present study will be conducted in the region of Delhi; hence, the travel service providers and tourists visiting the study area will constitute the universe of the study. The respondents that will be surveyed for response include: So, all the Travel agents and tourists in this area will be covered under the universe of the study.

### Sample Size

"A sample is a finite of a statistical population whose properties are studied to gain information about the whole" stated Webster (1985). It can be defined as a set of people (respondents) carefully chosen from a bigger population for the determination of characteristics of selected items to estimate/assess the population characteristics.

**A. Selection of travel and tourism firms:** The word tourism is an umbrella term and it includes both hotel and travel and tourism firms. A total of 125 firms were covered and out of them, 37 were travel agencies, 59 were tour operators and 29 were the local carriers. Four guiding agencies were also included in this total sample size.

**B. Selection of Customers or visitors:** for the research work random sample technique was adopted to collect the data from Consumers/Travellers/Tourists. Total 410 copies of the questionnaire were distributed randomly to the respondent and only 369 responses are recovered. For the present study, Yamane's (1973) method is adopted in choosing sample size.

$$n = N / (1 + Ne^2)$$

where  $n$  = sample size

$N$  = population size

$e$  = Margin of error (MoE),  $e = 0.05$  or  $5\%$

Tourist arrivals of NCR in the year 2015 were considered to determine the population size of the study. The total tourist arrivals in the study area were 27637220 for the year 2015.

Therefore,

$$n = 27637220 / (1 + 27637220 \times 0.0025) = 400$$

Thus, according to Yamane (1973), 400 is the optimum tourists' sample size to carry out the present study.

### Sampling Technique

For this research effort only two major types of sampling approaches were adopted; probability and non-probability sampling methods (Jackowicz, 2005). In the probability sampling method, each part of the population has equal and individual chances or probability of being selected in the sample. Whereas, non-probability sampling technique does not approve the theory of probability or equality of being selected in the sample (Kothari, 1985).

The present study was conducted using a probability sampling technique to collect the data. The research was conducted in NCR in India and to cover the whole region the entire study area was spared in four states. Further 125 tourism firms were selected for research and randomly 410 tourists' responses are taken.

### Questionnaire Design

#### Questionnaire 'A' for Owners/Managers, Accounting Personnel and marketing/Sales Personnel

The questionnaire was divided into three different parts. The first part of the questionnaire was related to the demographic profile of the respondents, the second part carries the questions of social media base demography of respondents and the third part contains 17 questions which are related to the adoption of social media by tourism industry impact, profitability, etc.

#### Questionnaire 'B' for Consumers/Travellers/Tourists

The second questionnaire was prepared to analyze the impact of social media on tourists and their decision-making ability. This questionnaire is also divided into three sections as the first section belongs to the Demographic profile of respondents, the Second section is bearing the social media base demography of respondents, and the last section furnished with use and adoption, the advantage of social media and its impact on decision making proses of visitors.

### Data Analysis

Version 20 of Statistical Package for Social Sciences (SPSS) was utilized for both quantitative and qualitative investigation during this research work. The benefit of utilizing SPSS is that it saves time of the scholar and furnishes different alternatives of quantitative procedures with few ticks as it were. Information was traded into the SPSS programming initially. Yet, prior to dissecting the information, it was tried by applying the two-venture methods proposed by Anderson and Gerbing (1988) "*which allows rigorous testing of measurement reliability and validity before subjecting the structural model to tests of fit*". This assured that the reactions of respondents were liberated from every one of the defects. Several tests are applied to the data for the analysis like frequency percentage, mean, std. deviation, Correlation Analysis, and Anova as well as descriptive analysis also done of results.

### Descriptive Analysis

The primary data in regards to the current examination was gathered with the assistance of adjusted two distinct questionnaires (one is identified with travelers and the second for the travel industry organizations) which embraced from the DINESERV model. DINESERV model was picked because of its applicability in testing the service quality of firms (Su, 2002; Zeithaml and Bitner, 2003). The DINESERV altered questionnaires were utilized for the field research since, it is the most dependable and generally utilized technique to gather the essential information (Morales and Ladhari, 2011). It likewise guarantees that every one of the respondents will be posed similar sort of inquiries (Lamb et al., 2008). Echtner and Ritchie (2003) additionally upheld structure questionnaires as the most advantageous method of coding, controlling, and permit scholar to recognize various inclinations which help in looking at results got from various portions. The questionnaire was divided into three different parts. The first part of the questionnaire was related to the demographic profile of the respondents. The second part is related to the social media-based profile of respondents and part three of contains 5 dimensions with 192 and 44 variables respectively based on the DINESERV model given by Stevens et al (1995).

### Inferential Analysis

The inferential investigation was utilized to reach determinations and to check if there is a connection between various tourism properties of service and product quality. It assists the scholars with making very much contemplated inductions about the populace from an example by testing the theory. In the current investigation, ANOVA and Correlation were utilized to discover the relationship between online media and the travel industry in regard to beneficially, brand image, the fascination of clients, and so forth with the assistance of gathered information.

Analysis of variance (ANOVA) is a statistical technique that is utilized to check if the means for at least two or more groups are fundamentally not quite the same as one another. ANOVA checks the effect of at least one or more factors by contrasting the mean for various examples. For this investigation is concerned One way ANOVA is utilized by the researcher to discover the statistical connection between the factors (eg. Online media and buyer dynamic and firm).

**Correlation** is an apparatus utilized to comprehend the level of connection between two, persistent, mathematically estimated factors. This specific sort of examination is useful if a scholar wishes to find that if there is a potential connection between variables. It distinguishes the degree and streams bearing of the direct sort of connection between at least two or more for example autonomous and subordinate factors.

### Limitations of the Study

All possible endeavors were made to safeguard the objectivity, legitimacy, and unwavering quality of the investigation, yet certain limits should be remembered at whatever point its

results are considered for execution. These are examined as under:

1. Respondents have been hesitant in unveiling the information and particularly operational staff, as they

referenced that "our HR strategies don't permit us to uncover any data to outsiders". Accordingly, the scholar needed to deal with numerous issues to get the top surveys from firm workers.

2. The present investigation is restricted to just NCR India because of the scarcity of time and monetary assets accessible at the individual level.
3. In a few staff of little firms and vacationers were discovered to be semi-educated who couldn't as expected react to the inquiries outside their ability to comprehend.
4. There may be a drop mistake for example the respondents who are willing just as capable may not be communicated.
5. There may be going mistake for example the respondents who can't or reluctant may have been remembered for the example. Nonetheless, the enormous example base, just as the pre-testing, would additionally lessen the odds of these mistakes.
6. There may be odds of various perceptions on the phrasing of the survey or scale.

### Data Analysis, Hypothesis Testing, and Interpretation

The present study is based on data collected from tourists/consumers and tourism companies by conducting a random sample survey in the NCR of India. The recorded data is collected from 410tourists/ consumers and 125 tourism companies/firms.

### Social Media & Tourism: Campinas' Perspective Demographic Profile of Firm's Staff

The demographic profile is the most important part of a questionnaire-based survey. Demographic of reposed is very helpful to understand the various aspects of pose research or bijective. It proved the basic information of respondents as gender, age, education profession and income, etc.

The demographic profiles of all the respondents on the company side with the help of frequency and percentage analysis are shown through Table 4.1.

**Table 1:** Demographic Profile of Firm's Staff

Gender		Male			Female		
Frequency		75			50		
Percentage		60			40		
Age (in years)		25-40	41-55		56 and Above		Total
Frequency		87	24		13		124
Percentage		69.6	19.2		10.4		99.2
Residence		Indian			Foreigner		
Frequency		125			00		
Percentage		100			00		
Education	Sr. Secondary	Graduation	P. Graduation or above		Above		Total
Frequency	38	49	26		12		125
Percentage	30.4	39.2	20.8		9.6		100
Professional Education of Owners/MD/CEO/Regional Head/National Head/Managers/Executives/ supervisory lever staff		Certificate course	Diploma	Degree	Master Degree & Above	None	Total
Frequency		49	20	29	12	15	125
Percent		39.2	16.0	23.2	9.6	12.0	100.0
Designation of respondent or Owners/ MD/ CEO/Regional Head/ National Head/ Managers/ Executives /supervisory lever staff		MD/CEO	Regional Head/ National Head	Sr. Manager /Manager	Sr. Executive /Executive	Others	Total
Frequency		6	12	47	35	25	125
Percent		4.8	9.6	37.6	28.0	20.0	100.0
Experience in Industry (in Years) of Owners/MD/CEO/Regional Head/ National				0-5	5-10 Years	More than 10	Total



Head/Managers/ Executives/ supervisory lever staff			Years		Years	
Frequency			55	35	35	125
Percent			44.0	28.0	28.0	100.0
Salary	Up to 2 Lacs	2-5 Lacs	5 Lacs or Above			
Frequency	64	48	13		125	
Percentage	51.2	38.4	10.4		100.0	

Demographic Profile of Companies/Firms

The demographic profile of companies/firms which is analysis. presented in Table No. 4.2 as frequency and percentage

**Table 2:** Demographic Profile of Companies/ Firms.

Location of the Company where it situated?	Delhi	Gurgaon	Faridabad	Ghaziabad	Noida	Total
Frequency	51	25	13	12	24	125
Percent	40.0	20.0	10.4	9.6	19.2	100.0
Years of operation of Company?	1-5 Years	5-10 Years	More than 10 years			Total
Frequency	23	45	57			125
Percent	18.4	36.0	45.6			100.0
Do you use social media?	Yes		No		Total	
Frequency	119		6		125	
Percent	95.2		4.8		100.0	
Do You Have Separate Social Media Advertising and Marketing cell?	Yes		No		Total	
Frequency	99		26		125	
Percent	79.2		20.8		100.0	
Do you have any mobile application of social media for your Company?	Yes		No		Total	
Frequency	88		37		125	
Percent	70.4		29.6		100.0	
No of years you are using social media for your Company?	0-5 Years		5-10 Years		Total	
Frequency	63		37		125	
Percent	50.4		29.6		100.0	

Findings for The Objective 1:

### To find out preferred social media platforms adopted by the tourism industry

The growing trend of social media also attracted the tourism industry and to promote their business, tourism firms also started using social media which has emerged as an integral part of the tourism industry today. Many important social media platforms are used in this context like Facebook, Instagram, and WhatsApp etc. Which social networking platforms preferred by the tourism industry? In the current investigation, an attempt was made to know this through a survey with organized questionnaire.

### Most Preferred Social Media Platform for Advertising and Promotion

It is found through this survey that Facebook is more preferred social media platform than WhatsApp is having 44.8 % vote in response of very frequently use while Twitter occupied very low preference as 20 % of the total respondent under the category of very rarely prefer group. In the term of mean, Facebook is on top with 4.17 followed by WhatsApp (4.06), Pinterest (3.81), LinkedIn (3.65), YouTube (3.61), Instagram (3.60), TripAdvisor (3.31), blog (3.28), and Twitter (3.22).

### Most Preferred Social Media Platform for Your Tourism Firm or Have the Best Response from the Customer.

In the context of the most preferred social media platform for tourism firms or customers, this survey presents that

Facebook is very effective according to 36.8 % of respondents while 9.6 % of respondents replied as a trip advisor is very ineffective. As per the mean value of different social media platforms, Facebook is the most preferred social media (3.74) firm followed by Blog (3.66) Instagram (3.60), Twitter (3.58) Pinterest (3.56), WhatsApp (3.55), YouTube (3.47) other 2.87.

### Rate the Social Networking Sites on The Basis of Overall Use

Regarding the rating of the Social Networking Sites on the basis of overall use, it is found after the analysis of sample that Facebook is more preferred social media platform in overall use then Trip Advisor while very low preference social media platforms are YouTube represented and others which is represented by 10 % and 20.0% respectively. In the term of mean Facebook is on top with 3.69 mean and LinkedIn (3.52) is very low.

### Contribution of social media in tourism (Objective-2)

The tourism industry is not untouched by social media, it has a significant contribution to the growing tourism industry. In search of the contribution of social media in the tourism industry, found results as follows

### Significance of social media on Your Job Performance.

Regarding the use of social media, is it improves my job performance the result of survey displays that mostly respondent (62.4 %) accepts that it improves job

performance while only 17.6 % of respondent do not think so.

It is proved in this research that social media tools enhance effectiveness because 62.8 % respondent agree with this while only 16.8 % respondents don't accept it, as well as it is also found that use social media increase the productivity of responded with 62.4 positive and 16.8 negative responses.

Majority of respondent (72.8%) also believe that social media has been useful in their work while only few respondents deny it. Social media interactions do not require a lot of mental effort it is also prove with 77.6 % huge positive responses. It is also found that social media help to clearly understand interface of employee, because of 73 % responses are in favor of it.

#### **Uses of social media towards Organizations' Goal.**

About the use of social media for the organizational goal it also comes into light through this research that social media is very helpful to achieve the organizational goal and growth of business in respect of an above-said inquiry, some questions were framed in questionnaires like social media page important for organization as well as the promotion of brand and service via social media and new product Idea via social media in addition to that regarding the monitor the customers trend via social media are effective or not for the tourism industry. A big part of this study is also revealed that social media provides a way of customer interaction with companies around 70% of respondents found in favor of this. This works shows that social media is very help to accumulate and track customer reviews because 65.6 % respondents are recognized this. Social media platforms are very appropriate place to advertising in modern world it is recognized by 78 % of respondents. Regarding the creating brand awareness the result shows that out of valid response 6.4% of respondent are strongly disagreed agreed, 8% of consumers disagree and 9.6% of respondents are reply undecided while agreed and strongly agreed respondents are 36.8% and 33.6% respectively. About creating brand awareness, it brings in to sight after the investigation that out of valid responses 6.4% of respondents are strongly disagreed agreed, 8% of consumers disagree and 9.6% of respondents are replied as undecided while 31.2% respondents are agreed and 44.8% strongly agreed with respondents. Regarding the question build loyalty the in the forms of the result of the survey, it is found that 8.8% of respondents are strongly disagreed agreed, 11.2% of consumers are disagreed and 9.6% of respondents are replied as undecided while agreed and strongly agreed respondents are 36.8% and 33.6% respectively. In response to attracting new customers, the result brings that out of valid response 9.6% of respondents are strongly disagreed agreed, 8% of consumers are disagree and 4.8% of respondent are reply undecided while agreed and strongly agreed respondents are 44% and 33.6% correspondingly. In respect of gain customer feedback and insight the result of survey represents that out of valid response 7.2% of respondent are strongly disagreed agreed, 11.2% of consumer are disagree and 8.8% of respondent are reply as undecided on the other hand 30.4% of respondents are agreed and 42.4% are strongly agreed respondent.

#### **Overall Significance of social media On Company's**

#### **Performance.**

To find out the answer about the overall significance of social media on company's performance as per objectives which questions were ask to respondents, in the responses of those, it came in to light that social media has major impact of company performs and it is important for companies. Responses of every question regarding above said objective are found between 60-70 % in favor of it, so it can say strongly social media has overall impact on company's performance.

#### **Hypothesis 2: The Choice of Social Media Platform is not Significantly Correlated with Company's Performance.**

To measure the hypothesis 'The choice of social media platform is not significantly correlated with company's performance', we calculate the Pearson correlation coefficient in SPSS-20. The Pearson correlation is used to measure the strength and direction of relationship that exists between choice of social media platforms and company's performance. The results of Pearson correlation are displayed in the table below.

The Pearson's correlation ( $r$ ) is showed positive correlation between Facebook and Time saving (0.05), Reduce operational cost (0.063), improve sales growth (0.03), increase market share (0.02). But the magnitude or strength of correlation or association is very low, as all values are near to zero. But the correlation is not statistically significant as all sign. 2 tail values are above 0.05. Rest values shows negative correlation with low strength of negative association. All negative correlation is also not statistically significant except 'retaining existing customers' (sign. 2 tailed 0.04) which showed significant association.

For twitter and performance,  $r$  value is positive for Data Management (0.01), reduced operational cost (0.15), quick response (0.18), attractive new customers (0.01), retaining existing customers (0.10), increase profitability (0.00), increase market share (0.015). All of these variables also show low positive correlation ( $r < .3$ ). Rest of the variables moderate to low negative correlation. Six of the elements shows significant association between twitter and time saving (0.00), customer relationship management (0.00), quick response (0.05), enhanced customers satisfaction (0.03), improved sales growth (0.04) and instant feedback (0.00).

For correlation between LinkedIn and company's performance, three variables were moderately correlated and also statistically significant as all sign. 2 tail values are less than 0.05 (Time-saving (0.37;0.00), enhanced customers' satisfaction (0.31;0.00), instant feed back (0.31;0.00). Four of the variables showed low positive correlation and six showed a low negative correlation. Out of these only two variables (ease of operation; 0.01, customers relationship management; 0.03) were statistically significant in correlation.

For the correlation between Instagram and the company's performance, only one variable (Increase market share; 0.02) showed a positive correlation. Reduced operation cost and the quick response showed zero correlation and the rest ten variables were negatively correlated. In testing significantly with sign two-tail, only two were significantly correlated (Improved sales growth; 0.05 and instant feedback 0.021).

Similarly, Whatsapp was moderately correlated with time-saving (0.32) and increase profitability (0.37). These two are also significantly correlated as per the sign two-tail value. Six variables (ease of operation, customer relationship management, enhanced customers satisfaction, improve sales growth, increase market share, and instant feedback). Five of the variables were negatively correlated. Out of these 11 variables, six variables (data management, quick response, attracting new customers, retaining existing customers, enhance customers satisfaction, increase market share) were significantly correlated as sing. Two tail value was less than 0.05.

Pinterest showed a low positive correlation with only one variable i.e time saving (0.04). The rest of the 12 variables showed a negative correlation. And none of these variables showed significant correlation. Similarly, YouTube was positive correlated with five variables and rest 8 variables were negative correlated. None of the variables showed significant correlation as sign. Two tail value was more than 0.05. Similar trend was showed with Blog, 7 variables showed low positive correlation and 6 were negative correlated. Only two elements (time saving; 0.04, retaining existing customers; 0.04) showed significant correlation based on sign. Two tail value. In correlation with TripAdvisor, only one element showed moderate correlation i.e time saving (0.33), it is also statistically significant with 0.00 sign. Two tail value. Five variables are positive correlated and seven are negative correlated. Out of these seven-variable showed significant correlation i.e Ease of operation (0.05), Customer relationship management (0.00), reduce operational cost (0.00), quick response (0.00), retaining existing customer (0.04), improve sales growth (0.01), instant feedback (0.001). In term of other social media platforms, 9 variables are positive correlated and 4 are negative correlated. None of the variable showed significant correlation as sign two tail value was more than 0.05.

### **Challenges for the organization from social media.**

In regards of Challenges for the organization from social media number, the respondents were asked how much you believe that their organization is currently facing the challenges of social media. 44: Respondents believe that it is currently challenging for ownership. Whereas 34.9: says that it is very challenging. On the other hand, about finding a qualified social media manager for the organization, respondents consider it 41.6 percent challenging and 35.2 percent more challenging. In the case of operational integration also, respondents are unanimous that 36.8 percent consider it very challenging and 44 percent challenging. At the same time, the percentage of respondents who do not consider it as a big challenge is very less i.e. 13.6 percent. Regarding the cost of the social media management system, 56.8 percent and 29.6 percent believe that it is challenging and highly challenging.

Can staff be taught the right use of social media? Respondents believe that it is not easy and 43.2 percent consider it challenging and 32 percent find it very challenging. To the question of whether analysis on social media about your brand can be prevented, the respondents are of an almost unanimous opinion on the matter and 43.2 percent consider it challenging and 31.2 percent consider it very challenging. In the matter of providing information about social media activities to the people working in the

institute, the respondents felt that it is very difficult and 44.8 percent consider it challenging and 37.6 percent find it very challenging. The questions raised on social media are the most difficult for the institute to solve, 50.4 percent of the respondents consider this task challenging and 27.2 percent very challenging. The use of social media has a great impact on the productivity of the employees of the organization and it is a big challenge for the organization. There is a high possibility of leakage of the company's data when talking openly on social media. 44.8 percent find it challenging for the company and 36.8 percent of respondents consider it very challenging. On the question asked about the credibility of the company, the respondents believe that it is challenging after the use of social media. 50.4 percent consider it challenging and 34.4 percent find it very challenging. However, 9.6 percent of the respondents believe that this does not affect the company's reputation.

### **Specialized training provided regarding the use of social media platforms.**

Regarding in the query of, is specialized training provided on using the social media platforms. It is found in the respondent's reply that 92 % of respondent said yes while only 8 % respondent reply as No with mean of 1.0800.

### **Opinion of firms regarding the social media.**

Regarding of our top management frequently discusses competitor's strength and weakness social media and its use the result that out of valid response 31.2% of respondent are strongly agreed, 43.2% of consumer are agreed and 8% of respondent are reply undecided while disagreed and strongly disagreed respondents are 9.6% and 8% respectively. In respect of our company respond quickly to competitor's action on social media usage the result of survey presents that 31.2% of respondent are strongly agreed, 44% of consumer are agreed and 9.6% of respondent are reply undecided while disagreed and strongly disagreed respondents are 8.8% and 8% respectively. In the inquiry of responding to competitor's actions is essential to maintain competitive advantage on social media platforms the result shows that out of valid response 32% of respondent are strongly agreed, 41.6% of consumer are agreed while 8.8 are strongly disagreed. However, for the answer of competitor's actions is essential to maintain competitive advantage on social media platforms the result that out of valid response 32% of respondent are strongly agreed, 41.6% of consumer are agreed and 7.2% of respondent are reply undecided while disagreed and strongly disagreed respondents are 10.4% and 8.8% respectively.

### **Influence of social media usage on Profitability of Firm.**

Maximum respondents have agreed in terms of the question of how the use of social media has an impact on the firm's dividend. Part of the question About 43.2 per cent of the firm's dividend staked out after the use of social media, the respondents agreed and 34.4 per cent fully agreed. On the other hand, 50.4 per cent of respondents agreed and 29.6 per cent of respondents have fully agreed to the impact on the firm's operating expenses after the use of social media. While 8.8 per cent and 5.6 per cent respondents were in favor of dissent and complete dissent respectively. Part of the question agreed 43.2 per cent on the impact of the volume of sales and 33.6 per cent fully agreed.

About 47.2 per cent agreed and 32 per cent have fully agreed on the impact on the profit gap after the use of social media. Similarly, 40.8 agreed and 35.2 per cent fully agreed on the impact on efficiency. On the other hand, 44 per cent of respondents agree and 30.4 fully agree about customer satisfaction after using social media. While only 8 per cent have disagreed and 9.6 per cent of respondents have disagreed. The combs respondents also agree on relationship development. According to the data received, 48 per cent of respondents agreed, 36.8 fully agreed, 6.4 non- disagreed and 4.8 completely disagreed.

#### **Hypothesis 1: The adoption of different social media platforms has no significant association with profitability**

To test the first hypothesis 'The adoption of different social media platforms has no significant association with profitability' one-way ANOVA was used with the help of SPSS-20 (using a 5 percent level of significance). Analysis was done using different social media platforms as dependent list and overall profitability as one of the factors. The SPSS output of the same is given in the table below.

It could be noted from the above table that different platforms provide different results. The p value (sig.) for Facebook is 0.010 which is less than  $\alpha = 0.05$ , the assumed level of significance. Therefore, there is enough evidence to reject null hypothesis. This means that there is a significant association between Facebook and Profitability of the company. Similarly, the p value (sig.) for Whatsapp is also 0.020 which is less than  $\alpha = 0.05$ , results in rejects of null hypothesis and proves that there is a significant association between using Whatsapp platform and Profitability.

Except Facebook and Whatsapp, rest of the social media platforms i.e Twitter (.123), LinkedIn (0.649), Instagram (0.181), Pinterest (0.115), Youtube (0.884), Blog (0.551), Trip Advisor (0.725) and others (0.664) showed higher level of significance value than  $\alpha = 0.05$ , which results in acceptance of null hypothesis. Now we can say that there is not enough evidence to prove any association between these social media platforms and profitability.

From the above discussion, it is seen that except Facebook and Whatsapp, all other social media platform (Twitter, LinkedIn, Instagram, Pinterest, Youtube, Blog, Trip Advisor and others) showed no association with the profitability of the firm.

#### **Impact of social media on functional competencies of the tourism firms and hence performance/profitability.**

On the behalf of responses of 70-80 % respondents which is in favor of impact of social media on functional competencies of the tourism industry, it can say that social media has deep impact on functional competencies of the tourism industry in term of effect the performance/profitability of companies, suggesting competitive pricing policies, helping conduct the marketing research, commercial opportunities, and customer needs, designing effective sales promotion campaigns, designing new products, building and managing competitive brands, providing post-sale service, developing the product distributor relations and distribution networks, maintaining a highly motivated and trained sales teams, improving the existing products, improving the research and new product development competences, providing an effective replacement policies and equipment cooperating with other

functions, particularly manufacturing and marketing, in the overall development process, matching the explicit strategy objectives, effective monitoring, decreasing costs of coordination, using information systems to coordinate cross-company and cross-functional product development work, managing the production, overhead cost and material, providing an operative equipment replacement and maintenance, controlling the inventory and material, controlling, using the capacity utilization. Negative or moderate response about this are found under only 20 %.

#### **4.1.7. Analysis the influence of social media reviews and comments on brand Image of service providers**

It remains a general belief that reviews on social media have both a negative and positive impact on a brand's image. What social media and its reviews are impactful to the tourism industry, it was a big question before the tourism industry as well as scholars. This research has attempted to find out and tested the hypothesis about whether social media reviews are capable of influencing the image of a brand. To find out answer of above said question many questions were mention regarding the social media review and its impact on brand image. On the behalf of respondent's response, a picture of result is draw as below table and description.

#### **I. Impact of social media reviews on tourism firms and hence performance/profitability.**

It is strongly proved by this research work that social media reviews and comments plays vital role in the profitability of tourism industry. After the analysis of data it came into light regarding above-said inquiry that 65-80 % respondents accepted that social media reviews and comments has impact of firms profitability in respect of parameter of brand awareness, parameter of brand image, define favorability of brand association define strength of brand association, positive behavioral intentions of customers, mediate the relationship between company credibility and customer behavioral intentions, positive and negative social media reviews are important, negative social media reviews, positive social media reviews triggers purchase decisions of customers, influences customers to try new products, crucial for pre purchase decision, more reliable if consumers have uncertainties regarding a purchase, negative reviews on social media makes consumers have a bad attitude towards, features that entices consumers to ask for recommendation of a product, helps in improving product/package, allowing consumers to filter out any information, consumers always adhere to comments about a products via social media, allows customers to voice their opinion after purchase, star rating is better than user generated content, sources of customer, help in identifying strength and weakness of the.

#### **Hypothesis 3: There is no significant correlation between social media reviews and brand image of service providers.**

To measure the hypothesis 'There is no significant correlation between social media reviews and brand image of service providers', we calculate the Pearson correlation coefficient in SPSS-20. The Pearson correlation is used to measure the strength and direction of relationship that exists between social media reviews and brand image of service providers. For the results different variables of

brand image are correlated with different variables of social media reviews. Further sign two tail value is taken to test the significant of correlation (5 percent level of significant). The results of Pearson correlation is displayed in the table below.

The Pearson's correlation (r) is showed low positive correlation between brand awareness and 16 variables of social media reviews and the remaining 3 variables showed low negative correlation. Now measuring the significance of correlation, only one variable (Social media reviews allows customers to voice their opinion after purchase; 0.04) showed significant correlation as sign. Two tail value is less than 0.05.

For Brand knowledge and social media reviews, 11 variables showed low positive correlation while 8 were negative correlated. Only two variables were significantly correlated i.e Social media reviews mediate the relationship between company credibility and customer behavioral intentions (sing.; 0.00) and Social media reviews are crucial for pre purchase decision (sing.; 0.03).

From the above table, we can also depict those 13 variables are low positive correlated and 6 variables showed low negative correlation between brand recognition and brand reviews. None of the variable showed significant correlation as the sign tow tail value is above 0.05. Similar results are seen in Pearson correlation test between brand association and social media reviews. One of the variables showed moderate correlation (social media reviews are sources of customers insight; 0.41), 11 variables are low positive correlated and rest 7 variables showed low negative correlation. Now talking about the significance of association, 6 variables proved to be significantly correlated i.e Social media reviews have features that entices consumers to ask for recommendation of a product (0.05), Negative social media reviews are a way to solutions to customers (0.00), Negative social media reviews helps in improving product/package (0.02), Social media reviews allows consumers to filter any information (0.002), Social media reviews allows customers to voice their opinion after purchase (0.005), Social media reviews are sources of customer insight (0.00).

For brand communication and social media reviews, only 7 variables were positive correlated and only one variable out of these seven showed significant correlations i.e social media reviews have features that entices consumers to ask for recommendation of a product (sign. 2 tail; 0.01). Now rests of the 12 variables were negative correlated and showed low negative correlation. Here also only one variable was significantly correlated i.e Positive social media reviews triggers purchase decisions of customers (sign 2 tailed; 0.02).

Now in term of correlation between overall brand image and social media reviews, 11 variables showed very low positive correlation and one variable showed zero correlation (Social media reviews are more reliable if consumers have uncertainties regarding a purchase; 0.00). Now in positive correlation 3 variables showed significant correlation i.e Negative social media reviews are a way to solutions to customers (Sign 2 tail; 0.04), Social media reviews allows customers to voice their opinion after purchase (Sign 2 tail; 0.04), Social media reviews are sources of customer insight (Sign 2 tail; 0.04). Now rests of the 7 variables were negative correlated and none of these showed significant correlations.

## Perception of tourists toward to social media (Objective-4)

A common perception found among the people about social media that it very helps full to buy the truism serves and products, as well as some customers, has bed experiences regarding this. Social media platforms provide the comparison facilities of cost and product on a single platform. In this investigation, scholars tried to examine several queries like preference, attraction, opinion, uses satisfaction regarding social media of tourists.

### Preference of sites for online booking by tourists

Regarding site preference for online booking, it found that after a survey from out of valid samples 9 % of consumers prefer has the first choice as Booking.com, 7.6 % of customers adopted it as second preference, 10 % of respondents uses Booking.com as the third choice while 9.5 %, 18.3%, 10.2 %, 13.9 and 19.8 visitors keep it as 4<sup>th</sup> to 9<sup>th</sup> place respectively.

In the context of preference of Airbnb.com, only 19% of respondents said that it is their first preference while 20 % of respondents like it as 9<sup>th</sup> choice which is a big number in all given order. The present survey shows that 20 % respondent has the first preference as tripadvisor.com while 2 % participate to keep it on the 9<sup>th</sup> place as choice. Hotel.com is the first preference of 6.8 % respondent followed by 11% as the second choice while 2.2 % respondent like it as 9<sup>th</sup> preference.

Regarding site preference for online booking, it found that the valid samples 9.8% of the consumer has the first choice as Goibibo.com, 6.8 % of customers adopted it as second preference, 10.5 % of respondents uses Goibibo.com as the third choice while 8.3 %, 16.6%, 10.7 %, 16.7 and 20.2 visitors keep it as 4<sup>th</sup> to 9<sup>th</sup> place respectively. During the current study, it is found that only 5.9 % of respondent said they have trivgo.com on the first choice for tourism activates, the second choice of 8.5 respondent and 21.5 % of respondent considered it as ninth preference while 10.5, 0.7, 16.1, 10.2, 16.3 and 10.2 % of respondent preferred this site as 3-8 choice.

Makemytrip.com is first choice of respondent 21.0 % while 10.5 % are marked this site in from of 9<sup>th</sup> preferences and 16.6 respond considered it as 7<sup>th</sup> place in term of choice.

In context of site preference for online booking it found that after analysis of samples it is came in to light that about 20 % of consumer given preference yatar.com first of all, 6.8 % of customer adopted it as second preference, 10 % of respondent uses as third choice while 9.5 %, 18.3%, 10.2 %, 13.9 and 1 % visitors keep it as 4<sup>th</sup> to 9<sup>th</sup> place respectively

Oyoro.com is the first preference of 19.8 % respondent followed by 6 % as second choice while 6.8 % respondent like it as 9<sup>th</sup> preference.

Result of survey shows that very few respondents (0.7%) use other sources as first choice and 20.5 % of participants of survey like other sources in form of 9<sup>th</sup> preference.

### Hear about the online booking sites.

In response of question that how they know about the online booking then found during the survey that out of total valid response 23.9 % of customer hear from friends and family, 14.9 % of consumer knew about it through the advertisements on TV and Radio, 12.9 % people were aware via banner and poster.



12 % of consumer got its information from social networking sites, 10.7 % of respondent learned through search engines like Google and others. However, 8 % of customer heard from other sources.

#### **Reason of attraction of visitors towards a destination selection through social media/networking marketing.**

In respect of attraction query about any destination it came in to light through this survey that 51% of visitors attracted by Promotional offer such as discounts, 22.9 % of travelers visited on the basis of Facts and factoids and 7.8 % of customer visited on the invitation from agencies.

#### **Relevancy of advertisement appearing on social media platform with tourist.**

Regarding the question relevant advertisement on SMP survey yield the result that out of valid response 35.9 % of respondent are agreed, 12.7 % of consumer are strongly agreed and 22.9 % of respondent are reply a Neutral while disagree and strongly disagreed respondents are 7.8 % and 10.7 % respectively.

#### **Click on the advertisements seen on social media for booking the Package**

After analyzing the click Frequency on the advertisements on SMP in terms of accessing the site or booking the package by the respondents it found that that out of valid response Always 7.8 % of respondent are always clicks 8 % of consumer are Most Often clicks and 43.4 % of respondent are reply as Rarely while Sometimes and Never response is 22.7 % and 8 % respectively.

#### **Travel decision via advertisement clicking**

In respect of travel decision on behalf of an advertisement on SMP, this survey shows that 7.8 % of tourist decide on the basis of advertisement, 8.0 of visitors adopts this method and 43.4 % of customer rarely decides the clicking on advertisements on SMP while 25.2 % traveler sometimes use advertisement to finalized their visit spot apart from this only 8 % respondent never decided their destination on the basis of SMP' advertisements.

#### **Reliability of information which is found on social media**

In the context of unreliable information found on social media current investigation yield that out of valid responses 8.0 % of respondent are agreed, 12.7 % of consumer are strongly agreed and 10.7 % of respondent are replied as neutral while disagree and strongly disagreed respondents are 23.7 % and 34.9 % respectively.

#### **Consideration of social media reviews and comments for buying decision**

Regarding the buying decision through the posts of SMP, it found by this research work that out of valid responses Always 40.5 % of respondents are always clicks, 25.2 % of consumers are Most Often clicks and 8.0 % of respondents are replied as Rarely while Sometimes and Never response is 10.7 % and 8 % respectively.

#### **Satisfaction after purchasing on social media sites**

In respect of customer satisfaction after buying on SMP survey yield the result that out of valid response 20 % of respondents are agreed, 30.5 % of consumers are strongly agreed and 17.6 % of respondents are reply a Neutral while

disagree and strongly disagreed respondents are 7.3 % and 20.5 % respectively.

#### **Grievance/complaints on social media by buyer**

In response to grievances/complaints are posted on social media pages by buyers. It came to light after the examination sample that about 44 % of people said yes while 40% reply as no, on the other hand, 12 % are Neutral.

#### **Level of satisfaction regarding social media usage for availing tourism services.**

In response to the question of satisfaction regarding social media usage for availing tourism services. It was found during the survey that near above 40 % consumer thinks that social media platforms provide the quality information while near about 35 % people not believes on the information of social media. The further current survey yielded a maximum of participants (about 68 %) which are agree with the easy accessibility of information on social media sites. In addition to that, it is also found during the survey that above 50 % responded thinks that social media has updated information and above 70 % of consumers beliefs in the usefulness of social media for information.

However, in the context of the overall level of satisfaction from social media regarding tourism and its services near about 63 % responded found to satisfy. However, it is also noticeable that very few people (17%) don't think so that advertisements of tourism through photos and videos, etc. are effective on social media to make a purchase decision. In terms of mean the survey presents that 4.09% responded agree with usefulness for purchase decision as well as 2.11 % mean are found of the respondents of the overall level of satisfaction.

#### **Hypothesis 4: The perception of tourists towards social media has no significant association with their demographic profile.**

To test the fourth hypothesis, 'The perception of tourist towards Social Media has no significant association with their demographic profile' one-way ANOVA was used with the help of SPSS-20. The level of significant is tested at 0.05. Analysis was done using demographic variables are dependent list and overall satisfaction as one of the factors. The SPSS output of the same is given in the table below.

It could be noted from the above table the p value (sig.) for all demographic variables is 0.00 which is less than  $\alpha = 0.05$ , the assumed level of significance. Therefore, there is enough evidence to reject null hypothesis. This means that there is a significant association between overall perception/satisfaction and the demographic profile of the tourists.

From the above table, it can be stated that the perception of tourists towards social media has a significant association with all demographic variables of tourists.

#### **Role of social media in Travel Decision of Tourists**

Social media played a very vital role regarding the making travel decision of tourists. It has a deep impact on the travel decision of visitors. This study presents the various dimensions and levels of impact of social media as follows table and description.

#### **The impact level of social media platforms on traveling decisions.**

This study revealed that about 70 % of consumers take their visit decision on the basis of positive or negative comments on social media regarding the destination. Farther it also comes into light that about half of respondent compares the truism services on social media before taking decision. The more certain thing is found that near about 44 % respondents don't change their decision on the behalf of comments which are founds on the social media platforms regarding destinations or services. In the perspective of mean it was found that 13.16 % of respondent make more certain by information which founds on social media sites. In the regards to getting the enjoy of information to compare the tourism servery which is found through social networking sites after study the responses mean is found 3.1019 %.

#### **Hypothesis 5: The Social Media Platforms are not Significantly Associated with the Travel Decisions of The Tourists.**

To test the hypotheses "The social media platforms are not significantly associated with travel decisions of the tourists", one way ANOVA was used with the help of SPSS-20. Again, it is also used at 5 percent level of significance. The output of the same is displayed in the table below.

The above table depicts that most of the variables showed p value (sign.) less than 0.05 (measured at 5% level of significance. There is only one variable which shows a higher  $\alpha$  value i.e 'Positive comment on social network sites influence on my desire to visit destinations I have never thought about before (0.734)'. So there is enough evidence to accept the null hypothesis which means positive comments on social media platforms have no significant association with the selection of different social media platforms. Rests of the variables have less sign value than 0.05 which results in rejection of the null hypothesis and represents an association between these variables and the choice of different social media platforms.

From the above discussion, we can say that except for one variable (Positive comment on social network sites influence on my desire to visit destinations I have never thought about before; 0.734) all of the variables reject the null hypothesis.

#### **Suggestions**

It was observed that the respondents who are spending above 6 hours online a day have utilized the maximum level of influencing the social media. Thus, the companies should take the necessary steps to attain the influence of social media for the respondents who are using minimum hours online a day. They can develop a social interaction program through which they interact with customers, friends, and family members.

The marketers should be very careful in creating content while using social media as a marketing tool in such a way they can increase the trust of social media among users.

In recent years, the young generations are using various social media apps like Facebook, Twitter, WhatsApp, Instagram, etc. Hence, all the respondents should come forward to utilize social media. The companies should provide the sources to obtain the influence of social media for all types of consumers.

The companies should watch the post-purchase behavior of each customer. It will be reflected in the reviews after a

purchase decision. A negative e-word of mouth will spoil the brand image of the company. In the meanwhile, customer with positive word of mouth should be encouraged and used as a brand ambassador.

#### **Future Scope**

Previous research studies have recommended that social media helps the consumers for making online buying decisions, companies for online promotions. Companies can efficiently utilize social media as a promotion strategy to get connected not only with existing as well as prospective customers by understanding their buying behavior and purchasing patterns and can promote their offers. The vital role of social media is reliable and trustworthy in the future.

Facebook and Instagram were mainly used for the marketing of products and services online. So the research can be extended in analyzing the impact of other social media sites.

A comparative analysis of two social media apps can be done to find out which one has influenced most.

The same research can be carried out with different populations, sizes of population, specific target markets, different kinds of industries, regional areas, specific brands or products or services or companies, etc.

Research can be extended in analyzing the role of children in the vacation decision-making process because nowadays children were using smartphones and tabs to gain knowledge.

- Research can be extended in analyzing the role of social media impact among entrepreneurs.

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