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## Social Media and Tourist Behaviour in National Capital Region (NCR), India

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### Abstract

The present research paper is based on a survey which is conducted in the NCR region on the tourist, to find out the tourist behaviour in respect of social media and tourism. In this research paper the scholar illustrates the results of the questionnaire-based random simple survey as demography profile of respondent and social media-based demographic profile of respondents which shows the login pattern of users on the social networking sites and which site most preferred by tourists. However, the key emphasis of this study is to present the impact of social media on tourist behaviour during pre-booking and post-booking regarding the visit of a destination and tourism-related services. This research work discusses the customer satisfaction level also regarding the visited destination or brought the tourism-related amenities which are opted through social media and what kind of reviews they drop about satisfaction on the social media sites.

**Keywords:** Tourist, Behaviour, Destination, Respondents, Respondent

### Introduction

These days, Social Media sites on the internet are handled more frequently compared to the physical participation of individuals for interaction with each other. Facebook, Twitter, Linked In, Instagram, WhatsApp, and YouTube are popular among social media sites. Communications in the virtual world are tremendously speedy and news spread faster compared to other media over the internet. Nowadays it is not necessary to visit the destination to understand the actual situation of tourism there. Social media sites have made it possible to get e-word of mouth references quite easily. Social media has made it possible to go through the visual impacts of a destination. Web-based media affects the travel industry, particularly in the manner in which tourists access and use the travel industry data (Xiang, Magnini, and Fesenmaier, 2015). Social media have influenced the travel industry climate by changing the conduct of the two sightseers and business areas (Jacobsen and Munar, 2012).

Social media has a huge impact on pre-booking and post-booking decisions of customers. This support of social media has made decision-making easier and help to select the best offer. A large number of tourists who have traveled to destinations write reviews about their experiences of the destination during their travels, which is recognized as a post-booking effect. However, it has come in light through various studies that positive comments attracted to more visitors and increased the tourism of particular place while negative reviews change the mind of tourist regarding the visit of a destination as well as it is observed that most of the travelers do not book hotels unless there is a review of the hotel available on the social media sites. Accordingly, 70% of the travel industry customers worldwide believe that the second most trusted type of media is social media regarding information of a destination. The traditional strategies for publicizing are not, at this point viable cases that they have either been advised to go to a place or have changed their arrangements to go to a spot-on account of the photos and photographs posted by their companions on Facebook.

Hence, it is important to examine the impact of social media on travelers in the tourism section. This brings us to notice that, despite the increasing role of social media in tourism, the research area remains unexplored. Moreover, there is no particular attention has been

given by researchers for getting insights on these aspects about a specific type of topic related to its effect in the Indian context particularly in the National Capital Region (NCR) of India. The present study considers this research gap and critically assesses this phenomenon about tourists' reliance on social media when engaged in travel research and planning.

### Literature Review

Web-based media can be depicted collectively of Internet-put together applications that form concerning the philosophical and mechanical establishments of Web 2.0, and that permit the creation and trade of User Generated Content. Even though there are various methodologies as far as web-based media scientific categorizations (Fischer and Reuber, 2011; Kim, Jeong, and Lee, 2010; Mangold and Faulds, 2009, Kaplan and Haenlein (2010) proposed a scientific classification conspire that arranges online media types as indicated by their (a) level of social presence/media extravagance, and (b) level of self-show/self-revelation, distinguishing six kinds of web-based media: person to person communication sites (for example Facebook, LinkedIn), online journals, content networks (i.e. YouTube, Flickr, Scribd, Slideshare, Delicious), cooperative activities (for example Wikipedia, Wikitravel), virtual social universes (for example Second Life), and virtual game universes (for example Universe of Warcraft). All things considered, be that as it may, such a scientific classification disregards different sorts of online media, for example, microblogs (for example Twitter), customer survey and rating sites (for example TripAdvisor, Epinions), and web fora (for example Thistle Tree, Fodor's Travel Talk).

Web-based media is essential for the movement business and various countries have made media-impelled business movements. Travel-related arrangements and buys are viewed as perplexing because of the composite and experiential nature of the occasion travel item, imply high dangers, and subsequently require broad data search (Sirakaya and Woodside, 2005). Inside such data search measures, shoppers depend on other tourists' encounters as a way to expand the trade utility and abatement vulnerability (Kotler, Bowen, and Maken, 2010).

Web-based media are consequently getting progressively significant in movement arranging, principally for their capacity as essential data sources giving admittance to other explorers' encounters (Chung and Buhalis, 2008). Simultaneously, aside from their capacity as data sources, online media empower narrating, a standard post-travel action, on a 'day in and day out premise to huge crowds and give a feeling of having a place into virtual travel networks (Gretzel, Fesenmaier, and O'Leary, 2006).

Various investigations center around the effect and job of web-based media in tourism-related choices: Gretzel, Yoo, and Purifoy (2007) tracked down that online audit posted in a movement-related shopper survey and rating site increment tourists' certainty during dynamic, decrease hazard, help them in choosing convenience and subsequently work with dynamic. Yoo, Lee, Gretzel, and Fesenmaier (2009) found that client-produced content is seen as more trustworthy when presented on true the travel industry authority locales instead of in audit destinations, touring web journals person to person communication locales, and substance networks. In their endeavor to

uncover the job of online media all through the movement arranging measure, Cox, Burgess, Sellitto, and Buultjens (2009) tracked down that web-based media are for the most part utilized before the outing, while at the same time during and after the outing their utilization was extremely restricted. All the more explicitly, web-based media were essentially utilized after the occasion objective decision instead of during the assessment of objective decisions. Besides, web-based media were seen as less reliable than conventional wellsprings of data (for example official travel industry sites and travel planners). It very well might be contended, in any case, that such an outcome might be credited to the way that the examination's example was gotten from a mailing rundown of authority the travel industry site and along these lines, there might be a positive inclination towards true wellsprings of data. White (2010) proposes that movement-related photographs on Facebook create interest to watchers and can undoubtedly turn out to be important for the watcher's itinerary items. As opposed to the discoveries of Yoo et al. (2009), Del Chiappa (2011) upholds that the dependability of the travel industry-related web journals is second just to purchasers' audits and appraisals found in online travel planners' sites.

A study made by Abu-Rumman, Alhadid. (2014) named: "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan" this study is based on the dynamic client of the Jordanian mobile service providers' informal communities where the number of inhabitants in the investigation. An attempt made by Deloitte Digital as "what online media means for the vacationers' choices to visit a specific location", there is a need to assess what web-based media is influential for customer conduct and regarding decision making. Regardless, analysts and researchers concur that web-based media fundamentally affects the degree of trust among customers when settling on their buy choices. Chantal Rootman and Nicole Cupp (2015) study titled: "The Impact of Social Media On Customer Satisfaction And Retention In The Banking Industry: Views Of Clients And Managers" The essential goal of this examination was to recognize how online media viewpoints (benefits, customers' trust, and substance) impact consumer loyalty and client maintenance in the financial business, from the impression of banking customers and administrators.

Zhang's (2015) study named: "The Impact of Brand Image on Consumer Behavior: A Literature Review" The idea "brand picture" has drawn critical consideration from scholastics and experts since it was advanced because it has played a significant job in showcasing exercises. Ramanathan et. al (2017) "Role of Social Media In Retail Network Operations And Marketing To Enhance Customer Satisfaction" Purpose the innovation advancement forces retail organizations to acquaint extraordinary plans of action withhold clients and to acquire an upper hand. Carlson (2019) "Feel the VIBE: Analysing Esteem In-The-Brand-Page-Insight and Its Effect On Fulfilment and Client Commitment Practices in Versatile Online Media" this examination presents a basic issue for advertising directors is the way best to organize marked web-based media utilization encounters through portable applications. This is significant because, in a versatile first world, these encounters are seen to be important to buyers which thusly works with.

Wang et. al. (2020) made a study as "unpacking the impact

of social media analytics on customer satisfaction: do external stakeholder characteristics matter?" and Ramnathan et.al (2020) also presented a research paper on social media and Customer Satisfaction Data as "A New Perspective of E-Trust in the Era of Social Media: Insights From Customer Satisfaction Data" Social Media (SM) consists of various Internet-based applications that build on the foundations of Web 2.0 (Laroche, L. et al., 2013), empowering online communities to share individual content through the representation of personal identities and interests, allowing for real-time, two-way communication. Web 2.0 has enabled the easier and faster circulation of information, referred to as a "demand-pull and supply push for knowledge" via different forms of social networks (Liburd. J.J., 2012).

By going through the review of the literature, it has been found that different experts have given different opinions on the use of social media by tourists and its intervention in the behavior of consumers in the tourism industry. The crucial social medial booking sites and their role in impacting tourist behavior, thus become imperative to understand in today's competitive marketing environment. Thus, the current study has been conducted to understand this phenomenon.

### Objectives of the study

The main objectives of the study will be:

1. To study the demographic and social medial behavior of tourists in the study area
2. To find out preferred social media platforms adopted by tourists.
3. To study tourist satisfaction towards the use of social media in tourism planning and booking
4. To study the impact of social media on travel decision-making.

### Research Methodology

The present study was confined to National Capital Region (NCR) India, Delhi, Faridabad, Gurgaon, and Faridabad. "The National Capital Region (NCR) in India is a name of the conurbation or metropolitan area which encompasses the entire National Capital Territory of Delhi as well as urban areas ranging it in neighboring states of Haryana, Uttar Pradesh, and Rajasthan. It is now emerging as a hotel and tourism business hub. The decision of NCR was inferable from the fixation/wealth of the space as far as the quantity of tour and travel firms, proximity to IGI (Indira Gandhi International Airport), improvement of the space as a business center point for various public and global MNCs. Present research work is based on first-hand data which is collected directly from tourists or consumers

through a sample-based survey in the NCR region. In addition to those previous studies also examine to find out the variation and similarity of results and gaps.

Random Sampling is adopted for the selection of the respondents for the current study. 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 population is a group of individuals/persons or objects or items from which samples are collected for measurement. Primarily there are three types of samples: the convenience sample, the judgment sample, and the random sample. The selection of travelers includes hotel and travel and tourism firms as well as tourists. A total of 410 consumers' respond were found.

To examine the objectives of the present research, a questionnaire was framed to understand the adoption of social media in the tourism industry and tourist, its effect and on service quality, and then improved and modified accordingly to match the study framework via wide consultations with expert's executives of some tourism companies and academicians too. A questionnaire was prepared for random survey according to the nature of research and objectives. The mainly questionnaire is divided into three parts as social demography of respondents, the social media-based demographic profile of respondents, and social media & tourism. The secondary data was collected through a detailed analysis of relevant published data from the internet, research journals like International Journal of Hospitality Management, Journal of Travel and Tourism Research, Hospitality Research Journal, International Journal of Contemporary Hospitality Management, etc., UNWTO Reports, FHRAI Reports, WTTC Reports, Ministry of Tourism, Government of India reports, Newspapers, Ph. D thesis and other reports.

The appropriate statistical techniques are employed according to the nature of the data. Version 26 of Statistical Package for Social Sciences (SPSS) was utilized for quantitative investigation during this research work. The benefit of utilizing SPSS is that it saves time for the scholar and furnishes different alternatives of quantitative procedures with few ticks as it were. Information was traded into the SPSS programming initially. After the entry of all data in SPSS whole data were analyzed by using descriptive statistical tools including frequency, percentage, average, and standard deviation analysis through the presentation by using tables.

### Result of the Study

The demographic profile of the respondents is presented in table 1 with the help of frequency & percentage analysis.

**Table 1:** Demographic profile of the respondents.

<b>Gender</b>	<b>Male</b>		<b>Female</b>	
Frequency	243		167	
Percentage	59.3		40.7	
<b>Age (in years)</b>	<b>25-40</b>	<b>41-55</b>	<b>56 and above</b>	
Frequency	132	170	107	
Percentage	32.2	41.5	26.1	
<b>Residence</b>	<b>Indian</b>		<b>Foreigner</b>	
Frequency	410		00	
Percentage	100			
<b>Education</b>	<b>Sr. Secondary</b>	<b>Graduation</b>	<b>P.G. or above</b>	<b>Above</b>
Frequency	79	157	142	32
Percentage	19.3	38.3	34.6	7.8

<b>Employment Status</b>	Government Employee	Private employee	Self employed	Unemployed
Frequency	130	168	94	18
Percentage	31.7	41.0	22.9	4.4
<b>Salary</b>	<b>Up to 2 Lacs</b>	<b>2-5 Lacs</b>	<b>5 Lacs or Above</b>	
Frequency	49	153	190	
Percentage	12.0	37.3	46.3	

The above table highlighted that the out of total respondents, 59.3 percent were male whereas 40.7 percent were female. It indicates that male respondents are more active in responding during field surveys. In terms of age-wise classification, 32.2 percent were in the age group of 25-40, followed by 41.5 percent in 41-55, and 26.1 percent above 56 years. It means that senior tourist groups above 40 years are more frequently visited study areas as compared to their younger counterparts. According to the marital status classification of the respondents which indicated that 71.5 percent were married and 28.5 percent unmarried respondents. According to the place of residence, 100 percent were Indian or domestic visitors. This shows that there is a lack of marketing & promotion strategies to attract foreign tourists to the area. Education-wise distribution highlighted that 38.3 percent of

respondents were graduate followed by 19.3 percent with senior secondary, 34.6 percent with postgraduate and 7.8 percent (only above PG, this depicted that more than half of the respondents are in the highly educated group i.e. above graduation. On analyzing the occupation of the respondents, it came to notice that 31.7 percent Government Employee, 41.0 Private employees, 22.9 Self-employed and 4.4 percent were Unemployed. Income-wise classification highlighted that 12 percent were in the group of up to 2 lacs followed by 37.3 percent 2-5 lacs, 46.3 percent in 5 lacs or above group.

### Social Media Behavioural Profile of the Respondents

The social media behavioural profile of the respondents is presented in table 2 with the help of frequency and percentage analysis.

**Table 2:** Social Media profile of the respondents.

<b>Do you use social media</b>	<b>Yes</b>	<b>No</b>			<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	369	41					410
Percentage	90	10					100
<b>On which platform you are familiar with</b>	Twitter	Facebook			<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	128	241			369	41	410
Percentage	31.2	58.8			90	10	90
<b>Most preferred social media platform</b>	Twitter	Facebook			<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	128	241			369	41	410
Percentage	31.2	58.8			90	10	90
<b>No of years you are using social media</b>	0-5 Years	5-10 Years	More than 10 Years		<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	159	134	76		369	41	410
Percentage	38.8	32.7	18.5		90	10	100
<b>Log in Pattern</b>	Several times a day	Occasionally			<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	336	33			369	41	410
Percentage	82.0	8.0			90	10	100
<b>concern regarding the confidentiality and privacy of your personal information</b>	Very High	High	Low	Don't know	<b>Total Valid</b>	<b>Missing (99)</b>	<b>Total</b>
Frequency	44	117	175	33	369	41	410
Percentage	10.7	28.5	42.7	8.0	90.0	10.0	100

In respect, of the adoption of social media by consumers it was found through the analysis of samples that 90 % of consumers are using social media and 10 % of consumers are devoid from SM. In the context of familiarity with social media, the sample survey yields that 58.8 % of the customer of the hotel industry and tourism are familiar with Facebook while 31.2 % are used Twitter and 10 % don't use any kind of social media. This research presents through the analysis of consumers' responses that 58.8 % customer gives preference to Facebook and 31.2 % Twitter while only 10 % consumers are not the user of any kind social media, in the regards of the Hospitality industry. For the question of numbers of the year consumers are using social media, it was found that 38.8 % fall under the category 0-5 years, 32.7 % in the 5-10 years category, and 18.5 % are above 10 years users. With regards to login

pattern in social network platform, it came in sight that % 82 of respondents are login several times a week while only 8 % are login occasionally apart from this 10 % of consumer are not adopted any type of social media for using the tourism and hotel industry. Regarding the Concern for confidentiality and privacy of consumers' personal information, it is found during the survey that out of 90% valid respond only 10.7 % of consumers are very highly conscious for privacy and 20.5 % of customers have a high consciousness while 42.7 % don't think more about privacy.

### Preferred Social Media Tools Used by Respondents

In this section, the respondent was asked to information about the social media sites or platforms most preferably used by them in travel-related planning and booking.

**Table 3:** Preferred Social Media Sites.

<b>Booking.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	9	31	42	39	75	42	57	34	81	410
Percent	2.2	7.6	10.2	9.5	18.3	10.2	13.9	8.3	19.8	100.0
Valid Percent	2.2	7.6	10.2	9.5	18.3	10.2	13.9	8.3	19.8	100.0
Cumulative Percent	2.2	9.8	20.0	29.5	47.8	58.0	72.0	80.2	100.0	
<b>Airbnb.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	8	31	42	38	68	43	60	38	82	410
Percent	2.0	7.6	10.2	9.3	16.6	10.5	14.6	9.3	20.0	100.0
Valid Percent	2.0	7.6	10.2	9.3	16.6	10.5	14.6	9.3	20.0	100.0
Cumulative Percent	2.0	9.5	19.8	29.0	45.6	56.1	70.7	80.0	100.0	
<b>Tripadvisor.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	6	28	43	35	68	44	64	40	82	410
Percent	1.5	6.8	10.5	8.5	16.6	10.7	15.6	9.8	20.0	100.0
Valid Percent	1.5	6.8	10.5	8.5	16.6	10.7	15.6	9.8	20.0	100.0
Cumulative Percent	1.5	8.3	18.8	27.3	43.9	54.6	70.2	80.0	100.0	
<b>Hotel.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	4	28	45	35	66	44	66	40	82	410
Percent	1.0	6.8	11.0	8.5	16.1	10.7	16.1	9.8	20.0	100.0
Valid Percent	1.0	6.8	11.0	8.5	16.1	10.7	16.1	9.8	20.0	100.0
Cumulative Percent	1.0	7.8	18.8	27.3	43.4	54.1	70.2	80.0	100.0	
<b>Goibibo.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	3	28	43	34	68	44	67	40	83	410
Percent	.7	6.8	10.5	8.3	16.6	10.7	16.3	9.8	20.2	100.0
Valid Percent	.7	6.8	10.5	8.3	16.6	10.7	16.3	9.8	20.2	100.0
Cumulative Percent	.7	7.6	18.0	26.3	42.9	53.7	70.0	79.8	100.0	
<b>Trivago.in</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	3	24	43	35	66	42	67	42	88	410
Percent	0.7	5.9	10.5	8.5	16.1	10.2	16.3	10.2	21.5	100.0
Valid Percent	0.7	5.9	10.5	8.5	16.1	10.2	16.3	10.2	21.5	100.0
Cumulative Percent	0.7	6.6	17.1	25.6	41.7	52.0	68.3	78.5	100.0	
<b>Makemytrip.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	4	24	40	33	69	44	68	40	88	410
Percent	1.0	5.9	9.8	8.0	16.8	10.7	16.6	9.8	21.5	100.0
Valid Percent	1.0	5.9	9.8	8.0	16.8	10.7	16.6	9.8	21.5	100.0
Cumulative Percent	1.0	6.8	16.6	24.6	41.5	52.2	68.8	78.5	100.0	
<b>Yatra.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	4	28	40	32	68	46	68	42	82	410
Percent	1.0	6.8	9.8	7.8	16.6	11.2	16.6	9.8	21.5	100.0
Valid Percent	1.0	6.8	9.8	7.8	16.6	11.2	16.6	9.8	21.5	100.0
Cumulative Percent	1.0	7.8	17.6	25.4	42.0	53.2	69.8	80.0	100.0	
<b>Oyorooms.com</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	3	25	44	36	68	45	64	44	81	410
Percent	.7	6.1	10.7	8.8	16.6	11.0	15.6	10.7	19.8	100.0
Valid Percent	.7	6.1	10.7	8.8	16.6	11.0	15.6	10.7	19.8	100.0
Cumulative Percent	.7	6.8	17.6	26.3	42.9	53.9	69.5	80.2	100	
<b>7Others</b>	1	2	3	4	5	6	7	8	9	Total
Frequency	3	25	42	36	69	44	66	41	84	410
Percent	.7	6.1	10.2	8.8	16.8	10.7	16.1	10.0	20.5	100.0
Valid Percent	.7	6.1	10.2	8.8	16.8	10.7	16.1	10.0	20.5	100.0
Cumulative Percent	.7	6.8	17.1	25.9	42.7	53.4	69.5	79.5	100.0	

Regarding site preference for online booking, it found that after a survey from out of valid samples 9 % of consumer prefer has the first choice as Booking.com, 7.6 % of customer adopted it as second preference, 10 % of respondent 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 2 % of respondents said that it is their first preference while 20 % responded like it as 9<sup>th</sup> choice which is a big no in all given order. The present survey

shows that 1.5 % respondent has the first preference as tripadvisor.com while 20 % participate to keep it on the 9<sup>th</sup> place as a choice.

**Satisfaction Level of Respondents towards Social Media Use**

The current section of the study highlights the level of satisfaction regarding social media usage for availing tourism services in the study area.

**Table 4:** Satisfaction Level towards social media.

Sr No	Variables	1	2	3	4	5	Mean	SD
1	Quality of information is found on social media platforms	14.9	20.7	10.7	20.0	23.7	3.1870	1.4615
2	Availability of information is on social networking site	19.3	7.8	12.1	28.0	22.7	3.3008	1.4759

3	Relevancy of information is available on social networking site	7.8	20.7	14.9	30.7	15.9	3.2900	1.2423
4	Cost of searching information	10.7	7.8	15.9	39.5	16.1	3.4715	1.2246
5	Reliability of information which found on social networking site	20.5	7.3	17.6	20.0	30.5	3.3410	1.5171
6	Accessibility of information is easy on social media sites	3.4	8.0	10.7	47.1	20.7	3.8184	1.0092
7	Reviews and Recommendations	14.9	20.7	10.7	20.0	23.7	3.1870	1.4615
8	Advertisement of Tourism (Photos, videos, etc.)	12.9	5.6	17.1	34.1	20.2	3.4797	1.3001
9	Update of information	19.3	7.8	12.2	28.0	22.7	3.3008	1.4759
10	Usefulness for purchase decision	4.6	3.4	7.0	38.3	36.3	4.0921	1.0463
11	Overall level of satisfaction	8.0	10.7	8.0	40.5	22.5	2.1165	1.3125

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 do not believe 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 % consume beliefs on 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 off the responded of the overall level of satisfaction.

### Social Media Influence on Travel Decision of Tourists

The current section of the study brings information about the level of the impact social media platforms make on the traveling decision of tourist respondents in the study.

**Table 5:** Social Media Impact on Travel Decision.

Sr. No	Variables	1	2	3	4	5	Mean	SD
1	Every photo, video, comment, review, and other content posted on social media stimulates the new tour need.	22.7	10.7	20.0	23.9	12.7	3.2195	1.4344
2	Positive comments on social network sites influence my desire to visit destinations I have never thought about before.	7.7	13.4	10.0	49.0	20.0	3.4065	1.4530
3	I enjoy getting different information about tourism services and then compare them for making a better buying decision.	19.8	8.0	12.7	41.7	7.8	3.1084	1.3307
4	I consider comments on social network sites to be a relevant source of destination information.	10.0	14.6	21.2	36.1	8.0	3.1951	1.1538
5	I have already changed my opinion about destination after reading comments on social network sites.	12.7	32.7	10	18.8	15.9	12.5146	28.8923
6	Social Media affects my selection of alternative tourism services during the evaluation process.	14.9	10.7	12.7	43.7	8.0	12.7927	28.7956
7	I consider the positive and negative sides of each alternative and decide easier for the best service to avail.	9.8	10.0	27.3	27.3	23.2	12.8073	28.4006
8	Reviews of other consumers tend to change their minds regarding a product and push them to avail or not to avail the tourism service.	12.4	9.8	10.0	40.7	18.3	12.0854	27.4355
9	Electronic word of mouth, produced through social media, helps consumers to make their purchasing decisions in a better way.	17.3	15.3	8.8	31.0	17.6	10.8585	26.1456
10	Information from social media can make me more certain of the decision both positive and negative.	8.0	7.8	20.7	26.6	26.8	13.1634	28.6714

To find out the impact of social media on the traveling decision of respondents, the current study revealed that about 70 % of consumers take their visit's decision based on positive or negative comments on social media regarding the destination. Further it is also coming into light via this survey that about half of respondent compares the truism services on social media before taking decision. On more certain thing found after the analysis of response that near about 44 % respondents don't change their decision on the behalf of comments which founds on the social media platforms regarding destinations of servers. Moreover, 27 % of people could not decide that the positive and negative sides of each alternative and decide easier for the best service to avail through social. In the perspective of mean it was found that 13.16 % of respondent make more certain by information which founds

on social media sites. Regarding getting the enjoy of information to the camper, the tourism service which is found through social networking sits after study the responses mean is found 3.1019 %.

### Conclusion

The present study examines to discover the effect of social media on travel-related decisions in the NCR region. From the observational investigation, it is established that in all aspects of travel-related decisions like looking, arranging, booking, and sharing, social media has played a crucial role. Results expressed that as well as looking and sharing, numerous customers were utilizing social media for reservation and all related decisions. The presence of objective via web-based media pages was found colossally celebrated for this reason. As respects, the real utilization of web-based media, Booking.com, Airbnb.com,

Goibibo.com, and numerous other online media destinations were among exceptionally dependent upon. The respondents shared data as well as an assessment on their outing with companions, and surprisingly imparted pictures from their excursion to companions via social media. Almost 50% of the respondents studied showed utilization of social media to compose audits about nature of their outing to strict objective after the travel, imparted pictures to companions about the travel, and like to share data or potentially standpoint with companions about their visit. This load of results shows that social media were truly famous at the hour of preparation and, during and after the excursions. Additionally, online media is utilized for input while composing the surveys at locales like Google+, Trip Advisor, and so on. Moreover, the examination delivered sufficient proof to clarify that social media assumes a compelling part in bringing customer satisfaction in the travel industry segment in investigation region. In the final section, the study highlights social media is frequently used by tourists in their travel decision making starting from searching, planning, booking, and sharing travel experiences to potential tourists and social media viewers. Therefore, the current study provides implications for travel service providers to make it enable to go for learning and training programs for its employees to ensure the effective use of social media. The study also provides ground for further research including study travel experience and challenges encountered by tourists in using social media for purchasing travel products and services.

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