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**"ANALYTICAL STUDY ON INFLUENCE OF SOCIAL MEDIA ON  
HOSPITALITY INDUSTRY"**

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**Abstract**

Social media's increasing significance in the hotel sector is undeniable. There is a greater and greater percentage of academics interested in the topics of social media's effect on the hotel sector. The goal of this research was to find out if member involvement is linked to business benefits and whether community participation is linked to brand loyalty in online hotel communities. In this research, it was shown that member involvement in hotel Facebook fan pages was associated with benefit aspects (functional, social, and psychological advantages). The conceptual model was tested using SEM, which utilises the structural equation model. The SEM analysis showed that four benefits—functional, social, and psychological benefits—propelled community involvement for members. The results from the research offer methods to create successful hotel Facebook fan pages, both for existing customers and new visitors.

**INTRODUCTION**

Social networking has exploded because of the increase in popularity of social networking services. From the beginning of the 20th century, the increased usage of the Internet began affecting the economic and social life. When the concept of social networking started gaining momentum on the Internet in the early days of Web 2.0, more people began to engage in social networking websites, and this had a ripple effect that changed the whole system of social networking. Social networking is a kind of social media, much as the many social networking sites on the Internet. Until the recent surge in internet and information technology usage,

social networking sites were primarily used for amusement reasons. But that has changed as more people utilise the internet and information communication technologies, with tourism and hospitality being the most notable areas. [1]

Social media platforms nowadays are used more than face-to-face contact. Although the Facebook, Twitter, Linked in, Instagram, and YouTube are prominent social media websites, it is also accurate to say that they are all popular social media sites. The Center for Southern New Hampshire University Programs and Programs at the HELP College of Arts and Technology for instance enable users to communicate worldwide and freely with one another. Electronic mail: send an email to tzenyee@gmail.com, rashadyazdanifard@yahoo.com, as well as getting in touch, sending pictures, sharing postings, and so on, such capabilities enable businesses to obtain feedback from customers while also enabling customers to respond. Social networking sites include these software and technological elements that are also part of the Web 2.0 system. [2]

The vast majority of people in the globe now use the internet, social media, mobile applications, and other digital communications technology as part of their daily lives.

Today's customer behaviour is shaped by the usage of the internet and social media, and how businesses run their business has changed dramatically as a result. Through reduced expenses, better brand recognition, and higher revenues, social and digital marketing provides enormous possibilities to businesses. But there are also major obstacles that exist due to bad internet word-of-mouth and invasive online business presence. [3]

Web 2.0 consists of many academic literatures, blog posts, and research papers attempting to define the subject. This indicates that Web 2.0 is used in a multitude of various ways, including technical, commercial, and philosophical ones. "Web 2.0 is an attitude rather than a technology" (O'Reilly 2005). A fundamental distinction between Web 1.0 websites (sometimes known as "Web 1.0" or "old-school") and Web 2.0 websites is that they include user interaction. A more recent kind of website, termed "Web 2.0," allows users to communicate and cooperate with each other, in contrast to older types of websites (called "Web 1.0").'[4]

### **Web 2.0 in tourism = Travel 2.0**

Social media was able to displace conventional sources of information because of the development of the Internet and the spread of the Internet throughout the world. The consumer is now more sophisticated, and he or she needs specialised media to satisfy his or her needs. In academia, social media has not yet gained an accepted meaning, and it is used in many different ways. While it's common to call social media sites "social software," social web sites, or "consumer-generated media," a better option is to designate them as "social media." [5]

## **LITERATURE REVIEW**

Reena Lakha, Prof (Dr) A C Vaid (2021) This article seeks to identify the hotel industry's many social media outlets. This new research brings up more facts about the hotel's most often used social networking site. In the paper, it will be highlighted how social media platforms such social media sites are being utilised to interact with guests and how these platforms are used in hotel marketing strategies.

Reena Lakha (2020) The study report highlights the importance of using social

media for boosting hotel growth in the Chandigarh city's tri-city. The availability of internet access in the three-city area means the successful execution of digital marketing strategies is possible. This study demonstrates the main influences on the growth of hotels in the Tri-Cities to be provided by the availability of high-speed transit systems, notable tourist destinations, and technology parks. Conduction of an online poll to assess social media sites like Facebook and Snapchat's indulgence across different age groups is a major component of the study paper. as well, it has been shown that social media-based business promotions are enhanced via the implementation of CSR initiatives and the cooperation of IT and marketing departments in a company.

Aydin, G. (2020) This research looked at luxury hospitality facility social media usage behaviour and provides tips for better organic posts. To analyse the publicly accessible data on Facebook accounts of 441 tourism facilities (out of a total of 612) in the peak tourist season (August), a researcher used all five-star tourism facilities in Turkey that were included into the study. The manually filtered data was taken from 2,012 Facebook posts and used to filter down to 1,847. Following the post collection, data were organised into a content analysis form and graded using ordinal regression analysis. the research found that interactive content and vivid material, as well as the content kind, had a good impact on follower engagement. Followers' interactions were strongly influenced by facility location and type (hotel, vacation village, thermal hotel).

Nikita Singhal, Dr. Varsha Khattri (2018) The study seeks to discover and comprehend how social media affects customer behaviour and travel and tourist buying decisions in India. A fantastic new way to share and enjoy knowledge has arisen on social networking. The number of customers who are taking advantage of the increasing popularity of online evaluations and ratings by sharing their holiday-related experiences on social media is on the rise. In this study, the researchers examined the function and value of social networking sites to Indian consumers when it comes to delivering travel and tourism-related information. In addition, the research looks at how consumers' buying habits are affected by internet reviews. This research seeks to discover the reliability of travel and tourism information in the hands of consumers, and to see how social media information may alter the way in which customers modify their vacation plans.

Garrido-Moreno, A., Lockett, N., King, S. and García-Morales, V (2018) Based on a sample of 222 Spanish hotels, this research sheds light on the effect of Social Media usage by investigating the results of value generation using Social CRM Capabilities. This model demonstrates the link between social media usage and organisational success, in terms of profitability, sales, and customer retention, using the Resource-Based Theory.

## **METHODOLOGY**

### **Selection of Online Communities in Facebook**

#### **Sample**

In order to conduct this research, we chose to use followers of the hotel brand's Facebook sites as a sample. To gain a large pool of prospective responders, an online survey was created and disseminated to both male and female subjects at least 18 years of age. Online surveys have a cheap cost, allow for interaction, are

easy to administer, and provide a way for respondents to enter and verify their data.

### Survey Instrument

The survey included four sections: (1) rewards for participation; (2) community involvement; (3) demographics and (4) deception testing.

Participants who answered "No" were next asked if they had ever signed up to a hotel or restaurant social media profile prior to beginning the poll. The eligibility requirement for completing the survey was only in effect for individuals who had verified that they had been or presently were a member of a Facebook page run by a hospitality business. five-point Likert-type scales ranging from 1 (not important at all) to 5 (extremely important).

Based on the comments collected, simple modifications were made to guarantee that participants would have no trouble comprehending or responding questions.

### Data Collection

During the months of April to August 2021, the data were gathered. Once prospective volunteers were made aware of the study, an email invitation was given to them, as well as a link to the questionnaire on the web. Over the course of 250 invites, a total of 250 invitations were issued to the Arab International University graduates. at the alumni response rate of 150. (60 percent).

### Data Analysis

Frequencies and percentages were utilised for demographic data in the analytical procedure. Two-step SEM modelling is proposed by Anderson and Gerbing (1988).

### Confirmatory factor analysis (CFA)

To scientifically verify the measurement model, a confirmatory factor analysis was performed. A wide range of tests were conducted on the construction of validity and reliability.

Cronbach's  $\alpha$ , composite reliability (CR) and average variance extracted (AVE) were all used in order to evaluate construct reliability. as the  $\alpha$ -values change Table 1 Using these evaluations, it was determined that the measures employed in this research are reliable for the constructs being measured. The table below.

**Table 1 Constructs and items of the survey and the Measurement Model**

Construct	Measurement items	Confirmatory factor analysis (CFA)		
		CR	AVE	Cronbach's $\alpha$
Functional benefits	Obtaining up-to-date information Ease/convenience of communicating with others Efficiency of online communication Sharing experiences	0.953	0.741	0.953
Social benefits	Having trust in the community Seeking self-identity Communicating with other members Getting involved with other members	0.973	0.901	0.972
Psychological benefits	Seeking a sense of affiliation in the community Seeking a sense of belonging Establishing and maintaining relationships with other members	0.944	0.851	0.943

Community participation	I take an active part in the hotel brand,,s Facebook page I usually provide useful information to other members in the hotelbrand,,s Facebook page In general, I post messages and responses in the hotel brand,,s Facebookpage with great enthusiasm and frequency I do my best to stimulate the hotel brand.	0.919	0.741	0.917
Brand commitment	If the hotel brand were not available for reservations (e.g., rooms), it would make little difference to me if I had to make reservations at other hotel/restaurant brand. I consider myself to be highly loyal to the hotel brand. When another brand has a special deal (e.g., lower room rate), I generally stay at the hotel/visit the restaurant with the better deal rather than the hotel brand.	0.900	0.751	0.897

In order to validate the measures that were developed in the study model, CFA was used in the first phase. The second stage included the use of a scanning electron microscope (SEM) to examine the structural model in order to validate the suggested model and assumptions. The method that yields the most probable estimation of the measurement model and structural model was employed.

### Results

This section provides an analysis of the findings, which include the demographics of the participants as well as model assessments.

### Demographic Characteristics

The sample was tested to identify response bias. responses that contained an unresolved portion were deleted, and so were those that gave very extensive replies. After removing 50 survey entries that were determined to be invalid, a total of 100 answers were retained for further evaluation. The demographic profile of the hotel and survey respondents are shown in Table 2. Additional factors such as biological gender, age, and level of education are taken into consideration in the construction of these tables. One of these additional factors is the length of time the respondent has been a member of the hotel brand's Facebook pages, as well as the amount of time they spend per week on these pages.

**Table 2 Demographic characteristics**

Demographic characteristics		Frequency	Percentage
Gender	Male	60	60
	Female	40	40
Age	18-20 Years old	10	10
	21-30	40	40
	31-40	30	30
	41-55	20	20
Education	Under graduate	70	70
	Post graduate	30	30
Duration	Less than 12 months	65	65

of membership	12-24 months	30	30
	25-36 months	15	15
	Over 36 months	0	0
Average hour spent per week on facebook pages	Less than 1 hour	20	20
	1-5 hours	50	50
	6-10 hours	17	17
	More than 10 hours	3	3

There was expert judgement to back up the content validity, and a detailed literature study was used to support it. For discriminant validity, the square root of the AVE was employed, which was recommended by Fornell and Larcker (1981). The values of the square root of the AVE are all higher than the inter-construct correlations, as shown in Table 3.

**Table 3 Correlation and average variance extracted**

	Community participation	Functional benefits	Social benefits	Psychological benefits	Brand commitment
Community participation	<b>0.861</b>				
Functional benefits	0.690	<b>0.915</b>			
Social benefits	0.575	0.541	<b>0.950</b>		
Psychological benefits	0.441	0.494	0.389	<b>0.922</b>	
Brand commitment	0.144	0.070	0.081	0.134	<b>0.867</b>

The hypothesis test shown in Table 4 shows that a positive correlation exists between community involvement and functional gain ( $\beta = 0.263$ ,  $p < 0.001$ ). Thus, H1 is verified.

While these, social, psychological, and hedonic advantages were all shown to increase community involvement, their presence was found to result in a significant increase ( $\beta = 0.143$ ,  $p < 0.05$ ;  $\beta = 0.094$ ,  $p < 0.05$ ;  $\beta = 0.348$ ,  $p < 0.001$ ). therefore, H2, H3, and H4 are thus supported. There was no impact on community involvement, but, monetary gain was seen ( $\beta = 0.029$ ,  $p > 0.05$ ). It was clear that H5 had been rejected. In an effort to understand the relationship between community involvement and brand commitment, no relationship was found ( $\beta = 0.127$ ,  $p > 0.05$ ). the H6 emulators for this were not supported.

**Table 4 Results of testing**

Structural equations	Coefficients ( $\alpha$ )	t-values	P	Result
Functional benefits Community participation	0.263	4.512	***	Supported
Social benefits Community participation	0.143	2.502	**	Supported
Psychological benefits Community participation	0.094	1.980	**	Supported
Community participation Brand Commitment	0.127	1.858	0.064	Rejected

### Discussion Of Finding

The experiment's findings show that the hotel brand's Facebook page users' various

functional, social, psychological, and hedonic advantages (H1, H2, H3, and H4) are correlated with community involvement.

According to research by Chung and Buhalis (2008) and Hwang and Cho (2005), which showed that functional advantages as the most important variables influencing the degree of member involvement in online travel communities, a positive connection exists between these two characteristics. It is important to note that Facebook users in the current research looked for ease and efficiency in communication as well as sharing experiences with the hotel brands. Members, by making repeated visits to the site, would seem to have fulfilled these objectives, since it was discovered that they wanted to collect information and interact with others about the hotel and its amenities. Given this, the study's results showed that the functional advantages of having members participate in the hotel brand's Facebook pages contributed significantly to increases in member involvement.

Also, the current findings are at odds with past research which claims that monetary incentives promote member participation in hotel and restaurant brands and bring community members into activities. Perhaps another reason why the findings are mixed is that the current research evaluated participation in activities, but not a person's level of interest or inclination to join the community. Because of this, monetary incentives should be more extensively studied to see whether they would appeal to prospective customers, and thus perhaps help hotel brands attract web traffic. Put another way, monetary rewards may serve as a significant motivating element, but it doesn't mean members will perform at a higher level of involvement. This study's findings failed to confirm the hypothesis about the connections between community involvement and brand loyalty (H6). These findings showed that involvement in the community did not promote brand attachment. The findings from Jang et al. (2008) and Casaló et al. (2010) show that the impact of involvement in a brand is positive, while the results obtained by Jang et al. (2008) and Casaló et al. (2010) show that the impact of member participation is negative.

While it is unclear why hotel guests engage with businesses throughout their stay at the hotel, there are two potential explanations. They found that interactions between internet consumers and brands lead to greater brand loyalty. Frequent involvement in online community is critical to influencing consumer brand connections, with both consumers and brands often visiting online communities for longer periods of time. In order to foster a strong emotional connection with a brand, customers must engage with the brand on a consistent basis. In the present study showed that over 70% of respondents had relatively short-term relationships with hotel brand's Facebook pages (e.g., the duration of membership was less than a year) and nearly 90% spent less than five hours per week participating in activities on hotel brand's pages. This suggests that hotel brand members' interactions with the brand are very minimal. Additionally, customers will want to use hotel brand websites to look for information such as hotel packages and events.

## CONCLUSION

According to the results of this research, there are important aspects of online community design that lead to increased membership on hotel brand Facebook pages. The study found that hotel members were likely to get four advantages from their participation: functional, social, psychological, and hedonic. Benefits for

various customer requirements are associated with these advantages.

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