

The Effectiveness of Social Media Networking as a Marketing Tool for Promoting Consumer Durable Goods in Tourism Industry

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ABSTRACT

Social media interacting has occurred as a powerful promotion tool, influencing consumer behavior and purchase intentions across various industries, including tourism. This research measures the effect of key attributes of social media networking such as Consumer Perception, Advertising, Social Media Platform, Content Quality, Interactivity, and Credibility on the buying intentions of consumers for durable things in the tourism industry. Using a structured questionnaire, data was collected from a sample of 328 respondents. The analysis was conducted using SPSS, employing EFA to identify underlying factors and Multiple Linear Regression to assess the connection among these attributes and buying intentions. The findings reveal that Content Quality, Credibility, and Interactivity significantly influence consumers' purchasing decisions, while the part of advertising and social media platforms is moderated by consumer perception. The study offers esteemed perceptions for sellers and trades, emphasizing the need for strategic social media campaigns that enhance engagement, trust, and quality content to drive consumer purchase behavior in the tourism industry.

Key words: Consumer Perception, Advertising, Social Media Platform, Content Quality, Interactivity and Credibility.

I. INTRODUCTION

Rapid technology improvements, better infrastructure, and rising disposable incomes have all contributed significantly to the tourism industry's recent growth [1]. Consumer durable goods, such as cameras, Smartphones, and travel accessories, have grown more and more essential to improving the trip experience as travel becomes more accessible [2]. At the same time, social media's pervasiveness has drastically changed how customers interact with travel-related goods and services. These days, social networking sites like Facebook, Instagram, and Twitter are crucial for sharing experiences, influencing travel choices, and finding new items [3][4].

Social media has changed from being a simple medium for communication to a potent marketing tool in the digital age. It gives businesses previously unheard-of chances to interact with customers, share content, and advertise consumer durable goods [4]. Sales, website traffic, and brand exposure can all be greatly impacted by social media marketing [5]. Social media marketing has emerged as a major force behind consumer behavior, especially in the travel and tourism industry, where customers are increasingly depending on peer recommendations, online reviews, and influencer material when making travel plans [6]. Comprehensive studies on the efficiency of social media marketing in promoting consumer durable products in the context of travel and tourism are few, despite the platform's increasing relevance. By investigating how social media affects consumer views and decisions about durable items in the travel industry, this study seeks to close this gap.

II. LITERATURE REVIEW

Social Media Influencers (SMIs) turn as independent third-party backers who use stands like blogs and tweets to shape audience opinions. While the traits of successful spokespersons are well-documented in public relations literature, audience perceptions of SMIs remain less understood. Using a q-sort technique, the study identified the core perceived attributes of SMIs, providing insights that can help organizations leverage SMI influence effectively [7]. Similarly, Fodor and note that businesses face challenges in adapting to the changing consumer engagement landscape driven by social media platforms like Facebook. Companies such as Burger King, Dell, and Target are exploring strategies to effectively engage with customers on these platforms [8].

Social media influences consumer decision-making. Through a quantitative survey, the study explored how social media usage shapes consumer experiences and opinions about goods and services, particularly in developed areas, which subsequently impact decisions in less connected regions. Since advertisers cannot control the content, timing, or frequency of online consumer interactions, social media has converted an influential instrument for influencing buyers. The findings suggest that social media usage enhances customer satisfaction, particularly during the information search and alternative evaluation phases, and continues to positively influence satisfaction during the decision-making and post-purchase assessment stages [9]. Business leaders are becoming more interested in using social media sites like the website Wikipedia, Facebook, YouTube, Second Reality, and Twitter for their company's benefit, according to [10]. The idea of social media is still not well understood, despite this desire. The meaning of social media is explained in the article, along with how it differs from similar terminology like web 2.0, and content created by users. Virtual gaming universes, websites, multimedia groups, social networks, collaborations, and virtual communities are the six categories into which it divides social media. Additionally, the authors offer 10 tactical suggestions for companies aiming to use social media efficiently. Consumer Behaviour (CB) in the travel and tourism sector, emphasising the dearth of thorough analyses in spite of the field's importance. They identified nine essential CB concepts—decision-making, principles, motives, identity, character, goals, beliefs, opinions, satisfaction, trust, and loyalty—by analysing 191 papers from three major travel magazines between 2000 and 2012. The study also looks at three outside variables that affect how travellers behave: ethical purchasing, Generation Y, and technology. Five crucial research contexts are also noted for further investigation: consumer misbehaviour, emotions, cross-cultural problems in emerging markets, understudied market groups, and collaborative decision-making. The authors stress that hedonic and emotional elements of tourism must be included in future CB research [11]. Facebook and Twitter's marketing efficacy in the hotel industry. In order to evaluate the effectiveness of social media marketing, the study suggested a theoretical model that combined the attitude-toward-the-ad (Aad) model with the attitude-toward-social-media-page notion. The model's suitability for elucidating the influence of social media on hotel marketing was confirmed by the results of an online poll. The results showed that hotel guests' social media experiences affect how they see social media sites, which in turn affects how they feel about hotel brands. Booking intentions and electronic word-of-mouth are influenced by these brand views. Additionally, the study discovered that Facebook and Twitter both exhibit comparable degrees of marketing efficacy, indicating that hotel management may use the same tactics on both platforms [12]. Motivations behind summer vacationers' social media contributions and content-sharing behaviours based on a survey conducted in Mallorca, a popular tourist destination. The study highlights the role of social capital and individual and community benefits in influencing user-generated content sharing. It found that visual content dominates social media sharing and that motivations vary among different types of content creators, with altruistic and community-related factors playing a significant role. While social media sharing reflects friendliness and emotional support, it is less influential as an information source for vacation planning. The study also reveals how new and traditional technologies complement and overlap in tourism practices [13]. A company's social customer relations management (CRM) competence may be developed through the use of social media technologies and customer-centric management systems. The conceptualisation and assessment of social CRM capacity, which draws on literature on advertising, technology, and strategic management, is the study's first significant contribution. The second contribution examines how social CRM capabilities are improved by the interplay between social media technology and customer-focused management systems. The study, which used structural equation modelling on data from 308 organisations, discovered that customer relationship performance is positively impacted by a strong social CRM capacity [14].

Social media's visibility in search engine outcomes for information on travel. By combining nine well-known tourist attractions in the United States with particular keywords, the study mimicked the search behaviour of a traveller. According to the data, a large percentage of search results are from social networking platforms, suggesting that search engines frequently send visitors to these websites. The results demonstrate social media's increasing significance as a major information source in the field of online travel [15].

III. RESEARCH GAP

Despite the growing use of social media in marketing, its effectiveness in promoting consumer durable goods in the travel and tourism sector remains under-researched. Most existing studies focus on social media's role in enhancing brand visibility and customer engagement, but few examine its direct impact on consumer behaviour toward durable goods in a tourism context. Current literature primarily addresses service-based tourism marketing, overlooking how social media influences travellers' purchasing decisions for durable goods. There is also limited empirical evidence on the most effective platforms, content strategies, and engagement tactics for increasing consumer interest and sales. Closing this gap is essential for businesses to optimize their digital marketing efforts in this niche market.

IV. RESEARCH PROBLEM

Social media's explosive development has revolutionised marketing, especially in the tourism and travel sector, where consumer interaction has a big impact on decisions to buy. Although consumer durable products like electronics, baggage, and travel necessities are necessary for travel, little is known about how to properly market them on social media. Although user-generated content, influencer marketing, and tailored advertisements are made possible by channels such Facebook, YouTube, and Instagram, it is still unknown how well these tactics work to increase interest and sales. Marketing results may be greatly impacted by elements including viewership, trust in internet reviews, social media algorithms, and the relevancy of the material. In order to assist businesses in improving their social media strategy, this research attempts to assess how well social media promotes consumer durable products in the travel industry, with a particular emphasis on how it affects brand recognition, customer perception, and purchase behaviour.

V. RESEARCH OBJECTIVES

1. To identify the attributes of social media networking in promoting consumer durable goods in tourism industry.
2. To assess the effect of attributes of social media networking on the purchase intentions of consumers for durable goods in tourism industry.

VI. STATISTICAL TOOLS

- Reliability Test
- Factor Analysis
- Regression

VII. RESEARCH METHODOLOGY

Sampling Procedure

In this study on "The Effectiveness of Social Media Networking as a Marketing Tool for Promoting Consumer Durable Goods in Tourism," a **convenience sampling** method will be employed to select respondents who are easily accessible and willing to participate. Given the diverse and widespread nature of social media users, a sample size of **328 respondents** will be considered appropriate to ensure meaningful insights while maintaining feasibility. The sample will include active social media users, travelers, and potential consumers who engage with tourism-related advertisements and promotions. This approach allows for a practical and cost-effective method of data collection while capturing relevant opinions on how social media influences consumer behavior in the tourism industry.

VIII. RESULTS

Reliability & Validity Test

Cases	Valid	N	%
		328	100.0
	Excluded ^a	0	.0
	Total	328	100.0

Cronbach's Alpha	N of Items
.886	22

The scale's 22 questions carry a Cronbach's Alpha score of 0.886 based on dependability statistics. This conclusion suggests that the research's instrument or questionnaire is quite reliable, as Cronbach's Alpha scores over 0.70 are generally considered good and values above 0.80 indicate strong internal consistency. The high dependability indicates that the responses are constant and dependable, and that the components are consistently evaluating the intended construct. Consequently, the instrument can be considered suitable for further analysis and interpretation.

Descriptive Statistics

Table: 3. Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	176	53.7%
	Female	152	46.3%
Age Group	18–25 years	98	29.9%
	26–35 years	134	40.9%
	36–45 years	64	19.5%
	46 years and above	32	9.8%
Education Level	Undergraduate	86	26.2%
	Graduate	158	48.2%
	Postgraduate and above	84	25.6%
Occupation	Student	82	25.0%
	Private Sector Employee	114	34.8%
	Government Employee	36	11.0%
	Self-employed/Business	52	15.9%
	Others	44	13.4%
Monthly Income	Below ₹25,000	102	31.1%
	₹25,000–₹50,000	120	36.6%
	₹50,001–₹75,000	66	20.1%
	Above ₹75,000	40	12.2%
Social Media Usage	Less than 1 hour/day	38	11.6%
	1–3 hours/day	126	38.4%
	3–5 hours/day	104	31.7%
	More than 5 hours/day	60	18.3%
Frequency of Travel	Rarely (Once a year or less)	72	22.0%
	Occasionally (2–3 times/year)	156	47.6%
	Frequently (4+ times/year)	100	30.5%

The respondents' demographic profile offers important background information for analyzing the study's conclusions. The 328 individuals in the sample had a fairly balanced gender distribution (46.3% female and 53.7% male), suggesting a range of viewpoints. The younger age groups of 18 to 35 years old accounted for a sizable share (70.8%), indicating that the study well represented the opinions of the main social media platform users. The bulk of respondents (73.8%) had graduate degrees or higher, indicating a well-educated sample with possibly knowledgeable views on tourism and marketing. The two largest occupational groups were students (25%) and private sector workers (34.8%), both of whom are generally more engaged on social media and more likely to interact with online marketing content. According to the income distribution, the majority of respondents (67.7%) made less than ₹50,000 a month, indicating a middle-class demographic that is both frugal and tech-savvy. Interestingly, 88.4% of respondents reported using social media at least an hour every day, demonstrating the platforms' applicability as a marketing tool. The fact that 78.1% of the respondents said they traveled at least two or three times a year further validates their exposure to content about tourism and qualifies them to assess the efficacy of social media marketing in the travel industry.

Exploratory Factor Analysis

Table: 4. KMO and Bartlett's Test

KMO of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	3753.831
	df	231
	Sig.	.000

A KMO value more than 0.80 shows strong correlation between variables, making them suitable for factor extraction; results of the Bartlett Test of Sphericity indicate an important finding (The chi-square = 3753.831, the df = 231, the significance level is = 0.000), suggesting that the matrix of correlation is not a matrix of identity, verifying that there are enough relationships between variables to proceed with factor analysis; and the Kaiser-Meyer-Olkin (KMO) of adequate sampling (0.815), which is significantly higher than the suggested threshold of 0.60.

Table: 5. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.197	32.716	32.716	7.197	32.716	32.716	3.281	14.913	14.913
2	2.151	9.776	42.491	2.151	9.776	42.491	2.982	13.553	28.466
3	1.777	8.078	50.570	1.777	8.078	50.570	2.782	12.647	41.113
4	1.548	7.036	57.606	1.548	7.036	57.606	2.168	9.856	50.969
5	1.213	5.514	63.120	1.213	5.514	63.120	1.989	9.042	60.012
6	1.108	5.036	68.156	1.108	5.036	68.156	1.792	8.144	68.156
7	.860	3.911	72.067						
8	.761	3.460	75.527						
9	.647	2.941	78.467						
10	.550	2.498	80.965						
11	.499	2.270	83.235						
12	.490	2.226	85.461						
13	.460	2.090	87.551						
14	.448	2.036	89.587						
15	.413	1.875	91.463						
16	.375	1.706	93.168						
17	.358	1.625	94.794						
18	.337	1.534	96.328						
19	.299	1.361	97.689						
20	.269	1.223	98.912						
21	.202	.917	99.828						
22	.038	.172	100.000						

Extraction Method: Principal Component Analysis.

Varimax Rotation and Kaiser Normalisation were used to identify six components. Each factor is composed of all the variables with factor loadings larger than 0.5. Twenty-two variables were integrated into six factors. These six factors accounted for 68.156 percent of the variability in the tourism industry.

Table: 6. Rotated Component Matrix

Statement	Component					
	1	2	3	4	5	6
The content shared on social media about consumer durable goods in tourism is informative and useful.	.800					
The visual appeal and presentation of products in social media marketing influence my interest.	.783					
The content provided by brands on social media is engaging and keeps me interested.	.755					
The quality of information on social media helps me make better purchasing decisions.	.709					
I can actively interact with businesses and their content thanks to social media marketing.		.899				
I find it helpful to interact with other consumers through comments and reviews on social media.		.845				
The ability to ask questions and get responses from brands enhances my trust in their products.		.688				
Social media features (likes, shares, comments) influence my perception of a product's popularity.		.644				
I trust product recommendations from social media influencers and brand pages.			.838			
Reviews and ratings on social media impact my decision to purchase consumer durable goods.			.792			
I believe that social media marketing provides accurate and reliable information.			.777			
User-generated content (e.g., testimonials, travel experiences) makes the marketing more trustworthy.			.591			
Social media advertisements for consumer durable goods in tourism capture my attention.				.732		
The advertisements I see on social media are relevant to my interests and travel preferences.				.705		
Sponsored content and paid promotions influence my purchasing decisions.				.644		
Social media ads provide enough details to make informed decisions about durable goods.				.559		
I like to use certain social media sites (such Facebook, YouTube, and Instagram) to get information on products relevant to travel.					.742	
Different social media platforms offer varying levels of credibility and engagement for marketing.					.718	
I find video-based content (e.g., reels, YouTube ads) more influential than text-based posts.					.550	
Social media marketing influences my perception of brand quality and reliability.						.798
I believe that social media enhances my awareness of new consumer durable goods in tourism.						.661
Social media promotions and discounts impact my decision to buy tourism-related products.						.563

Regressions

Multiple regression analysis was used to determine how social media networking characteristics affected consumers' intentions to make purchases.

Table: 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.728 ^a	.530	.521	.656	1.172

The characteristics of social media networking and purchasing inclinations are strongly positively correlated, as indicated by the R value (0.728). A decent model fit is indicated by the R Square value (0.530), which indicates that the independent variables (Consumer Perception, Advertising, Social Media Platform, Content Quality, Interactivity, and Credibility) account for 53% of the variance in purchase intentions. Although significantly lower, the Adjusted R²(0.521), which takes into consideration the quantity of social media networking traits and purchase intentions, nevertheless shows strong explanatory power. The accuracy of social media networking traits and buy intentions is indicated by the Standard Error of the Estimate (0.656), which is the average difference of observed values from projected values. Lastly, autocorrelation in residuals is evaluated using the Durbin-Watson statistic (1.172). Given that the optimal value is near 2, a score of 1.172 indicates some positive autocorrelation, which may call for additional diagnostic testing. Though improvements could increase its accuracy, the model seems to be a good predictor of customer purchase intentions overall.

Table: 8. Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	155.675	6	25.946	60.244	.000 ^b
	Residual	138.249	321	.431		
	Total	293.924	327			

The overall significance of the regression model used to forecast consumers' intents to buy durable products based on consumer perception, advertising, social media platform, content quality, interaction, and credibility is evaluated using the Analysis of Variance (ANOVA) results. A substantial amount of the alteration in purchase intentions may be described by the independent factors taken together, as indicated by the significantly high F-statistic (60.244). The p-value (Sig. = 0.000), which shows that the probability that the observed correlation occurred by chance is very low, suggests that the model used for regression is significant at the level of confidence of 95%. According to the Total of Squares values, which show that the variables that are independent explain 155.675 of all variances (293.924) and the remaining variance is 138.249, the model explains a sizable portion of the variance in purchase intentions. The model's explanatory power is further supported by the regression's mean square (25.946), which is higher than the residuals' mean square (0.431). Overall, these findings support the model's dependability by indicating that the predictors significantly influence customers' feelings to buy durable products.

Table: 9. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.421	.175		2.408	.017
	Content Quality	.121	.042	.147	2.913	.004
	Interactivity	.069	.043	.083	6.611	.001
	Credibility	.258	.047	.296	5.500	.000
	Advertising	.197	.038	.213	5.147	.000
	Social Media Platform	.089	.040	.104	2.241	.026
	Consumer Perception	.163	.043	.167	3.783	.000

a. Dependent Variable: Purchase intentions of consumers for durable goods.

Standardized regression coefficients that show the magnitude and direction of the influence are shown in table 8. Additionally, it contains t and significant values to support the formulation of the measured hypothesis. Substantial influence of social media networking's many dimensions on customers' intentions to buy durable products.

- Table 8's beta value of 0.147 demonstrates that customers' intentions to purchase durable products are positively impacted by the quality of the content. Given that the t value is 2.913 and the sig value is 0.004, both of which are smaller than 0.05, content attributes significantly influence buyers' inclinations to acquire durable items. Table 8's beta value of 0.083 demonstrates that interaction has a favorable effect on customers' inclinations to buy durable products. Given that the t value is 6.611 and the sig value is 0.001, both of which are less than 0.05, interactivity significantly influences buyers' inclinations to buy durable items.
- Table 8 displays a beta value of 0.296, indicating a favourable influence of trust worthiness on customers' inclinations to purchase durable goods. Customers' trust in durable items is greatly impacted by content quality since the t value is 5.500 and the sig value is 0.000, both of which are less than 0.05.
- Table 8 displays a beta value of 0.213, indicating that advertising has a favorable effect on consumers' intentions to purchase durable goods. Given that the t-value is 5.147 and the sig-value is 0.000, both of which are less than 0.05, advertising significantly influences customers' intentions to buy durable products.
- Table 8's beta value of 0.104 demonstrates that social media platforms have a favorable influence on customers' intentions to buy durable goods. Given that the t value is 2.241 and the sig value is 0.026, both of which are smaller than 0.05, social media platforms significantly influence customers' inclinations to buy durable goods.
- Table 8 displays a beta value of 0.167, indicating a favorable influence of customer perception on consumers' intentions to purchase durable goods. Given that the t value is 3.783 and the sig value is 0.000, both of which are smaller than 0.05, customer perception significantly influences consumers' intentions to buy durable items.

Histogram and Normal P-P Plot

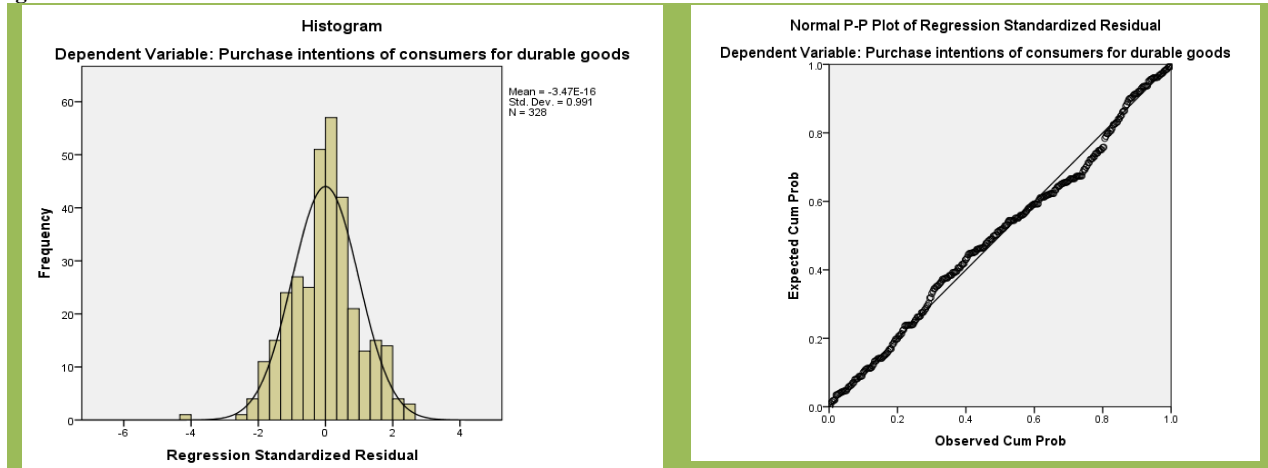


Figure 1 shows a normalised histogram of the distribution of the residual. A distribution is considered normal when the plotted points line up with the diagonal line on a normal P-P plot.

RECOMMENDATIONS

- In the tourist industry, customer perceptions towards durable goods are influenced by perceived value, trust, awareness, and involvement. Good experiences increase self-esteem, which affects brand loyalty and buying decisions.
- Consumer attraction is increased by frequency, visual appeal, personalisation, and targeted advertisements. Purchase intentions for durable products connected to tourism are increased when curiosity is piqued by effective communications and emotional connections.
- Consumer engagement is impacted by platform popularity, user demographics, accessibility, and interactive features. Preferred platforms increase brand awareness and have an impact on tourists' decisions to buy durable products.
- Trust is increased by interesting, visually appealing, educational, and pertinent material. When buying durable items for travel adventures, consumers are influenced by high-quality postings, reviews, and professional comments.
- User interaction, community conversations, real-time reactions, and two-way communication all donate to the growth of brand affinity. In the tourist industry, interactive elements like surveys, live sessions, and Q&A affect customers' inclinations to make purchases.
- Trust is increased by genuine reviews, influencer recommendations, openness, and brand reputation. Consumer trust in buying durable items for travel is greatly impacted by verified information, professional advice, and ethical marketing techniques.

CONCLUSION

The study on the attributes of social media networking such as Consumer Perception, Advertising, Social Media Platform, Content Quality, Interactivity, and Credibility reveals their significant influence on consumers' purchase intentions for durable goods in the tourism industry. Consumer perception plays a vital role in shaping attitudes and trust toward brands, while effective advertising strategies enhance product visibility and desirability. The choice of social media platform determines reach and engagement, with content quality acting as a key driver in capturing consumer interest and fostering informed decision-making. Additionally, interactivity between consumers and brands strengthens relationships, enhances customer experiences, and boosts purchase confidence. Credibility remains a crucial factor, as consumers rely on authentic and trustworthy content before making purchasing decisions. Overall, the integration of these attributes in social media networking effectively enhances consumer engagement, builds brand trust, and positively influences their purchase intentions for durable goods in the tourism industry.

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