

Research Article



A Manager's Perspective on Social Media Marketing Adoption: A Special Reference on the Hospitality Industry in the Jaffna Region

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Abstract:

Social media is a new trend in marketing communications around the world today and has become an important place for marketers to reach their audiences. In modern society, Internet use has become a part of people's daily life. It enables communication, information retrieval and running different types of businesses. According to the latest internet penetration statistics in Sri Lanka (2018) cited, more and more people are spending their leisure time on the internet, and Jaffna has more internet users compared to last year (2018). In this regard, the cyclical component matrix of factors influencing managers' perceptions of social media marketing adoption, particularly with respect to the hotel industry in the Jaffna region, showed that for each factor (15.753%, 13.120%) had an eigenvalue greater than 1.0. can be interpreted as , 11.985%, 10.328%, 10.213%, 10.116%, 9.762), which means that each factor can explain more variance than a single variable.

Key Words: Adoption awareness by Jaffna District, Social Media Marketing Manager in the Hospitality Industry.

Introduction

Social media is an emerging trend in marketing communication in present world. According to that most of people in country have custom to use social media such as Face book, twitter, LinkedIn, YouTube Wikipedia, Websites and etc. Social media marketing which the mode is of communicate information between people (consumer, supplier, distributors and other involve parties) by using social media as marketing tools. According to that most of people in country have custom to use social media such as Face book, twitter, LinkedIn, YouTube Wikipedia, Websites and etc. Further production and service sector also trend to use the social media marketing as their marketing strategy which is a part of marketing tool. Because of social media, marketing is most speeders than the traditional modes of advertising as consumer can be take the quick feedback by using social media. Social media marketing which the mode is of communicate information between

people (consumer, supplier, distributors and other involve parties) by using social media as marketing tools. It is a two way process. Therefore most of production and Service sector adoption to the social media marketing and also it is rapidly growing in Jaffna. In current economy most of industry trend to used social media as their marketing tools related to that in this research conduct with the industrial adoption of social media marketing. Therefore selected the hotel industry because of hotel sector mainly considers the tourism industry in country. Social Networks have a number of benefits such as a better understanding of consumer needs and possibilities for fast and easy collaboration. Also, the social relationships play active roles in the internationalization of firms as they serve as an effective means of generating knowledge about both the geographical and physical markets that the firm may be interested in exploiting. Among

the others, social media are used as an effective online tool for customer word of mouth communication and building a community. Social media comprises an array of channels through which interaction between individuals and entities, such as organizations, is facilitated and disseminated.

Research Problem

Based on researcher's experience and researcher identification, different industry's advertisement and websites sharing across the Face book timeline than the five years ago.

Therefore the researcher's awareness about that different industries new product and also service. Further it could be build the image by clicking that link and sharing information, reviews comment with other parties. According that, researcher recognized social media and social media advertising are the new trend in the market to promote their production and services, and also most of sectors use the social media marketing as their marketing tool. As marketing tools of social media marketing, By Heshan (2014) cited, today social media advertising is considered as one of the best methods of advertising social media marketing has seen a huge hype in the recent years with the growth and popularity of Twitter and Face book advertising in Sri Lanka. Michael (2018), recorded their repot, the markets place very high value on social media as a significant 92% of marketers indicate that social media is important for their business, up from 86% in 2017. According Tourist arrival statistics, indicate the strong revival of tourism in Sri Lanka following the end of the separatist war. The arrivals have increased by 98 % in 2011, when compared to the situation before the war ended in 2008. As marketing tools of social media marketing, By Heshan (2014) cited, today social media advertising is considered as one of the best methods of advertising social media marketing has seen a huge hype in the recent years with the growth and popularity of Twitter and Face book advertising in Sri Lanka. There for in this research focus the Perception towards adoption on social media marketing of hotel industry in Jaffna

Research Objectives

- To identify the level of perception of managers towards adoption on social

media marketing of hotel industry in Sri Lanka.

- To identify the most significant factor of managers towards adoption on social media marketing of hotel industry in Sri Lanka.

Literature Review

The social media era was started around ten years ago. It began with LinkedIn, which was launched in 2003, followed by Myspace and Facebook in 2004, YouTube in 2005, and Twitter in 2006. In less than a decade, its population has grown rapidly, and it has reached billions of people worldwide. Facebook has more than 2.38 billion users worldwide, Twitter has approximately 321 million users, LinkedIn has more than 90 million users; and Myspace has 57 million users (Curtis). According to the Kaplan and Heanline, social media is a "group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social Media Marketing (SMM) refers to the process of disseminating messages, gaining internet traffic or attention through social media websites in order to promote a personality, cause or business (Olakunle). Clerck (n.d.), Social media marketing is an umbrella term, just like social business, of which it is a – be it popular – part and like content marketing, with which it is increasingly connected from an integrated and customer-oriented marketing perspective, revolving around the connected customer.

The major reasons hotels practice social media marketing are to build image and to promote their hotels (marketing tools as promotional tool). The majority of the hotels stated that they adopted social media marketing to enhance their image and to provide Public relationship for the hotels (Assenov and Khurana). Further, Assenov and Khurana cited, Social media result in horizontal relationship that reaches every part of the business, from customer service to customer acquisition to customer retention, unlike a vertical layer such as advertising. There are different ways to gain advantages from social media if monitored efficiently. The hotels can strengthen their product or service development and customer service, and this is very important in the hospitality industry.

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With social media, hotels can identify their customers' needs easily, with the additional benefit that they can get in touch with customers directly, making communications more efficient and resourceful. Social media enable businesses to identify and choose who they want and need to talk to. The key to success with marketing communications is to monitor measure it continuously.

Person/organization who has been experienced about some product, services or something, they shared that through photo, video, states, comments, ideas and information by using social media as their marketing tools to build the public relationship. Therefore consumer or who are the follow social media they knowing about that experience quickly and they continue their attention about that organization or business. According that sharing experience help to know the consumer perception and it also help customer to knowing the business pattern. Constantinides (2014), indicated Social Media support dialog (peer to peer) and social networking. Dialog and social networking allow the democratization of knowledge and information, transforming individuals from content consumers to content producers and as tools allowing customers to customize their online experience and products they buy. Further their cited, online individuals are keen to interact with peers, provide information, post product reviews, exchange experiences and recommendations about brands, products or services.

Research Methodology

- **Population** : 58 Hotel Managers in Jaffna District
- **Sample**: 20 Hotel Managers in Jaffna town (Sample Rate 34.5%)

This is a reasonably good sample rate for Questionnaire method surveys (Saunders et al. 2009) suggest that a response rate of 25% or above is acceptable for Questionnaire method surveys

- **Sampling Techniques**: As a sampling technique used a simple random sampling technique which is an unbiased surveying technique.

- **Data Collection** : Primary Data collection method Such as Questionnaire
- **Analysis Methods**: Data analysis strategy in this study consists of both descriptive statistical analysis and Factor analysis. The Statistical Packages for Social Science (SPSS) version 21 was used for data analysis.

Data Analysis

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is still another useful method to show the appropriateness of data for factor analysis. KMO statistics varies from 0 to 1. Kaizer (1974) recommends that the value of KMO should be greater than 0.5. Field (2000) stated that the value of KMO 0.5 to 0.7 are moderate, 0.7 to 0.8 are good, and 0.8 to 0.9 are superior. In the present study, the value of KMO for overall matrix is 0.906 and thereby indicating that the sample taken to process the factor analysis is statistically significant. This test should be significant that is having a significance value less than 0.05. that the test value of chi-square 1513.228 (P= 0.000<0.05) is highly significant indicating that the data is appropriate for the factor analysis in the present study. This means that the correlation matrix is not an identity matrix. There is perfect relationship with itself and there is no relationship with other variables. And 7 components extracted from the analysis with an eigen value of greater than one which explained 81.276 percent of the total variance. One method to reduce the number of factors to something below that found by using the greater than one rule is to apply the scree plot test. In this test, eigenvalues are plotted against the factors arranged in descending order along the X-axis. The number of factors that correspond to the point at which the function so produced appears to change slope, is deemed to be the number of useful factors extracted. In this regard the rotated components matrix for Factors Affecting the Manager Perception towards adoption on social media marketing with special reference of hotel industry in Jaffna district could be explained that the Eigen value for each factor is greater than 1.0 (15.753%, 13.120%, 11.985%, 10.328%, 10.213%, 10.116% and 9.762) which means that each factor can explain more variance than a single variable. The cumulative percentage of variance explains by first factor is 15.753.

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other words, more than 81.276% per cent of the common variance shared by 7 factors can be accounted or explained by these 7 factors. Based on the above results, the construct validity is established.

According to ranking of factor analysis,

Factor 1 - Social media is used to identify the market needs by our hotel.

Factor 2 - with existing customer Social media helps to connect and building relationship.

Factor 3 - Social media helps to acquire customer than traditional media (TV advertisement etc).

Factor 4 - We are updating market needs information through social media.

Factor 5 - It is good communication channel for hotel industry.

Factor 6 - We are using social media for communication purpose.

Factor 7 - Social media helps to acquire customer than traditional media (TV advertisement etc)

Conclusion

Factor 1 - Social media is used to identify the market needs by our hotel. **Provide information about market needs**

Factor 2 - with existing customer Social media helps to connect and building relationship. **Trends**

Factor 3 - Social media helps to face competitiveness in hotel industry - **Competitive movement**

Factor 4 - We are updating market needs information through social media. **Customer Experience**

Factor 5 - It is good communication channel for hotel industry. **Communication**

Factor 6 - We are using social media for communication purpose. - **Target market**

Factor 7 - Social media helps to acquire customer than traditional media (TV advertisement etc) - **Customer Acquisition**

Recommendations

Considering social media usage of hotel industry they are mostly familiar with Facebook, Google plus, YouTube, Trip Adviser web sites and Twitter. But still they were not familiar with other world trend related to social media which are Travel agency web sites, blogs, LinkedIn, Fliker, Pinterest as much as. Therefore want to adopt that current social media as marketing tool and want to develop technology facilities than present related to marketing.

Directions for Future Research

- Perception of manager's towards adoption on social media marketing to all star hotel in Sri Lanka
- Perception of manager's towards adoption on social media marketing Compare with different province

Limitations of the study

- This study incorporates only the consumers, who are seeking towards adoption on social media marketing from the Jaffna district.
- In which, consumers from other regions in country have not been taken to come to the general conclusion, since Sri Lank is considered as an emerging country.

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