

Impact of Social Media Sites (SMS) on Post Purchase Behavior of Tourism Customers

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Abstract—Nowadays due to the development of communication technologies, the usage of internet among consumers has also increased. Also social media is the most preferred web tool by the people before making their purchase of a product or service. Marketers are using social Media Sites and networking pages to promote their services. They are attracting their potential customers by sharing their content on social media sites. This study aims to highlight the social media impact on post purchase behaviour of tourism customers. The Study explores how marital status affects post-purchase behavioural intentions in tourism sector. As a result of the data analysis it is found that married respondents have more favourable post purchase behaviour than unmarried respondents.

Keywords: Social Media Sites, Post Purchase Behaviour, Tourism

I. INTRODUCTION

Social media is the one through which people interact among each other, share the known information through virtual communities. Social media Sites are very useful not only for sharing the information but it can be reframed as social commerce. It plays a vital role in consumer buying patterns due to the usage of smart phones and social networking app and e word of mouth has given a new paradigm shift among buyers. Many consumers are not having their purchasing power in their pockets instead in the smart phones. They don't prefer visiting shops and buying new products. They are using social media and through social feeds they are deciding their purchase online.

1.1 Reasons Why Consumers Prefer Purchase Online Through Social Media Are

- Social media makes them trendy which provides updated information
- They could easily collect the information regarding the products and services of a company
- They could compare features, price of a product in the same page
- They could join forums and provide their views for information
- They could get information regarding promotional offers
- Finally it makes their purchase decisions easy.

Post-purchase behaviour means how a consumer think, feel, react after making a purchase of a product or a service.

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Post-purchase behaviour reveals the attitude and satisfaction of a consumer towards the product. It shows whether or not the purchase motives have been achieved. The consumers will also assess their purchase and that will also reflect in further purchases of a particular brand. Post purchase behaviour talk about repeat purchase, recommending products to others etc. Consumer's post purchasing decisions are influenced by the social media posts, reviews, images shared, advertisements, comments, etc.

Marital status is considered as one of the important demographic variable that will influence purchase decisions. Consumers with different marital status will have a strong impact while purchasing goods and services. Their need, perceived value towards a product, information searching pattern, buying patterns may vary.

II. NEED AND IMPORTANCE OF THE STUDY

Mainly marketers focus on advertising and selling the product to their end customers. Their main attention is towards target markets and getting revenue. Few companies won't give importance to customer experience. They won't bother about post purchase. This is mostly neglected. Need has risen that every company should optimize the customer satisfaction, which will increase re purchase and will transform customer as a brand ambassador. Social media Sites helps tourism operators to promote their products and services.

III. OBJECTIVES OF THE STUDY

- To study the Social Media Sites influence on Post purchase behaviour of Tourism Customers
- To analyse the influence of marital status on post purchase behaviour of tourism services through social media
- To offer suggestions to improve post purchase behaviour of Tourism customers through Social Media Sites.

IV. REVIEW OF LITERATURE

Elvis Maldonado (2016) had studied the role of social media in promoting the tourism industry in Durban, South Africa. The results revealed that social media plays a vital role in promoting tourism and has identified the active social media platforms as WhatsApp and Facebook with highest number of users. Social media can be used by the marketers to create awareness of the positive transformations, and offer more secure online holiday-purchase provisions



John Bowen (2015) has identified the trends affecting social media to help managers and researchers for better understanding of the social media. The study had discussed about the UGC (user-generated content) that consumers post on social media and how travel related websites influence tourism consumers in their purchase decision.

Sethi RS et.al (2017) had made a research on how the demographic factors affect online purchase intention. They have considered three demographic factors such as gender, income, marital status and how they influence purchase decisions. Findings have declared that gender and marital status has an impact and particularly unmarried people are willing to shop online.

Srinivasan et al (2015) had studied about the impact of marital status on purchase, behaviour of luxury brands. Study explored the influence of marital status with other purchase decisions such as frequency of purchase, intention to repurchase; the findings declared that there is no relation between marital status and frequency of purchase, place of buying, intention to repurchase.

Mazloui et al (2013) had analysed the purchasing behaviour of tetra pack consumers, they have highlighted that consumers are moving towards eco friendly products. That study has given a look at demographic variables such as gender, age, activity status, marital status and educational level of consumers. Finally the results showed that the demographic differences effects on their purchasing behavior.

WiwatJankingthong (2012) had studied about the factors affecting post purchase behaviour intentions among tourism consumers. They have discussed tourist behaviour and its 3 stages as pre-visitation (corporate social responsibility and destination image), during visitation (Service quality, perceived value, tourist satisfaction and tourist complaints) and post-visitation (intention to return, intention to recommend).study concludes that post purchase in induced by cognitive and emotional aspects of tourism activities.

V. RESEARCH METHODOLOGY

5.1 Research Design

The Research Design considered for the Study is descriptive research design.

5.2 Data Collection Sources

5.2.1 Primary Data:

Primary data was collected using an interview schedule by survey method.

5.2.2 Secondary Data:

The secondary data mainly consists of data and information collected from records, company websites, and discussion with the management of the organization and also collected from journals, magazines, and books.

5.3 Sampling Design: Convenience sampling method

5.4 Sampling Size: 428

5.5 Tools Used

The following are the various tools applied for analyzing the primary data.

- Reliability statistics
- Correlation

VI. DATA INTERPRETATION& RESULTS

H₀₁: There is no significant difference between the Male and Female respondents with respect to the Post Usage Behaviour towards Social Media for Tourism Services.

H₀₂: There is no significant difference between the Married and Unmarried respondents with respect to the Post Usage Behaviour towards Social Media Sites for Tourism Services.

6.1 Reliability Statistics :(Number of items 5)

Cronbach's Alpha: 0.741

Cronbach's Alpha Based on Standardized Items: 0.762

Table 1: ITEM-TOTAL STATISTICS

Statements	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Usefulness of Social Media Sites in identifying right service provider for tourism and so the frequency and duration of SMS usage increased in tourism related search	13.79	6.287	.497	.712
Buying becomes simpler and easier by SMS reviews from SMS and recommended to others	13.87	7.489	.420	.798
SMS is the most preferred media for tourism related information search	14.32	5.086	.687	.692
Reference of SMS media to friends, relatives and people who seek information and advice on tourism.	13.91	7.208	0.656	0.76
Positive word of mouth communication	14.03	8.678	.314	.783

(Mean: 17.32, Variance: 10.167, S.D: 3.369)

MARITAL STATUS – POST USAGE-BEHAVIOUR TOWARDS SOCIAL MEDIA SITES

H₀: There is no significant difference between the Married and Unmarried respondents with respect to the Post Usage Behaviour towards Social Media Sites for Tourism Services.

An Independent-samples t-test was conducted to compare the significant difference between the Married and Unmarried respondents with respect to the Post Usage Behaviour towards Social Media Sites for Tourism Services.



TABLE 2: MARITAL STATUS – POST USAGE-BEHAVIOUR TOWARDS SOCIAL MEDIA SITES

VARIABLE	MARITAL STATUS						t - value	p - value
	MARRIED			UNMARRIED				
	N	Mean	SD	N	Mean	SD		
Post Usage- Behaviour Towards Social Media	296	18.23	2.916	132	16.18	3.152	4.239	0.002**

Source Primary Data

(** 1% level of Significance)

Interpretation

As the *P* values are lesser than Sig. Value (0.05) in all the above cases and also in Post Usage Behaviour towards Tourism Services Score (0.002), the Null Hypothesis is rejected.

Based on the mean score of the Post Usage Behaviour towards Tourism Services, we can say that the mean score of Married respondents ($M = 18.23$) is more than the Unmarried respondents ($M = 16.18$). This indicates that the Married respondents have more favourable Post Usage Behaviour towards SMS for Tourism Services than Unmarried respondents.

Hence, it is concluded that there is a statistically significant difference between the Married and Unmarried respondents with respect to the Post Usage Behaviour towards Social Media Sites for Tourism Services.

VII. FINDINGS AND SUGGESTIONS

- The study was done to find that influence of marital status towards the purchase decision in tourism sector. The factor has a low impact on the decision. The study has identified many demographic factors apart from marital status may affect purchase decision like gender, age, education, frequency of social media use, time spent of social media, how they access social media etc. From the study it is found that family members influence their purchase decision of both married and unmarried customers followed by friends and relatives. Factors like perceived value towards a content, convenience, availability of the information, e -WOM, credibility and trust etc plays a vital role in consumer decision especially in tourism.

- The study has recommended the marketers to retain existing customers by providing a satisfied purchasing experience towards a product.

- They can provide excellent assistance through customer support customized based on their marital status by properly using social media platforms at the right time.

- While advertising through social media the marketers should be careful in preparing their web profile, should be clear about FAQs. Make it easy for the customers so that regularly they could follow the website for more updates.

- They can give refund policy, returning the product option to loyal customers.

- They can reward the loyal customers by sending personalised messages for marriage celebrations, anniversaries and honeymoon trips and thereby building a relationship with emails, responding to their feedback etc.

VIII. CONCLUSION

Customer experience is concluded when he make a repeat purchase and give a positive feedback to others. Improving service may result in customer retention which will result in many followers. Social media Sites helps in engaging all types of customers irrespective of their status of marriage and in transforming them as brand advocates with respect to tourism selection decisions. This is possible by regularly observing the customers on social media there by reducing post purchase anxiety in tourism services.

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