

The Affect Of Social Media Usage Forms Of Accomodation Businesses On Consumer's Purchasing Intentions

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Extensive Summary

Introduction

After 2000, a web-based new medium has expanded the usage area of the internet through the internet. These applications, which are defined as a social media, enable to share photos, videos, text and media related mixed occurrences between people, have attracted the attention of users and also has given new dimension to the virtual communication (Vural ve Bat, 2010). The social media tools which are used by both consumers and tourism operators have started to used as an effective methods of promoting products and services, reaching consumers and also receiving feedback from them in tourism industry (Eryılmaz ve Zengin, 2014).

The social media, which has came to our attention as an evil state of Web, has become the new web conception that can be defined as a social web that allows to make more than to obtain information (intervention, sharing, collaborative, interactive, dynamic etc.) from the classical web conception (stable, unalterable). In this new conception, users have become more active from passive and have acquired new features that interferes to the presented content and even creates, interprets and shares this content (Bayram ve Bertan, 2015).

Considering the importance of social media for the hotels; it seems that the brand awareness has increased. Also, another advantage; makes possible simultaneous and bi-directional communication between the parties. The lack of time and space limitation in the social media and the bi-directional nature of the interaction constitutes a structure that is well suited to the characteristic of the tourism sector (Eröz ve Doğdubay, 2012). It is not enough that accomodation business has only one profile in social networking sites, and it should also enable to talk about themselves by the users.

With social media, corporate brands have found opportunity to communicate with consumers faster, more effectively and at a personal level than ever. The brands,

especially in their campaigns which are performed through social media, do cooperative work with involved consumers to process by themselves. If this interactive process is well managed, it can make a significant contribution to corporate brands (Aydın, 2017).

Despite the widespread adoption of social media by both tourism consumers and businesses in recent years, successful practices in social media management are still largely unknown to practitioners and academics (Leung, et al., 2013). In this context, in line theoretical framework of research which is created above, the research hypothesis has been developed as follows; ***“social media usage forms/level of accommodation businesses in fluence consumer’s purchasing intentions ”***.

Method

The purpose of this research is to demonstrate whether is the social media usage of accommodation businesses influence on consumer’s purchasing intentions. Otherwise with this reseach, it is evoulated that which form or forms of social media usage shame of accommodation businesses are more effective on consumer’s purchasing intentions. One hyphotesis that consist five sub-hyphoteses has been developed in line with main purpose of the research. According to this;

H₁= There is an impact of social media usage forms of accomodation businesses on consumer’s purshasing intention for such businesses.

H_{1a}= There is an impact of “dimension of concretisation 1” which is express the sharing of accomodation businesses on their own profils, on consumer’s purshasing intention for such businesses.

H_{1b}= There is an impact of “dimension of concretisation 2” which is express the sahirg of other guests on the profils of accommodation businesses, on consumer’s pushasing intention for such businesses.

H_{1c}= There is an impact of “dimension of socialization” on consumer’s pushasing intention for such businesses.

H_{1d}= There is an impact of “dimension of mobilization” on consumer’s pushasing intention for such businesses.

H_{1e}= There is an impact of “dimension of gamification” on consumer’s pushasing intention for such businesses.

For the sampling selection of research, the simple random sample method which is one of the probabilistic sampling methods, has been used. Firstly, the pilot study has been applied on 100 participant to understand whether the questionnaire is understandable or not in terms of form on content. Otherwise, 384 of the obtained questionnaires were not evaluated due to missing or incorrect markings and totaly 1101 questionnaires were evaluated. Also, the datas were collected between 15 Mach 2015 and 25 Mach 2015.

Results

In this study, the consumer perceptions related social media usage forms of the accommadation bussineses were observed in five dimensions (concretisation 1, concretisation 2, socialization, mobilization and gamification) and were evaluated corparatively. When the consumer perceptions related “dimension of concretisation 1” are evaluated, it was determined that espisially the videos and images which are shared by the A.B, enable more efective and easy concratise of the provided services by

themselves in the consumer mind than shared text and sounds. It can be shown as justification for this situation that the videos and images can consist more component about the provided services than the others.

When the consumer perceptions related “dimension of concretisation 2” were evaluated generally, a highly level of participation was observed in all statements included in the dimension, in addition to this, it was determined that the texts about own travel experiences (consumer comments) which are shared in A.B’s social media profiles by the other guests, have significant influence to concretise of provided services of A.Bs in the consumer mind than the other sharing.

When the data related with “dimension of socialization” were evaluated, it was determined that the participants advocate communicating with themselves by the A.Bs, especially in the “new product development process”.

When the consumer perceptions related with “dimension of mobilization” were evaluated, a highly level of participation was observed in all statements included in that dimension. Concordantly, the participants emphasized that the accommodation businesses should be represented in location-based applications (foursquare, etc) and they should have a web site compatible to mobile device and otherwise, it is determined that the participants have a strong perception about that the accommodation businesses should have a own mobile application and this application should have been used well for their advertisement and promotion activities.

When the level of participation of participant related with “dimension of gamification” were evaluated, it was observed that the participants have common perception of the accommodation businesses should organize funny competitions such as “the first 100 people who make the first retweet content which is shared on social media tools, are awarded”.

On the other hand, when the perception of participant related with “dimension of purchasing intention” were evaluated, it is determined that the participants can choose again same experienced businesses, if “the businesses, responding via the same channel to positive/negative comments regarding their experiences shared by themselves on social media” and “continuing interaction with accommodation businesses through social media”. Otherwise, “sharing the quality contents that are contemporary and includes all provided services” by the accommodation businesses can ensure to be purchased their services by the consumer.

Finally, in this research that was done to demonstrate whether is the social media usage of accommodation businesses influence on consumer’s purchasing intentions, according to the findings, it was determined that the consumer purchasing intentions increase when the level of social media usage of accommodation businesses increase. When the parameters were examined, it was found that all the independent variables (concretisation 1, concretisation 2, socialization, mobilization and gamification) had a positive and statistically significant effect on the consumer purchasing intention. In addition to this, it was observed that 30.3% of the changes in the consumer’s intention to purchase for the accommodation businesses, were caused by the usage patterns of the social media of A.B.