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Study of Customer Acquisition and Customer Retention through Social Media Marketing of Online Tourism

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ABSTRACT

Social media is the new era in the field of marketing which has impacted businesses organizations and created news for making friends connecting to different people and building new are communities in the online space. The main objective of this study was to identify the impact of social media on the customer acquisition and customer retention of online tourism and how online travel portals in India are adapting to social media marketing strategies to build new customer base. The study was conducted using qualitative research with the help of structured questionnaire and in total 202 respondents was contacted for their responses.

Today social media is not only being used for internal communication but at the same time it has become a powerful tool to engage both existing and potential new customers. Newer type of business revolution has emerged with new social platforms like Facebook, Twitter, LinkedIn, WhatsApp and newest entrant Tik Tok in the list. The study has also emphasized on the role of social media websites which is being played in the business processes. No doubt, social media has become a game changer for business houses and they are ready to invest higher amount of money to gain competitive advantage in the cut-throat competition. From the Data analysis we finally conclude that social media plays very important role in customer engagement, leading to customer acquisition and customer retention of online travel portals.

Keywords: Social media, brand image, internet marketing, customer retention, customer acquisition

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INTRODUCTION

Social media marketing is the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Customer demands have become the first priority of the businesses today as most of the customers prefer a brand because of the referrals and reviews from the previous users on review sites before they actually purchase a product.

Apart from a basic website; consumers look for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businesses agree that social media is an effective marketing technology tool and it drives online traffic of potential customers to the brands and companies.

Social Media

Social media is a technology driven Computer Based and advanced system which helps users sharing their ideas information and experiences with the help of virtual networks and groups around them. Many of the social media platforms are quick in responding and provide users a wide area of content which can further be used to deduce information and use that information for personal use or professional use. The contents on social media can be in the form of documents, videos and photos and these all can be used to assess the contents and design some conclusions.

Social Media Tools and Platforms:

Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.

Facebook: It is probably the largest social network available at this moment where a user has to create a personal profile by sharing his own information and further he can add more friends to exchange content on various likes and dislikes. Brands and products create facebook pages where these users can either like the brands or dislike the brands by giving their comments and reviews.

Twitter: It is a micro-blogging site where individuals and groups can stay connected and share their ideas, information and reviews in a limited word limit.

YouTube & Vimeo: These are video sharing and viewing web platforms.

Flickr: It is an image and video sharing community where photos can be also be shared on Facebook and Twitter and other social networking sites.

Instagram: It is a free photo and video sharing application which allows users to change their personal images by adding more filters, frames and special effects, further to be shared on a number of SNS.

LinkedIn Groups: An online platform where similar professionals with identical job profiles and interests can hook up for sharing and participating in a conversation happening in their fields.

Pinterest: It is a social platform where clicking on an image will take you to the original source.

TOURISM INDUSTRY IN INDIA: CURRENT SCENARIO

In recent years tourism industry has seen significant growth in domestic and international tourist arrivals. Today India is a preferred nation. The vast range of tourism products scattered all over the country has created a market for all type of international tourist; be it the old forms of tourism like Heritage tourism pilgrimage tourism monumental tourism are the recent trends of adventure tourism yoga tourism and medical tourism. India offers tourism opportunities for all type of tourist from different age groups thus outperforming in the Global tourism scenario and gaining advantage in attracting a good volume of foreign tourist and generating revenues for the country

Exponential growth in the Indian economy is the main cause of growth in tourism in the reason although there are many Areas where a lot of improvement is required with sustenance of growth and involvement of not only the central government but the state governments as well. The governments have to invest in creating tourist infrastructure like transport accommodation all weather roads hygienic destinations so that tourism industry can further reach to newer Heights.

Growing number of middle class families and youth have given a tremendous boost to the industry with many state boards and national tourism authority coming together and promoting tourist destination among the potential customers. With substantial and vibrant nature, tourism industry has put India on a global tourist destination map. The industry contributes not only into the earning of foreign exchange but also providing manifold direct and indirect jobs to the millions of unemployed youth.

The direct contribution of Travel & Tourism to GDP was INR5,943.3bn (USD91.3bn), 3.7% of total GDP in 2017 and is forecast to rise by 7.6 % in 2018, and to rise by 7.1% pa, from 2018-2028, to INR 12677.9 bn (USD 194.7 bn), 3.9 of total GDP in 2028.

In 2017 Travel & Tourism directly supported 26,148,000 jobs (5.0% of total employment). This is expected to rise by 2.8% in 2018 and rise by 2.1% pa to 33,195,000 jobs (5.3% of total employment) in 2028. (WTTC report 2018 on India)

DIGITAL REVOLUTION: E-TOURISM

Availability of social media has brought a new kind of revolution in almost every part of the life and digitalization has impacted the field of tourism as well. this expansion of social media and digitalization has given a new and equal opportunity to big or small business owners to reach to global customers. With the Global presence of the businesses the firms have to work in a competitive market by creating new and improved services for their customers. Buhalis (2003) Suggested that e-tourism reflect the digitization of all processes and value change in the tourism travel hospitality and Catering businesses. This includes the application of ICT for maximizing the benefits and effectiveness of tourism firms

What product/services do you intend to purchase online in the next 6 months?		
Base: All respondents	APAC	IN
Books	52%	41%
Music (not downloaded)	17%	21%
Videos/DVDs/Games (not downloaded)	16%	22%
Clothing/Accessories/Shoes	44%	25%
Cosmetics/nutrition supplies	30%	14%
Electronic equipment (TV/Camera etc.)	32%	36%
Toys/Dolls	14%	10%
Computer Hardware	21%	24%
Computer Software (not downloaded)	12%	21%
Airline ticket/reservations	35%	40%
Tours/Hotel Reservations	30%	29%
Automobiles & Parts	7%	12%
Event Tickets	18%	26%
Sporting Goods	17%	12%
Sports Memorabilia	8%	5%
Groceries	27%	18%

Source: Neilson Report on Online shopping trends in India (September 20, 2010)

With the increasing level of consumer confidence, online travel industry has seen rising stocks and improved conditions for air and hotel suppliers in the industry's ecosystem (Juman, 2012). The biggest players of Indian travel markets are Expedia, Clear Trip, Yatra, MakeMyTrip, Ibibo and SOTC kuoni etc.

REVIEW OF LITERATURE

Megha Y. Patil had studied the Social Media and Customer Relationship Management. In the research paper she concluded that Customers are connecting and having conversations about enterprises through social media, whether enterprises are actively engaged or not, and brands risk being raised if they fail to participate. Social CRM is an opportunity for organization to become customer centric. It contents the new communication and collaboration medium of social media to improve the existing business processes of marketing, sales & services. Business are embracing social Medias for virtual communities also to improve customer care. **Vivek Bajpai; Dr. Sanjay Pandey; Mrs. Shweta Shriwas (2012)** had published their research paper on Social Media Marketing: Strategies & Its Impact. In the research paper they have said Each of the social platforms have their own ecosystem. it is very easy to create a basic social media presence but it is harder to get your community on these social media platforms. you need to make sure that your online presence is available in local business directories so that your potential customer can find you in case of need. **Dr. R. Srinivasan, Prof. Resham Bajaj & Dr. Sandeep Bhanot (2016)** had written the research paper on Impact of Social Media Marketing Strategies used by Micro Small and Medium Enterprises (MSMEs) on Customer acquisition and retention. In the research they conclude that research will be helpful for MSME's as they will be able to target customers with appropriate social media marketing strategies. The research will also uncover factors contributing to increase in sales through social media marketing. The MSME's will be able to choose social media channels, social tactics and create an effective social

media marketing strategy to acquire and retain customers based on the findings and conclusion of the research. **Yuanfang Qian, Jun Hu, Mu Zhang** had written the research paper on the Study on the Online Travel Information Search: A Perspective of Social Media. In research paper they concluded that First of all, from data analysis in the previous chapter, it is clear that social media provides a variety of sources to travel information search. Although social media information only covers around 24% of all search results and merely a certain proportion of social media websites show up among the search results according to the distribution of keywords and the search results, the actual proportion of social media information on the Internet that is not represented in the ranking list of search results is far more larger. The author did not choose to use professional vertical travel information search engines to make sure that the data and conclusion of this study stay convincing and objective. It can be concluded from all of above that social media generates great amount of travel information despite of the fact that data in this study can only be able to represent a very little part of all social media data. **Rahil Yusuf (2015)** had said in his research paper on the Social Media- a New Trend in e-Marketing. In research paper he concluded that Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. Social media is a place where they can gain rich, unmediated customer insights much faster than before. This gives small sized or large companies the necessary insight to market and design promotional strategies tailored to target specific market segment. This kind of data driven marketing could not be provided by the traditional advertising channels like print and radio because they are difficult to measure. **Mohammad Furqan Khan, Dr. Anisa Jan (2015)** had written in his research paper on the Social Media and Social Media Marketing: A Literature Review. In research paper he concluded that they made an effort to understand the concepts of social media and social media marketing. We studied the literature of the social media first and analysed the honey comb model which explains the seven basic functionalities of any social media website. Our literature review of the social media marketing led us to identify the five major dimensions of the social media marketing. **M. Nick Hajli (2014)** had written in his research paper on a study of the impact of social media on consumers. In research paper he concluded that Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business. A multidisciplinary model, building on the technology acceptance model and relevant literature on trust and social media, has been devised. The model has been validated by SEM-PLS, demonstrating the role of social media in the development of e-commerce into social commerce. The data emerging from a survey show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor. At the end of the paper, the author discusses the results, along with implications, limitations and recommended future research directions. **Bidyanand Jha**

(2014) had written the research paper on Social Media, Brand Community, and User generated comments and Brand Loyalty: Study of Indian Youth. In research paper he concluded that the role of brand communities in enhancing customer relationships with elements of the brand community elaborated by **McAlexander et al. (2002)**. To the extent that a brand community based on social media acts to provide benefits to its members, to facilitate information sharing and to enhance customers' bonds to each other, it cements the customers' relationships with the brand, the product, the company and other customers. These enhanced relationships result in enhanced brand loyalty, but we showed that brand trust has a fully mediating role in this process. All in all, our findings show how social media could be a platform for brands to achieve the same desired outcome from their brand community activities; that is having more loyal customers. **Faraz Farooq, Zohaib Jan (2012)** had written the research paper on The Impact of Social Networking to Influence Marketing through Product Reviews. In research paper they concluded that Online Social networking websites are very popular and have become a part of life. These sites have made significant impact in the individual's life. The survey consists of two questionnaires each for user and organization. this survey helps in understanding the reason why the tagged based marketing is not successfully implanted in Pakistan, what are the barriers and what steps could be taken to make it effective for organizations.

RESEARCH METHODOLOGY

Objectives:

- To understand the Customer acquisition through social media marketing
- Parameters used for customer acquisition by online tourism through social media marketing
- Effect of social media marketing on consumer buying behavior
- To understand the effective marketing strategies through social networking sites.
- To understand the respondent perception towards online advertising.

Data Collection

Primary Sources: The data is collected and observed by structured questionnaire.

Sampling: Non probability sampling technique is used to collect the opinion from the online respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like young adults, graduates

Sample Size: 202 Respondents

Sample Area: Delhi/NCR

Age of Respondent: 18-60 YEARS

DATA ANALYSIS

Descriptive Analysis of Primary Data:

This part of study is mainly focused on verifying main objectives of study. Researcher used statistical tools like mean, standard deviation and graphs for analysis of primary data.

Reliability Test:**Table 1: Case Processing Summary**

		N	%
Cases	Valid	202	100.0
	Excluded ^a	0	.0
	Total	202	100.0

Listwise deletion based on all variables in the procedure.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.927	68

To measure the reliability of the responses and the tests, we have taken the Cronbach's Alpha Reliability Test. According to a rule, the values between 0 to 1 are Cronbach's coefficients, but the value between 0.6- 0.7, it is moderately reliable, the values more than 0.6 are not much reliable and the values more than 0.7 are highly reliable. So, thus the following test shows the value of the reliability test as 0.927 and hence it shows that it is highly reliable.

The Cross tabulation between do you have an account on any social media and for how long have you been using social media of 202 respondent out which 129 have an account on social media using for more than 3 years.

On the question on how often do you consider opinion posting on social media sites for buying decision, it was found Out of total 202 respondents 89 replied with always, 5 replied with never and the same. This means that most of the customers will post there opinion on social networking sites.

On the question if the advertisements appearing on your social media profile are relevant for for the customer or not, the response was Out of total 202 respondents 78 replied with strongly agree, 68 replied with agree and 5 replied with strongly disagree

On the question on how frequently does one click on the advertisements seen on social media it was found (in terms of accessing the site or buying the product, Out of total 202 respondents 82 replied with always, 43 replied with often and 10 replied with never and the same is represented through chart shown below:

On the question on how frequently do you purchase products/service based on the advertisement clicked, Out of total 202 respondents 77 replied with always, 39 replied with often and 18 replied with never and the same is represented through chart shown below:

Table 3: Are you satisfied with services availed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	69	34.2	34.2	34.2
Agree	73	36.1	36.1	70.3
neutral	54	26.7	26.7	97.0
disagree	5	2.5	2.5	99.5
Strongly Disagree	1	.5	.5	100.0
Total	202	100.0	100.0	

Table 3 shows if the customer was satisfied with services availed, Out of total 202 respondents 69 replied with strongly agree, 73 replied with agree and 1 replied with strongly disagree and the same is represented through chart shown below:

It was also found that “Social networking/media has increased the frequency of buying products online or use of online, Out of total 202 respondents 89 replied with strongly agree, 75 replied with agree and 1 replied with strongly disagree and the same is represented through chart shown below:

Table 4: How frequently you travel using online travel portal?

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	86	42.6	42.6	42.6
often	60	29.7	29.7	72.3
Sometimes	35	17.3	17.3	89.6
rarely	14	6.9	6.9	96.5
never	7	3.5	3.5	100.0
Total	202	100.0	100.0	

This table shows How frequently the customers travel using online travel portal, Out of total 202 respondents 86 replied with always, 60 replied with often and 7 replied with never and the same is represented through chart shown below:

Table 5: What is your preferred booking mode?

	Frequency	Percent	Valid Percent	Cumulative Percent
Online	161	79.7	79.7	79.7
Offline	16	7.9	7.9	87.6
Valid search online buy offline	21	10.4	10.4	98.0
search offline buy online	4	2.0	2.0	100.0
Total	202	100.0	100.0	

This table5 shows What is the preferred booking mode, Out of total 202 respondents 161 replied with online, 16 replied with offline, 21 replied with search online buy offline and 4 replied search offline buy online and the same is represented through chart shown below:

Correlation Analysis:

The correlation matrix is very useful to get an overview of the relationship arising between the variables. The Pearson correlation coefficient, r , shows the strength of relationship between two variables. The effect size measure is constrained to range from 0 and 1(-1). 0 says that it has no effect, while 1 depicts its being perfectly correlated.

Hypothesis:

H0: $r = 0$

("The Pearson correlation coefficient is 0; there is no correlation")

H1: $r \neq 0$

("the Pearson correlation coefficient is not 0; a non-zero correlation could exist")

Where, r is the Pearson correlation coefficient.

Table 6: Correlations

	Do you think that Social media affects purchase decision of online travel portal?	INDEPENDENT_1
Do you think that Social media affects purchase decision of online travel portal?	Pearson Correlation	1
	Sig. (2-tailed)	.575**
	N	.000
INDEPENDENT_1	Pearson Correlation	202
	Sig. (2-tailed)	202
	N	.575**
	Sig. (2-tailed)	1
	N	.000
		202

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix between the social media affect the purchase decision of online travel portal and the independent variable 1 which consist of major touch point for customer acquisition and customer engagement of online travel portal. The Correlation test show that the p-value significant level is less than 0.01 and value of correlation between the variable is 0.575 which mean the variable are correlated with each other. This shows the Social media effect the purchase decision of online travel portals which led to the more customer engagement and customer acquisition through social media.

Table 7:Correlations

		Do you think that Social media affects purchase decision of online travel portal?	INDEPENDENT_2
Do you think that Social media affects purchase decision of online travel portal?	Pearson Correlation	1	.520**
	Sig. (2-tailed)		.000
	N	202	202
INDEPENDENT_2	Pearson Correlation	.520**	1
	Sig. (2-tailed)	.000	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix between the social media affect the purchase decision of online travel portal and the independent variable 2 which consist of factor affecting purchase decision using online travel portal. The Correlation test show that the p-value significant level is less than 0.01 and value of correlation between the variable is 0.520 which mean the variable are correlated with each other.

Table 8: Regression Analysis

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.595 ^a	.354	.347	.72038	.354	54.511	2	199	.000	1.920

a. Predictors: (Constant), INDEPENDENT_2, INDEPENDENT_1
 b. Dependent Variable: Do you think that Social media affects purchase decision of online travel portal?

After doing the regression analysis on the two variables i.e. Social media effect the purchase decision and the two in independent variable that’s is factor affecting the purchase decision of online travel portal that price, brand, services, availability etc. and major touch point for customer engagement and customer acquisition, the value of R Square was found out to be **0.354** So, it can be interpreted that there will be **35.4%** positive variation to the Purchase Decision of consumers because of the social media of online travel portals. Meaning that 34.7% of the dependent is explained by the independent variable

Table 9: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.576	2	28.288	54.511	.000 ^b
	Residual	103.270	199	.519		
	Total	159.847	201			

a. Dependent Variable: Do you think that Social media affects purchase decision of online travel portal?

b. Predictors: (Constant), INDEPENDENT_2, INDEPENDENT_1

The ANOVA helps in testing whether the model is significantly better at predicting the outcome as compared to using the mean as predictor. If it is good, it will be significant while the mean square of the model is large and the residual mean square is small. This should reason the F-ratio to be at least greater than 1.

While analyzing, the linear regression tells us that the F-value is **54.511** and that the model is significant (Sig. F Change, >0.001). This result means that the model significantly improves our capacity to predict that do you think social media affect purchase decision of online travel portals than using mean as the best guess.

Table 10: Coefficients Table

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.082	.174		.470	.639		
	INDEPENDENT_1	.568	.112	.415	5.067	.000	.484	2.068
	INDEPENDENT_2	.360	.133	.222	2.708	.007	.484	2.068

a. Dependent Variable: Do you think that Social media affects purchase decision of online travel portal?

The Coefficients table is used to analyze the parameters of the model. It provides us the prospects to assess individually the contribution of the independent variables over the dependent variable. The estimates of the b-values are a clear indication of the relative contribution of each predictor to the model. While determining the importance, we find out if each predictor has made a significant contribution to predicting the dependent variable by looking at the column labeled Sig. Values less .05 significant.

Furthermore, our research has found out that “INDEPENDENT_1” is significant (b=.568, Sig >.05) and is positively associated with “do you think social media affect purchase decision of online travel portal”. “INDEPENDENT_2” is also significant (b=.360, Sig>.05), but the b-value indicates a positive association to “do you think social media affect purchase decision of online travel portal”.

Therefore, it would most likely have been a positive relation between the predictor and the outcome variable if the scores were positive. No other significant parameters were found to be contributing to predicting “do you think social media affect purchase decision of online travel portal”.

FINDINGS

- Awareness of social media is very high among small businesses – it has become the “talk of the town.” As it was found that nearly 90% of respondents use social media.
- But simultaneously, on the other side of the coin nearly 10% of the respondents are still not using social media and hence are missing out on a tremendous opportunity to connect and engage with potential services.
- Small Consumer have been slower to adopt, mainly because they feel social media is not significant for their type of purchase.
- Majority of the respondents found social media marketing very important and were certain about its bright future potentials, when asked for their opinions about social media.
- The main reason for social media marketing was to create a platform for highlighting their brand and create brand awareness as it would be difficult for the small business to advertise their product than by other expensive and paid mediums with limited resources.
- The brand highlighting was done through various social media tools like facebook, twitter, pinterest, linkedin by using various engagement methods.
- Majority have responded that they have not measured the increase in the revenue after the inclusion of social media as a marketing tool, as there can be numerous other factors which have an impact on the revenue generation of businesses.
- Social media in today’s times, is the number one activity on the web, as majority of the respondents of the study have been found to be using social media for more than 3 years and spend on an average 4-5 hours on it a day.
- People of all ages are not actively using social media. Respondents of the age group from 15 to 35 are the most active while respondents above age group 45 are generally not engaged in social media for buying decisions as they prefer traditional method of shopping.
- Demographic details can be surmised as the respondents of the age group 15-35 lead the survey, indicating that the younger generation is spending more time on social media sites as they are logged in quite frequently.
- Majority of the respondents found that social media is important for their social life and they engage in it mostly for connecting with family and friends, socializing and collecting the information.

- Facebook is the most popular and preferred SNS for the respondents followed by LinkedIn and Twitter. Thus information on these social networking sites seems to be relevant and of matter of interest to them.
- Majority of the respondents hardly got influenced by the views and reviews of the family and friends and also the external source, this may indicate that the decision making is influenced to the extent of procuring information.
- Respondents do find the relevance in the advertisement they see on social media sites and also click on them sometimes indicating they get attracted towards the brand and want to collect information about the same though it may not convert into a purchase.
- They find contests, promotions, pictures, offers interesting and like to participate, which shows that brand information do influence the respondents.
- As far as the shopping experience is concerned, majority of the respondents who have shopped online responded positively and were satisfied with the overall experience.
- The level of trust for shopping online is building gradually as majority respondents agreed to have shopped sometime or the other after clicking on the advertisement.
- Respondents are satisfied with the after sales service provided by the companies selling online services and they have rarely addressed the grievance, which can be a step towards trust building and relationship management for shopping online.
- Similarly , regression analysis show the positive relation between the customer acquisition and customer retention through social media of online tourism
- Overall, the factors help to conclude that the consumers do get influenced by social media marketing to for making purchase decisions.

Consumers interact with businesses or brands via social media, for getting discounts or coupons, reading reviews as part of purchasing process as customers research product information before deciding to transact. Consumers are willing to interact with businesses if they believe it is to their benefit, help create trust for the company and decide social media is the right channel to use to get the value they seek. That value could be in the form of a coupon or specific information. Engaging with a company via social media may result in a feeling of connectedness for consumers – an emotional, intangible gain – but the wish for intimacy is not what drives most of them.

CONCLUSION

The present study concludes that consumers today use many mediums to gain information and update their brand knowledge which clearly signifies that these modern customers combine various information sources to make final purchase decision. Online advertising is being used by the marketers and the customers also take the advantage of this tool along with the traditional sources of information. Today consumers want to have more information and knowledge about the brands so that

they can understand the strengths and weaknesses of the products before they make a final purchase decision. They also want to save their time by evaluating such products online.

The study further reveals that increased literacy about internet is one of the main reasons for growing importance of social media marketing. The use of social media has clearly identified that internet can serve their various purposes and they can involve themselves not only in information sharing and online shopping but also connecting with more friends. Customers today want the presence of all brands on social media network so that they can get access to the products and exclusive content of the brands and can further get discounts and deals from the marketers.

With the advent of online and social advertisement, the reliability on the traditional promotional methods have decreased significantly and this shift has forced brands and products to come online and show their presence to the future consumers. Travel industry mostly rely on word to mouth publicity hence social media has become a great network where previous customers or tourist can talk about their experiences and motivate others to utilize the services of a particular brand or destination.

At the same time tourist are also concerned about the safety side of using such social media marketing campaigns as most of the time it is very much unsafe to use these online sites as the previous examples show that many frauds have taken place in online platforms. Thus we can conclude by saying that:

Social Media has become an important part of our lives. All businesses big or small, one man or large scale organizations are using the power of Facebook, Twitter etc. to engage with their customers, its impact is unprecedented.

Social media also help for customer retention and customer acquisition which help to increase the awareness and image of various online travel portals.

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