

An Assessment of Social Media Marketing Practice: The Case of Pagumen Tour and Travel S.C.
Mesfin Getachew, St. Mary's University

Abstract

This study aims to examine the assessment of social media marketing practice in Pagumen Tour & Travel S.C. Social media marketing is still in its infancy and social networks are still small players compared to big portals and search engines in terms of audience and revenue. However, social network sites (Facebook, Twitter, etc) are the fastest growing online sector and it is likely that they will become the most important online marketing tools and will outperform “traditional” online marketing sites and portals. Both quantitative and qualitative research methods were adopted for the study. Questionnaire, interview and document analysis were used as methods for gathering data. The data obtained from the distributed questionnaires were subjected to descriptive statistics analysis using one way & two way (Cross tabulation) frequency tables, mean (central tendency). In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. Out of the 50 distributed questionnaires, 49 were collected, however, 2 incomplete questionnaires were identified and discarded while the collected questionnaires were checked during data editing. Therefore, 47 questionnaires were found to be valid and used for the final analysis. The information gathered from the interview was discussed in conjunction with the quantitative data.

Keywords: Social Media Marketing, online marketing, Pagumen Tour and Travel

1. Introduction

Marketers and organizations are under increasing pressure to demonstrate the contribution of marketing activities to their firms' bottom line (Kumar & Shah, 2009; McDonald, 2010; O'Sullivan & Abela, 2007; Stewart, 2009). The lack of accountability has weakened the stature of marketing within firms, and the only way to regain its influence is to show the outcomes of marketing in optimized monetary terms to top management (Verhoef, Kannan & Inman, 2015). Research shows that the ability to measure marketing performance has a significant effect on firm performance, profitability, stock returns, top management satisfaction with marketing, and marketers' reputation within an organization (Gök, Peker, & Hacıoglu, 2015; O'Sullivan & Butler, 2010).

Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media sharing technology is changing the way firms respond to consumers' needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities. Social networking is also a significant target area for marketers seeking to engage users.

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built in data analytics tools, which enable companies to track the progress, success, and engagement of campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and the establishment of a firm's desired social media "culture" and "tone".

Pagumen Tour & Travel Foundation is a newly established share company with the highest capital investment (4 million USD) in the Ethiopian Tourism sector. *Pagumen* was founded by 38 charismatic, visionary and innovative entrepreneurs, who want to contribute to the transformation of Ethiopian tourism. *Pagumen* is registered with the Ethiopian Investment Agency as Grade One Tour Operator. The aim is to address the missing link in the conventional tour and travel operations in Ethiopia. It has more than 1200 shareholders spread all over the world. This is by far an opportunity for the company and for our customers carrying the *Pagumen* Tour and Travel S.C flag.

Building on the Ethiopian Orthodox Church's values and principles, a custodian of most of the attractions in Ethiopia, *Pagumen* Tour and Travel SC is committed to provide world class services with qualified professionals accustomed to the destinations. It is promoting sustainable tourism that cares for the community in the destination: their values, culture, heritages, and livelihoods. It highly values the satisfaction of their customers. In addition, it tries its best to bring alive the stories of the places people visit and let them experience local life first hand. For example, when people visit the castles of Gondar, Camelot of Africa, on the way they will participate in the practice of the sacred chants of clergies in the traditional church schools of Ethiopian Orthodox church. These are based on St Yared's teaching, a renowned composer around 550 A.D, long before Shakespeare and Beethoven.

The aim is to unleash Ethiopia's potential for sustainable and inclusive tourism development and promote Ethiopia's history, culture, nature, and hospitality to the world. The mission is to offer travelers an authentic Ethiopian origin tourism brand streamlined to capture the comprehensive tradition of Ethiopian hospitality but with a world class service. The vision is to set a platform in service excellence by offering educational, recreational, inspirational tour operation at a competitive price. The motto is "***with Pagumen, Ethiopia narrated truly!***" When they say, with Pagumen, it is all about the tour guides who proudly and confidently make themselves ready to let visitors or tourists know about Ethiopia in general and the particular destinations. The aim is to provide a "one window service" for all your needs of services and products in the tourism sector that provide tour operations (inbound and outbound), facilitates travel (including ticketing for your inland journey), event organization, car rental services and many more. Apart from its financial capacity, the company has more than 40 professional (local and foreign) employees with very good communication skill in

various languages. The company has about 45 brand new vehicles (Toyota V8s, Hardtop Toyota land cruisers, modern and comfortable buses with AC, toilet and other facilities, midibuses and sedan cars), Pagumen has a modern office equipped with contemporary communication and IT facilities. Pagumen is in the process of opening up branch offices abroad (Germany in Europe and Washington DC in USA). It has very good support from the Ethiopian government particularly from the Ministry of Culture and Tourism as well as from Ethiopian Tourism Association. They are members of the Ethiopian Tour Operators' Association. They do not compromise the brand. As a 21st century enterprise, it is hugely depending on technologies; use of modern vehicles, IT and communication system, tracking of travelers using GPS, well trained scout-drivers and tour guides. The ways of working also make us unique. Safety and security is our top priority. They also do care for the environment. They have professionals trained and equipped on these matters. Through our corporate social responsibility, which is also yours. They engage the communities in the destination to participate in and benefit from the tourism value chain; then to ensure conservation and preservation of the destination. It always makes an unusual effort to satisfy its clients; and continuously aim to improve. The staff communicates swiftly and positively and they do business ethically.

1.1 Statement of the Problem

According to Gunelius (2011:10), social media marketing can be defined as “any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product or person using the tools of the social Web”. In a simpler way Jaokar et al., (2009) describe social media marketing as “an interaction with the set of online social media conversations from a marketing perspective”. Moreover, social media marketing is a new marketing strategy which almost every business is adopting to reach their consumers on the virtual networks. If you have an idea and you want it to reach millions at a very little cost, then social media is the only way-out.

Weinberg (2009) has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. So, if we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, launch of the new model or product and latest news about the organization through social media applications. Gordhamer (2009) has related social media marketing to the relationship marketing where firms need to shift from “trying to sell” to “making connections” with the consumers. This explanation of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty.

Kotler et al. (2008) describes social media marketing as “a social and managerial process through which individuals and groups obtain what they need and want”. Social networking and social media specifically, have been painted as the new marketing landscape for businesses to engage with their communities of customers wherever they congregate (Solis,

2009). The evolution of social networks allows for personalized interactions between advertisers and consumers (Mabry, 2010). By using social media as a marketing tool, business can integrate community marketing and learning from online user behaviors to engage, share and drive conversations with customers and partners online (Brown, 2010). Social media is a complementary extension of all marketing efforts. Social media is more of a mindset than a true channel (Evans, 2010). Social networks and social media are permeating society more and more every day. In fact, recent research has revealed that the scope of social networks spans much of the globe and is comprised of more than just Facebook, Twitter (Twitter.com, 2010), blogs, YouTube and Flickr (Solis, 2010) (as cited in Dickey & Lewis 2010).

Social media marketing offers opportunities for tourism product suppliers, such as accommodation, recreational activities, transportation, tours, etc. to visitors, who embrace it into their organizations. Marketers can take on with knowledgeable crowd, work with them together, and network with them with a view to do marketing by using the social media, and also the social media marketing provides opportunity for businesses to develop trust among customers (Bonson and Flores, 2011). Entertainment companies were the first to adopt the social media as a promotional tool.

Pagumen Tour and Travel makes use of Facebook, Twitter, YouTube, LinkedIn, and other tour based social medias like Trip Advisor, Tour me, viator; those have so many followers. *Pagumen* Tour and Travel has a modern office equipped with contemporary communication and IT facilities. *Pagumen* Tour and Travel is in the process of opening up branch offices abroad (Germany in Europe and Washington DC in USA). They have very good support from the Ethiopian government, particularly from the Ministry of Culture and Tourism as well as from Ethiopian Tourism Association. The company is a member of the Ethiopian Tour Operators' Association. It is in the process to be ISO certified.

Preliminary, observation and interviews were conducted with different tourism sector experienced tour operators and tour guides. *Pagumen* Tour and Travel is in Facebook, Twitter, YouTube, LinkedIn, and other tour based social media like Trip Advisor, Tourme, viator. Compared to other travel industry companies, *Pagumen* Tour and Travel is not active in promoting the tour, itineraries, building image and sustainability of the tour company.

Basic Research Questions

In this study, the following research questions were answered:

- What are the main information sources for tourists to know about *Pagumen* Tour & Travel Company?
- What are the challenges of *Pagumen* Tour and Travel S.C in tour promotion and using social media marketing?
- What types of social media were used in tourism marketing by *Pagumen* Tour & Travel Company?

1.2 Research Objective

General Objective

The main objective of this study is to assess the social media market practice in the case of *Pagumen* Tour & Travel S.C.

Specific Objectives

The specific objectives of this study are:

- To identify the major information sources for tourists and maximize their utilization using the social media;
- To identify the challenges of *Pagumen* Tour and Travel S.C in tour promoting using social media marketing; and
- To identify the types of social media for the use of tourism marketing in a Tour & Travel company

2. Research Methodology

2.1 Research Design

In order to answer the above basic research questions, the student researcher has made use of descriptive research method. Descriptive research method helps to describe the research setting as it is and also allows the use of both quantitative and qualitative approach.

2.2 Population, Sample Size and Sampling Techniques

The Marketing Manager of *Pagumen* Tour and Travel Company, and social media users were the participants of this study. The researcher used non probability sampling approach, specifically convenient sampling technique because nonprobability sampling approach enables the researcher to get some idea of the population and characteristics of the problem using well informed members in a short time. 50 social media users of the Company participated in this study.

2.3 Types of Data Collected

The researcher used both primary and secondary data for the study. The primary data were obtained from primary sources like social media users, the Marketing Manager. Reference books, websites etc, have been used as secondary data.

2.4 Method of Data Collection

The researcher used two basic methods: questionnaire and interview to collect data. The questionnaire was distributed to the social media users (Customers of *Pagumen* Tour and Travel S.C), and an interview was conducted with Marketing Manager of the Company.

2.5 Method of Data Analysis

The researcher used both qualitative and quantitative data analysis techniques. The responses that were collected from questionnaires were analyzed using quantitative approach- tabulation and percentages. The responses that were being obtained through interview were narrated qualitatively.

3. Results and Discussion

This part of the study is data presentation, analysis, and interpretation. The data obtained from the distributed questionnaires were subjected to descriptive statistics analysis using one way & two way (Cross tabulation) frequency tables, mean (central tendency). In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. Out of the 50 distributed questionnaires, 49 were collected; however, 2 incomplete questionnaires were identified and discarded while the collected questionnaires were checked during data editing. Therefore, 47 questionnaires were found to be valid and used for the final analysis. The information gathered from the interview was discussed in conjunction with the quantitative data.

3.1 Quantitative Result

Demographic Characteristics of Respondents

Table 1 General Characteristics of the Respondents

Variable	Categories	Frequency	Percentages
Gender	Male	20	42.55%
	Female	27	57.45%
Age	Under 18	-	-
	19-29	36	76.6%
	30-39	8	17.02%
	40-49	3	6.38%
	50 and above	-	-
Education background	Elementary	-	-
	High school	-	-
	Diploma	12	25.53%
	First Bachelor Degree	30	63.83%
	Master and above	5	10.64%
Job role	Business owner	11	23.4%
	Employee	35	74.47%
	Currently I don't have a job	1	2.13%

As presented in item 1 of Table 1, which indicates gender composition of respondents, out of the total respondents 27(57.45%) of them were female and the remaining 20(42.55%) were male. As it can be seen here the majority of the respondents who completed the questionnaire were female.

As item 2 of Table 1 shows, regarding the age ranges of respondents, 76.6% of them are within the age range of 19-29 Years, 17.02% are within 30-39 years, and 6.38% are within 40-49 years of age. The researcher realized that most of the sample respondents (76%) are at their young age.

As item 3 of Table 1 shows, regarding the educational background of the respondents, 25.53% of them are Diploma holders, 63.83% of them are Bachelor Degree holders and 10.64% have Master’s degree and above. From this , we can see that all the respondents can be considered as relatively educated members of the society whose educational level ranged from Diploma holder up to Master’s degree and above educational status.

As item 4 of Table 1 shows, concerning the job role of the respondents, 23.4 % of them are business owners, 74.47% of them are employees, and 2.13% are unemployed. However, data shows that most (97.87%) of the respondents are workers.

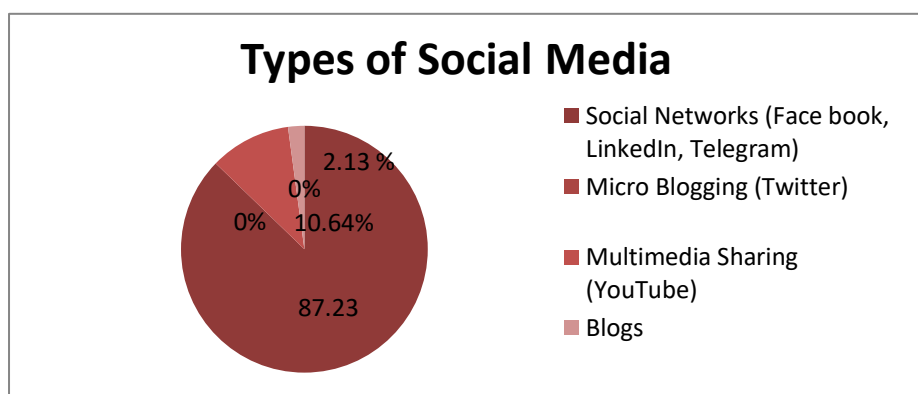
3.2 Analysis of the Findings of the Study

Types of Social Media

Table 2: Types of Social Media

Types of Social Media	Frequency	Percentages
Social Network (Facebook, LinkedIn & Telegram)	41	87.23%
Micro blogging (Twitter)	-	-
Multimedia sharing (YouTube)	5	10.64%
Blogs	1	2.13%
Other	-	-

The study also revealed that consumers used different social media types (platforms) (Table 2) to find information about products/services/brands. Social networking sites (Facebook, Linked In &Telegram) are the most (87.23%) used by consumers. In contrast multi-media sharing sites (YouTube) and blogs are the least used social media types accounting 10.64% and 2.13%, respectively. As can be seen here, the majority of the respondents are 87.23%) social network (Facebook, LinkedIn and Telegram) users.



**Figure 1
Types of
Social Media**

Average Time Spent on Social Media

Table 3: Average Time Spent on Social Media

Time spent(in hour)	Frequency	Percentages
Throughout the day	25	53.19%
At least one time per day	18	38.30%
A little time per week	3	6.38 %
At least one time per week	1	2.13%
Other	-	-
Total	47	100

As presented above (Table 3), the highest hours spent on social media shows that 53.19% of respondents said that they used social media throughout the day, 38.30 % at least one time per day, 6.38% a little time per week, and 2.13% at least one time per week. That the majorities (53.19%) are using social media throughout the day indicates that using social media is among the daily activities of respondents.

3.3 Reasons to use Social Media

Table 4: Reasons to use social media

Reasons to use social media	Frequency	Percentages
To keep in touch with people	25	53.19%
To share interests (picture, video)	10	21.28%
To listen to music and watch video	5	10.64 %
To exchange documents(files)	3	6.38%
Other	4	8.51%
Total	47	100

As presented in Table 4, the reasons mentioned to use social media, are: 25(53.19%) of the respondents said they use different social media to keep in touch with people, 5(10.64%) of them said they use social media to listen to music and watch videos, 10 (21.28 %) said they use social media to share their interests, 3(6.38%) said they use social media to exchange documents or files with others, and 4(8.51%) of them said they use social media for reasons which are not indicated in the alternatives, which included they use social media to find information about services. Based on the information indicated above, the majority, 25(53.19%) of the respondents said they are using social media to keep in touch with people, and this indicates that using social media is to keep in touch with people's daily activities .

3.4 The Opinion on Social Media

Table 5: The Opinion on Social Media

Variables	Frequency	Percentages
Cloths	9	19.15%
Electronics	5	10.64%
Household appliance	-	
Health and beauty products	2	4.26%
Tour & Travel	31	65.96%
Total	47	100

As seen in Table 5 above , regarding the use of social media to find information about services, 100 % (47) of consumers said that they used social media to find information about services i.e, clothes constitute 9(19.15 %), electronics 5(10.64 %), and health and beauty products 2(4.26%). This data shows that most of the respondents, 65.96 % (31) share opinions about Tour & Travel on social media, which indicates that this is a good opportunity for the Company.

The Duration as a customer of *Pagumen* Tour and Travel S.C page

Table 6: The Duration as a customer of Pagumen Tour and Travel S.C page

Years	Frequency	Percentages
Less than 3 Month	1	2.13%
3 to 6 Month	1	2.13%
6 Month to 1year	4	8.51%
1 year to 2 years	4	8.51%
>= 3 years	37	78.72%
Total	47	100

As presented in Table 6 2. above, 13% of respondents have been Pagumen Tour and Travel S.C page social media users for less than 3 months, 2.13% for 3 to 6 months, 8.51% for 6 months to 1 year, 8.51 % for 1 to 2 years, and 78.72 % for >=3 years. This data shows that most of the respondent 78.72% (45) have been *Pagumen* Tour and Travel S.C Social Media page users for more than three years.

3.5 The Follow, Like and Share *Pagumen* Tour and Travel Company on Social Media

Table 7: the Follow, Like and Share Pagumen Tour and Travel Company on Social Media

Variables	Frequency	Percentage
Follow (like & share) Pagumen Tour & Travel company	Yes	41
	No	3
	I don't remember	3
Total	47	100

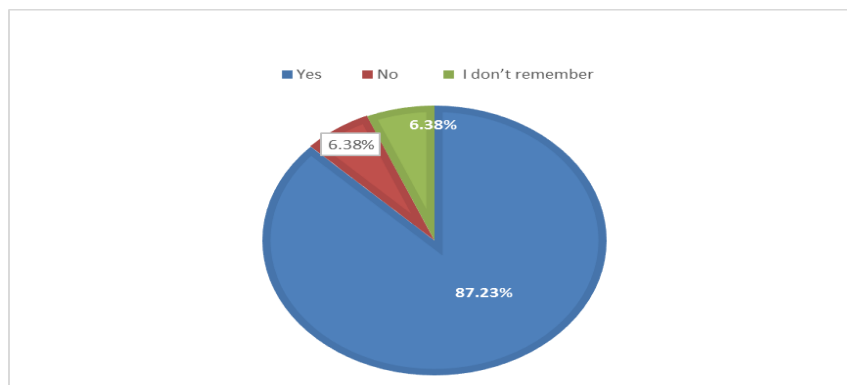


Figure 2: Follow, Like and Share Pagumen Tour and Travel Company on Social Media

As seen in table 7 above, customers who responded to the follow, like and share *Pagumen Tour and Travel S.C*, are: are 87.23% of the respondents said Yes, 3 (6.38%) respondents answered No, while 3 (6.38%) respondents do not remember to Follow, like and share *Pagumen Tour and Travel S.C* on social media. As can be seen here, the majority of the respondents i.e, 87.23% (41) follow, like and share *Pagumen Tour and Travel S.C* on social media, have a good relationship with *Pagumen Tour and Travel S.C*

3.6 The Reasons of follow (like) *Pagumen Tour and Travel Company*

Table 8: The Reasons of follow (like) *Pagumen Tour and Travel Company*

Variables	Frequency	Percentages
To read comment and review about service	26	55.32%
To get discount Tour Package	9	19.15%
You are current customer	4	8.51%
To communicate service	5	10.64%
Other	3	6.38%
Total	47	100

As indicated in Table 8, 55.32%(26) of the respondents use the page to read comments and reviews about services, 8.51% because they are current customers, 19.15% (9)to get discount Tour Package, 10.64% (5) to actually communicate with them, and 6.38%(3) other. This implies that 55.32% (26) of the respondents' reason to follow or like *Pagumen Tour and Travel Company* service is to read comments and reviews about services. According to this analysis the researcher realized that social media have good relationship with *Pagumen Tour and Travel S.C*.

Recommend friends & likely to follow the service

Table 9: Recommend friends & likely to follow the service

Variables	Frequency	Percentages
Yes ,depends on the service	35	74.47%
Yes , for many services	5	10.64%
No	3	6.38%
I don't know	4	8.51%
Other	-	-
Total	47	100

As seen in Table 9 item 1, about recommending to a friend about what you have seen on social media related to *Pagumen Tour and Travel Company* service a friend, 35 (74.47%) of respondents would recommend friends to follow depending on the service. 5(10.64%) of respondents' said that they recommend their friends for many services. 6.38 % of

respondents said that they will not recommend brands to friends. The majority (74.47%) are using social media depending on the service to follow a Pagumen Tour and Travel Company service on social media.

As Item 2 of the same table shows, on the issue of friends like and share a Tour Company brand on social media, which asks are you more likely to follow this service? 35(74.47%) of service followers said that they were more likely to follow selected service when their friends are already follower and 6(12.77%) respondents said that they follow many services when their friends like and share the service 5(10.64%) of respondents said that they don't recommend service to friend. The majority 35(74.47%) are using social media depending on the service if friends like and share a Tour Company brand on social media, service. This indicates that using social media is among the tools in a perfect way of respondents.

Positive and Negative Review or Comments from Friends about Services

Table 10 Positive and Negative Review or Comments from Friends about Services

Variables		Frequency	Percentages
Positive Review or comments from Friends about Services	Strongly disagree	6	12.77%
	Disagree	6	12.77 %
	Neutral	13	27.66%
	Agree	17	36.14%
	Strongly agree	5	10.64%
Negative Review or comments from Friends about Services	Strongly disagree	11	23.4%
	Disagree	7	14.89%
	Neutral	13	27.66%
	Agree	15	31.91%
	Strongly agree	1	2.13%

As seen in Table 10, item 1 above, Positive review or comments from friends about services on social media can push you to make your purchase decision in Tour package, 12.77 % (6) of respondents strongly disagreed, 12.77% (6) of respondents disagreed, 27.66 % (13) were neutral, 36.14 % (17) of respondents agreed, and 10.64 % (5) of them strongly agreed. This implies that 46.14% of the respondents agreed on that the Pagumen Tour & Travel S.C used this Social Media tool in a best way.

As item 2 of Table 10 shows, the negative review or comments of the respondents from friends about services in social media can discourage you to make your purchase decision in Tour package, 23.4% (11) of respondents strongly disagreed, 14.89% (7) disagreed, 27.66% (13) were neutral, 31.91% agreed, and 2.13%(1) of them strongly agreed. This implies that 31.91% (15) of the respondents in the study highlighted that a majority of respondents agreed that negative reviews on social media would discourage them to make a purchase.

Trusts on Friends’ Review and Comments about Services on Social Media

Table 11: Trusts on Friends Review and Comments about Services on Social Media

Variables		Frequency	Percentages
Trusts on Friends Review and Comments about Services	Never	1	2.13%
	Rarely	6	12.77%
	Sometimes	23	48.94%
	Frequently	9	19.15%
	Always	8	17.02%
Total		47	100

As seen in Table 11 above, trust the friends review and comments about services on social media, 2.13 % (1) said *Never*, 12.77% (6) said *Rarely*, 48.94% (23) said *Sometimes*, 19.15% (9) said *Frequently*, and 17.02% (8) said *Always*. The majority, 48.94 % (23) who use social media *Sometimes* Trust friends review and comments about services on social media. The study revealed that consumers tend to trust their friends reviews and comments on social media. Trusted friends telling about their own experiences highly influenced respondents.

After a Purchase of Tour package

Table 12: After a purchase a Tour package

Variables		Frequency	Percentages
Write reviews on social media	Never	7	14.89%
	Rarely	6	12.77%
	Sometimes	33	70.21%
	Frequently	-	-
	Always	1	2.13%
Satisfied of purchase a tour package	Never	2	4.26%
	Rarely	2	4.26%
	Sometimes	36	76.60%
	Frequently	3	6.38%
	Always	4	8.51%
Not Satisfied of purchase a tour package	Never	5	10.64%
	Rarely	3	6.38%
	Sometimes	30	63.83%
	Frequently	2	4.26%
	Always	7	14.89%

As seen in the above (Table 12), item 1 that says ‘After a purchase of Tour Package, do you write comments on social media about services?’ 14.89 % (7) said *Never*, 12.77 % (6) said *Rarely*, 70.21 % (33) said *Sometimes*. The majority respondents 70.21 % (33) are *sometimes* using social media after a purchase of Tour package, or write comments on social media about services. According To this analysis, the researcher realized that the respondents who use social media have a good relationship with *Pagumen* Tour and Travel S.C

As item 2 of Table 12 shows, 4.26% (2) said *Never satisfied*, 4.26% (2) said *Rarely satisfied*, 76.6% (36) said *Sometimes satisfied*, 6.38 % (3) said *Frequently satisfied*, and 8.51% (4) said *Always satisfied* of purchase a Tour package. The majority respondents 36(76.6%) are *Sometimes* using social media to share the opinion to your friends on social media about services they are satisfied of purchase a Tour package. According To this analysis, the researcher realized that people on social media have the good relationship with *Pagumen* Tour and Travel S.C

As item 3 of the same Table 12 shows, sharing opinion to friends on social media about dissatisfaction of purchasing a Tour Package, 10.64% (5) said *Never Not satisfied*, 3(6.38%) said *Rarely Not satisfied*, 63.83 % (30) said *Sometimes Not satisfied*, 4.26 % (2) said *Frequently Not satisfied*, and 14.89% (7) said *Always Not satisfied* of purchase a Tour package. The majority 63.83 % (30) said they sometimes use social media to share opinion to friends on social media about services they are Not satisfied of purchase a Tour package. According this analysis, the researcher realized that people on social media have a good relationship with *Pagumen* Tour and Travel S.C

3.7 Qualitative Data Analysis

Interview Results

Pagumen Tour and Travel S.C uses Face book, Telegram, Twitter, LinkedIn & You tube as their main source to advertise their services on social media. The study indicated that social media usage depends on company’s objectives and targets. *Pagumen* Tour and Travel S.C do not use Instagram since they considered them as irrelevant to their activities. One of the interviewee decided to use Social Media platforms for the reason that “...so many people are using it to make contacts, and nowadays it is so popular that I wanted my business to be there as well”. Another interviewee agreed that “Facebook has become one of the biggest social networks all over the world, and now it has even opened spaces for business and advertisement so anyone can learn about us.’ In the company “Branding and IT team” is teams manage the social media marketing activity and promotion of the company. The interviewee sustained that social networks indeed provide contact and communication with customers: I get the chance to advertise the company and interact with my customers in a more personal way via online particularly younger Social media users .Conversely, to address older customers, traditional marketing method is used. The major limitations are that most lack online payment system, and sometimes unethical comments may occurs. Our social media is an open store read by anyone and this may lead buyers to build negative images on our brand for our company. Also, to post the tour package, price in social medias opened to competitors leads to penetration of our price by the competitors of the company It uses for our business to grow up and promote the company in the global market because social

medias are supportive of promoting the company's image, to update information for the customers and also to find out new buyers, to build strong brand, so it is willing to adopt new social media service. Also, social media offers simple ways to customers who should not be dependent on social media

4. Conclusions and Recommendations

4.1 Conclusion

The collective analysis from the above discussion shows that the study was aimed to explain the Social Media Marketing Practice of *Pagumen* Tour and Travel S.C. From the above finding, it was learnt that the practice of social media marketing by *Pagumen* Tour and Travel S.C. was considerable and encouraging despite various challenges encountered. Therefore, social media platform was found out as an important promotion and marketing tool for the tourism sector.

- *Pagumen* Tour and Travel Company used Facebook, Telegram, Twitter, LinkedIn and YouTube to advertise its services on social media. The study indicated that social media usage depends on a company's objectives and targets. *Pagumen* Tour and Travel Company did not use Instagram since it was considered irrelevant to their service.
- The tendency and willingness to use social media as promotional tool is increasing as more and more people use the platform for social and business purpose.
- To post the tour package price on social media open leads the competitors to penetration into the Company's price by the competitors.

4.2 Recommendations

- *Pagumen* Tour and Travel S.C should focus their strategies in ways that will attract the internet savvy customers and engage them through the use of social media in ways that will lead to the generation of positive response from them.
- Companies need have social media specialists whose expertise lie in this area and have to ensure a strong presence on the worldwide web along with guaranteeing that they are positively followed by their customers.

5. References

- Bonsón, E., & Flores, F. (2011). *Social media and corporate dialogue: the response of global financial institutions*. Online Information Review, 35(1), 34-49
- Kumar, V., & Shah, D. (2009). *Expanding the role of marketing: From customer equity to market capitalization*. Journal of Marketing, 73(November), 119– 136.
- Gök, O., Peker, S., & Hacıoglu, G. (2015). *The marketing department's reputation in the firm*. European Management Journal, 33(5), 366–380.
- McDonald, M. (2010). *A brief review of marketing accountability, and a re-search agenda*. Journal of Business & Industrial Marketing, 25(5), 383–394.
- O'Sullivan, D., & Abela, A. V. (2007). *Marketing performance measurement ability and firm performance*. Journal of Marketing, 71(April), 79–93.

- O'Sullivan, D., & Butler, P. (2010). *Marketing accountability and marketing's stature: An examination of senior executive perspectives*. *Australasian Marketing Journal*, 18(3), 113–119.
- Mangold, W.G. and Faulds, D.J. (2009). 'Social media: the new hybrid element of the promotion mix', *Business Horizons*, Vol. 52, No. 4, pp.357–365. .
- Stewart, D. W. (2009). *Marketing accountability: Linking marketing actions to financial results*. *Journal of Business Research*, 62(6), 636–643.
- Jucan, M., Jucan, C., Rotariu, I. (2010). *The Social Destination: How Social Media Influences the Organizational Structure and Leadership of DMOs*, *World Academy of Science, Engineering and Technology*.
- Porter, M. E. (1996). *What is strategy?* *Harvard Business Review*.
- Kaplan, A. M., Haenlein, M. (2010). *Users of the World, Unite! The Challenges and Opportunities of Social Media*.