

The Impact of Social Media Marketing Tool on Brand Loyalty in the Greater Cairo Hotels

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Abstract

Establishing and maintaining brand loyalty is a fundamental objective for businesses operating within the hotel industry. To attract and retain customers, hotels have strategically invested in brand development, with an increasing emphasis on leveraging social media platforms to enhance their online presence. The proliferation of social media marketing has been driven by the growing engagement of social networking users, internet surfers, smartphone users, and digital content consumers. The current research aims to assess the influence of social media marketing on customer retention in hotels located in Greater Cairo. Data were collected from 11 hotels, comprising a total sample of 220 respondents, deemed appropriate for statistical analysis. The study employed SPSS version 23 to conduct various statistical tests, including multiple regression analysis, the one-way ANOVA, and t-test. Descriptive statistical methods were utilized to examine the information gathered, and practical recommendations were provided based on the findings. Social media promotion is essential to enhancing hotel profitability within the hospitality sector. Specifically, this research examines the impact of social media strategies on brand loyalty, media-sharing infrastructure, and customer review platforms. The findings indicate that social media promotion has a positive influence on brand loyalty, particularly in emerging markets. Consequently, it is recommended that hotels actively implement social media

Keywords: E-Marketing; social media; Brand loyalty, Hotel Industry.

1. Introduction

The rapid expansion of the internet has transformed business operations worldwide, with social media playing a pivotal role in redefining how companies engage with their consumers (Ibrahim & Aljarah, 2023; Perera et al., 2022). Social media platforms have empowered consumers by enabling them to assess services before making purchasing decisions (Koay et al., 2021; Manyanga et al., 2022; Chikazhe & Makanyeza, 2022). Social media branding, in particular, has facilitated seamless interactions between businesses and customers without the need for physical engagement.

Due to increasing competition, businesses are increasingly turning to social media as a strategic tool to draw in and keep clients, strengthen brand identity, promote products, and drive sales growth (Mango et al., 2020; Nguyen et al., 2021; Njeri, 2021). In an intensely competitive economic landscape, brand loyalty is a critical factor for sustaining business success, and the hospitality industry is no exception (Tam & Kim, 2019; So et al., 2018). The growing adoption of social media, alongside the widespread use of the internet, mobile technology, and digital content, has significantly contributed to the rise of social media branding. To remain competitive in the digital era, hotels worldwide are increasingly utilizing social media as a means to foster brand loyalty among consumers (Mosweunyane et al., 2019; Khatri, 2018). The COVID-19 pandemic has further hastened this change by forcing companies to incorporate social media promotional strategies in order to sustain consumer participation and devotion to their brands.

The tourism and hospitality industry, being highly information-intensive and competitive, relies heavily on technological advancements for communication and service delivery. Social media plays a crucial role in business-to-business (B2B) marketing relationships, fostering networks with potential partners, enhancing communication with stakeholders, and improving customer relationships (Drummond et al., 2018).

Tatar and Eren-Erdogmus (2016) highlighted that the unprecedented growth of social media has led many organizations to adopt platforms such as Facebook and Twitter to maintain positive customer relationships and deliver diverse services efficiently. Despite the global expansion of social media marketing, several challenges hinder its effectiveness, including limited internet connectivity, high broadband costs, insufficient access to digital devices (laptops, desktops, and smartphones), and a lack of technical expertise in customizing online marketing strategies. Addressing these barriers is essential for businesses to fully leverage the potential of social media marketing and sustain a competitive edge in the evolving digital landscape.

1.1 Aim of the Study

This study aims to examine the impact of social media on hotel brand loyalty. Social behavior in social media marketing (SMM) is fundamentally powered by a system of trade, wherein all parties involved seek to maximize their benefits while minimizing associated costs in an online interaction. This applies both to business-to-customer (B2C) and customer-to-customer (C2C) engagements (Dutta & Bhat, 2016). In the contemporary corporate landscape, these interactions are facilitated across a number of social media sites, such as Facebook, YouTube, Instagram, Twitter, and others, which are important conduits for brand communication,

customer engagement, and loyalty-building efforts (Vassiliadis et al., 2021; Charlesworth, 2014). By leveraging these platforms effectively, hotels can strengthen relationships with their customers, enhance brand perception, and foster long-term loyalty in an increasingly digitalized marketplace.

1.2 Research Hypotheses

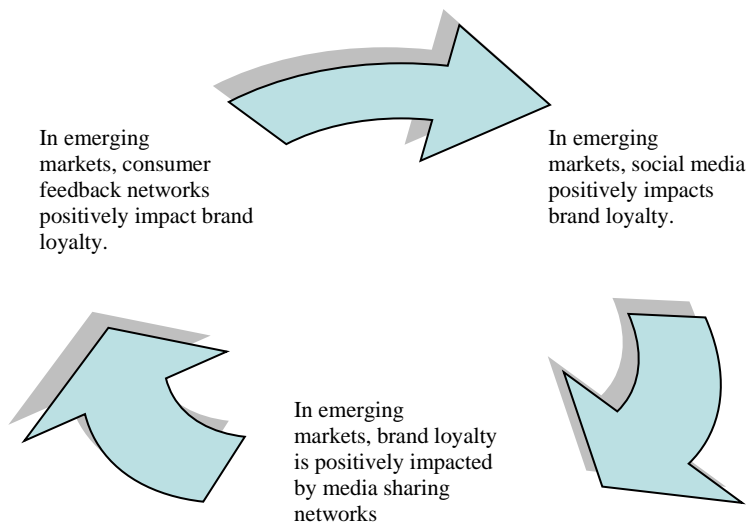


Figure 1. Research Hypotheses

2. Literature Review

2.1 Social Media

A variety of online applications that let users produce, distribute, and interact with user-generated material are collectively referred to as social networking sites, fostering interaction and information exchange among individuals (Godey et al., 2016; and Blackshaw, 2016). It serves as a digital environment where individuals share information, express opinions, and provide feedback (Seo & Park, 2018; and Alawadhi & Al-Daihani, 2019). According to Munnukka et al. (2015), social media is an online platform that facilitates community formation, participation, and collaboration. Essentially, social media functions as a communication channel that disseminates information to consumers via the internet, leveraging user-generated content.

Considering the capacity to provide promotional materials to millions of customers, social media enables interactive engagement and discussions (Matanhire et al., 2021; and Lacka & Wong, 2021). Its effectiveness in quickly connecting with target audiences has made it an indispensable tool in the hospitality sector (Peruta & Shields, 2018). Social networking has evolved into a sophisticated communication medium, providing businesses with a streamlined approach to customer interaction (Tatar & Eren-Erdogmus, 2016).

On a global scale, social media has been a driving force behind technological advancements (Alalwan et al., 2017). While understanding consumer behavior remains a challenge across various industries, the hotel sector, in particular, benefits from an active online presence, which enhances competitive advantage (Ibrahim & Aljarah, 2023; Ding & Keh, 2016). Social media influences multiple aspects of consumer behavior, including perception, information-seeking and sharing, opinions, purchase decisions, post-purchase experiences, and brand loyalty (Tatar & Eren-Erdogmus, 2016). By strategically leveraging social media, hotels can enhance customer engagement, foster brand loyalty, and maintain a strong market position in the digital era.

2.2 Facebook

Facebook is among the most widely utilized social media platforms globally, offering brands a powerful tool for marketing and customer engagement (Jeon et al., 2016). It facilitates the rapid dissemination of engaging content, allowing it to reach a vast audience through viral sharing mechanisms (Le, 2018). Each post that garners likes and comments appears on users' friends' timelines, creating a network effect that enhances visibility and interaction among Facebook users (Kumar et al., 2022; Jeon et al., 2016).

Given its extensive application in marketing, market analysis, and customer service, Facebook is an optimal platform for promoting tourism destinations (Kaiser et al., 2020). However, while it is often integrated as an extension of traditional marketing strategies, it is rarely utilized as a primary tool for research or customer support (Kumar, 2018). Promoting gastronomic, cultural, and scenic content on Facebook profiles boosts user engagement, which is very beneficial to hotels (Ben-Shaul & Reichel, 2018).

Having 1.82 billion active users daily along with 2.7 billion active users per month by the second quarter of 2020, Facebook continues to be the most popular app for acquiring new customers (Kumar, 2018). The platform allows users to create social media profiles, connect with friends, share content, and interact with each other's activities (Kaiser et al., 2020). As the most widely preferred social media platform, Facebook serves as a crucial tool for destination marketing and brand

promotion (Ben-Shaul & Reichel, 2018; Kumar, 2018). Hotels utilize their brand pages for customer service, conflict resolution, and the dissemination of new product information (Kumar et al., 2022; Vinh et al., 2019).

Amaro et al. (2016) found that individuals aged 30–40 and those under 29 exhibit high levels of enthusiasm for travel-related content on Facebook. These users actively share their travel experiences, opinions, and recommendations, influencing the perceptions and decisions of other travelers (Kumar et al., 2022). Consequently, Facebook plays a critical role in shaping consumer behavior in the hospitality sector, offering businesses an effective channel to enhance customer engagement, brand loyalty, and overall market competitiveness.

2.3 Twitter

Twitter, a widely used microblogging social media platform, plays a significant role in fostering brand loyalty and enhancing brand recognition among potential customers. Carefully curated visual content on Twitter contributes to a sense of community, strengthening consumer-brand relationships and increasing customer engagement (Lee et al., 2015). By the first quarter of 2018, Twitter had over 335 million active users and generated more than \$575 million in global advertising revenue, underscoring its effectiveness as a digital marketing tool (Lalicic et al., 2019; Kumar et al., 2022). One of Twitter's most prominent marketing strategies involves sponsored tweets, a form of native advertising where businesses pay influencers, bloggers, or their own accounts to promote content, thereby expanding their reach to a broader audience (Kumar et al., 2022).

Twitter's growing popularity in marketing is attributed to its ability to enhance brand interaction and facilitate the rapid dissemination of information (Hayes et al., 2020). For the hospitality sector, this translates into an opportunity to engage with customers in real time, respond to inquiries, and promote brand messaging effectively. By leveraging Twitter's interactive nature, hotels and tourism businesses can strengthen their digital presence, increase consumer trust, and ultimately drive brand loyalty.

2.4 LinkedIn

LinkedIn is a professional social networking platform primarily designed for fostering effective collaboration among businesses and industry professionals (Quinton & Wilson, 2016). It serves as a digital hub where individuals can connect with trusted colleagues to exchange opportunities, share knowledge, and discuss industry-related concepts (Witzig et al., 2012). Financial planners and business professionals consider LinkedIn an essential tool for engaging with potential clients and expanding their professional networks (Alalwan et al., 2017). The platform enables users to research companies, enhance their professional image, establish

business relationships, participate in industry events, and explore career opportunities (Deng & Tavares, 2013).

2.5 Media sharing networks

Social networking sites are organizations that share media which facilitate the exchange of information through images, videos, audio, and text, thereby enhancing digital communication (Hayes et al., 2020). These platforms have evolved into global communication hubs, allowing users to showcase their skills while providing and receiving information about brand offerings (Quinton & Wilson, 2016). By enabling interactive content sharing, media sharing networks play a crucial role in brand engagement and visibility. Businesses leverage these platforms to enhance brand awareness, connect with their target audience, and foster consumer trust through visually compelling and informative content.

2.6 Instagram

Instagram is among the most effective media-sharing platforms for engaging with customers in a unique and influential manner that shapes their purchasing decisions (We Are Social, 2015). The platform allows users to view, like, and comment on posts, facilitating interactive communication between brands and consumers (Peruta & Shields, 2018). Additionally, Instagram serves as a valuable tool for understanding consumer attitudes, opinions, and business activities (Le, 2018).

Globally, approximately 29% of individuals use Instagram, highlighting its widespread adoption (We Are Social, 2015). Instagram's focus on visually compelling content through images and videos has solidified its role as a powerful marketing tool (Ibrahim & Aljarah, 2023). Businesses leverage Instagram's features, such as story advertisements, with over four million companies utilizing these ads monthly. Moreover, more than 500 million accounts engage with Instagram stories daily, demonstrating the platform's capacity for brand-consumer interaction (Instagram for Business, 2021).

With one billion monthly active users, Instagram is an essential platform for fostering strong brand-consumer relationships. It is particularly effective for hotel marketing, as over 90% of its 150 million users are under 30 years old, making it an ideal channel for targeting younger demographics (Mancuso & Stuth, 2015). Studies indicate that Instagram is especially popular among female users and younger consumers, who are more likely to be influenced by peer recommendations and willing to spend more on travel experiences (Ibrahim & Aljarah, 2023). Furthermore, these consumer segments actively seek updates on the latest trends and innovations in the hospitality industry (Roncha & Radclyffe-Thomas, 2016).

2.7 YouTube

YouTube is a leading media-sharing platform that has transformed digital marketing through video content (Wu, 2016). Unlike traditional advertising, YouTube endorsement promotion, also known as native advertising, seamlessly integrates commercial content into videos, making advertisements less intrusive and more engaging for viewers (Ilich & Hardey, 2020). As a video-sharing website, with more than one billion contents visited every day, YouTube has established itself as the leading force in the worldwide video streaming market by allowing users to publish, share, and monitor videos (Reino & Hay, 2011).

Although individuals have utilized YouTube as a platform for gaining attention, many businesses have yet to fully capitalize on its marketing potential (Duffett et al., 2019). The platform provides an immersive visual experience that allows consumers to explore the appeal of tourist destinations in real-time (Salem & Chaichi, 2018; Madzharov et al., 2015). Furthermore, digital video content has become one of the fastest-growing segments within social media, particularly among Millennials (18–34 years old) (Duffett et al., 2019). By 2022, YouTube was projected to reach 4.5 billion users globally and generate \$37 billion in advertising revenue, highlighting its significant influence on consumer engagement and brand promotion. Given its ability to enhance brand communication and engagement, YouTube has become an essential marketing tool, especially for targeting the highly profitable Millennial demographic (Duffett et al., 2019). Businesses, particularly in the hospitality and tourism sectors, can leverage YouTube's interactive and visually engaging format to attract potential customers, showcase destinations, and strengthen brand loyalty.

2.8 Consumer review networks

Online customer reviews have become an integral part of the decision-making process for potential customers, especially when they are considering a new company or product (Moro & Rita, 2018; Goswami et al., 2017). These reviews serve as a form of social proof, offering a summary of customer experiences and providing insights into the quality and effectiveness of a product or service. As a result, they help promote businesses and products by building trust and credibility among prospective buyers (So et al., 2018).

As Gafni and Golan (2016) highlight, the rapid growth of online social media usage has made socialization and the sharing of experiences one of the most significant activities. Consumers increasingly rely on the opinions and feedback of others through online reviews and social media platforms before making purchasing decisions. This shift in behavior emphasizes the growing influence of peer reviews and user-generated content on brand perception and customer loyalty.

2.9 TripAdvisor and Booking Sites

TripAdvisor is a crucial platform in the tourism and hospitality industry, influencing marketing strategies and consumer decisions. As Ramanujam and Kumar (2022) note, recommendations from booking sites and TripAdvisor can significantly aid location advertisers in crafting their marketing plans. TripAdvisor's wealth of user-generated content, including photos, reviews, and ratings, helps build a comprehensive picture of destinations, accommodations, restaurants, and attractions. This content not only helps travelers make informed decisions but also serves as an invaluable resource for businesses in the industry looking to improve their services and visibility (Müller & Christandl, 2019; Gafni & Golan, 2016). With approximately 30 million visits per month, TripAdvisor has emerged as one of the most influential online travel guidance platforms, drawing significant traffic from travelers seeking advice and recommendations (Amaral et al., 2014). The platform's model, which encourages independent contributions from travelers, allows users to share their experiences through reviews, feedback, and media such as images and videos (Raji et al., 2018). As highlighted by Huang (2018), TripAdvisor plays a significant role in the booking process, with many users relying on the platform for trip planning and reservation decisions.

Furthermore, TripAdvisor's prominence in the online travel research space, with about 8% of all vacationers turning to it for travel insights (Kladou & Mavragani, 2015), underscores the platform's influence on consumer behavior. For businesses in the tourism sector, TripAdvisor offers a powerful tool for understanding customer preferences and building trust by showcasing user-generated content that resonates with potential customers. Therefore, engaging with customers and responding to reviews on platforms like TripAdvisor is an essential strategy for enhancing brand loyalty and attracting new travelers.

2.10 Demographic Factors (Age, Gender and Nationality)

Demographic variables such as age, gender, financial status, and education play a significant role in shaping consumer perceptions, satisfaction, and loyalty within the tourism sector (Chikazhe et al., 2021; Chawla & Joshi, 2017). The impact of these factors is evident in how they influence purchasing decisions, with customers from different demographic backgrounds displaying varying preferences and behaviors. For example, research has shown that customer satisfaction and loyalty are closely tied to demographic characteristics, including age (Shaikh & Karjaluo, 2015). Younger consumers may exhibit different preferences compared to older travelers, such as a stronger inclination towards technology-driven services or experiences (Lee et al., 2015). Similarly, financial status, education, and gender can also shape how consumers perceive brands and make decisions in the tourism sector, with higher-income consumers often opting for luxury experiences while those with less financial means may prioritize affordability (Olasina, 2015).

Additionally, Manyanga et al. (2022) explored the role of age as a moderating factor in the relationship between customer loyalty and satisfaction. Younger consumers, for example, may have different loyalty drivers compared to older generations, potentially valuing convenience, brand reputation, or social media influence more than older customers who might prioritize value for money or personal recommendations.

2.11 Brand loyalty

The term "brand loyalty" describes a customer's continuous dedication to regularly buying a certain brand or business, despite changes in circumstances or available alternatives (Kotler & Keller, 2012). It is a result of positive experiences with the brand, which leads to repeated purchases and the intention to continue buying from the same brand in the future (Salem & Salem, 2018). As defined by Aaker (1991), brand loyalty is when a consumer consistently selects one brand over others, even when other options are available. Brand loyalty is a multifaceted concept that combines both emotional and rational factors. Kabiraj and Shanmugan (2011) suggest that consumers remain loyal to a brand because it provides the best combination of image, price, quality, and attributes, based on past interactions and experiences. This loyalty is not only reflected in repeat purchases but also in the consumer's belief that the brand is superior and their strong commitment to continuing their relationship with the brand.

According to Tweneboah-Kodual & Farley (2015), brand loyalty involves cognitive components, such as the brand being the first choice in the consumer's mind and being accepted at certain price points. Behavioral brand loyalty, in particular, is crucial for immediate profitability as it reflects actual purchasing behavior. Conversely, attitudinal and cognitive brand loyalty can have longer-term benefits by facilitating referrals and attracting new customers (Bilgin, 2018). However, brand loyalty also indicates the potential for switching if there is a significant change in pricing or product/service quality (Ebrahim, 2020). Consumers may choose to abandon a brand they are loyal to if they perceive the new brand as offering better value or benefits. Therefore, maintaining strong brand loyalty requires consistently delivering value that meets or exceeds consumer expectations.

2.12 Social influence

Social influence refers to the extent to which individuals believe that the use of certain technologies or systems is necessary to maintain effective interactions within an organization (Brown & Venkatesh, 2005). It encompasses various constructs such as subjective norms, social factors, and perceived social image, which can shape the

behaviors of users and influence their technology adoption decisions (Bogéa, 2018). Social impact plays a significant role in the decision-making process for utilizing technologies such as social media advertising, particularly when individuals perceive social validation or expectation regarding the use of these tools.

The importance of social influences has been shown by many research investigations in a variety of domains, such as online social commerce (Zamrudi & Wicaksono, 2018), medium- and small-sized businesses (Rozmi et al., 2019), online banking (Foon & Yin Fah, 2011), emerging technologies (Workman, 2014), and even tourism and hospitality (Mekonnen & Feven, 2018). In these areas, social influence has been found to affect consumer behaviors, such as purchase intention, technology adoption, and the use of mobile applications. For example, in the tourism industry, social influence impacts travelers' adoption of smartphone apps (Gupta et al., 2018), and in the context of restaurants, the use of mobile apps is heavily influenced by peer behaviors and social expectations (Palau-Saumell et al., 2019). According to previous researches, the research hypothesis is developed as follows.

2.13 Social media's role on the Guest's Decision

According to Kumar (2020), advertisements play a vital role in increasing global awareness of tourism products and services. However, it is challenging to assess their true impact on tourist visits and spending due to a lack of up-to-date statistics. This limitation makes it difficult to fully evaluate the effectiveness of advertising efforts in the tourism industry.

Rosenkrans (2009) highlights that the primary objective of advertising is to engage potential guests and capture their attention, ultimately influencing their interest in the hospitality offerings. In the modern digital era, the World Wide Web has become an essential communication tool for hotels, providing easy access to valuable information about customer service. This accessibility is crucial in helping guests make informed decisions when booking accommodations or choosing travel-related services (Jones et al., 2009). The online presence of hotels not only supports customer engagement but also facilitates the decision-making process, making digital marketing a powerful tool in the tourism sector.

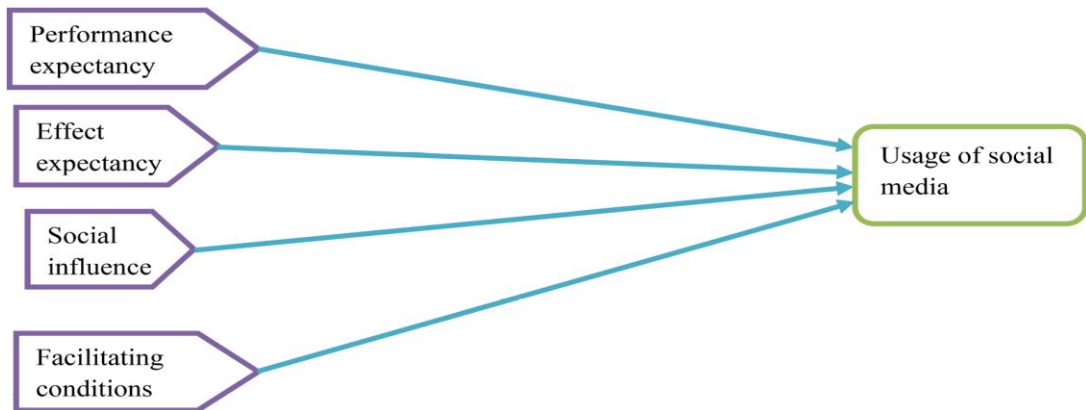


Figure 2 Factors affecting the use of social media.

Source: Kumar (2020)

3. Methodology of the Study

3.1 Criteria and structure of the questionnaire

The survey was divided into five components: brand loyalty (BRLOY), media sharing networks (MSNET), customer review networks (CRNET), social media (SOMED), and demographics.

3.2 Scale validation

Before conducting Structural Equation Modeling (SEM) in AMOS, various validation procedures were applied to ensure scale reliability and validity. Discriminant validity was assessed to confirm construct differentiation, while Exploratory Factor Analysis (EFA) identified the appropriate factor structure. Convergent validity was verified using Average Variance Extracted (AVE), with values above 0.50 indicating adequate construct representation. Common Method Bias (CMB) was addressed using Harman's single factor test and the marker variable approach, alongside procedural safeguards to mitigate potential bias. These steps ensured the integrity of the data for subsequent SEM analysis.

3.3 Common method bias

CMB arises not from respondents' inherent biases but from variations in answers caused by the questionnaire itself, which may lead to measurement errors due to respondents' tendency to provide favorable responses (Henseler et al., 2015; MacKenzie & Podsakoff, 2012). CMB can affect the covariation between latent variables, as well as the reliability and validity of measurements (Min et al., 2016;

Siemsen et al., 2010). To assess CMB, Harman’s single factor test was conducted using SPSS version 23 with a fixed number of factors set to 1. Following guidelines from Kim et al. (2013), a variance of over 50% would indicate significant CMB. The analysis yielded a factor with a variance of 34.819%, indicating that CMB did not influence the study.

3.4 Exploratory factor analysis

The Kaiser–Meyer Olkin (KMO) criterion and Bartlett's Test of Sphericity were used to assess the item's suitability. Chi-Square = 2043.836, Approx. KMO = 0.801, $p < 0.001$, and Degrees of Freedom = 276 were the outcomes that showed the sample satisfied the necessary criteria (Field et al., 2012). Yong and Pearce (2013) state that the Bartlett's Test of Sphericity must be meaningful at $p < 0.05$ and that the KMO value must be lower than 0.5. Varimax Rotation was used for factor estimation, and factor loadings larger than 0.5 were deemed appropriate in accordance with Pallant's (2005) recommendations. Every factor loading was more than 0.6, indicating that the factor structure was suitable.

3.5 Convergent validity

As recommended by Field (2009), the model’s quantity was assessed using Maximum Likelihood Estimation (MLE). Convergent validity was evaluated through the Average Variance Extracted (AVE), key dimensions, standardized factor loadings, reliability, and fit indices. The model's constituents were suitably matched and dependable since the minimal requirements for convergent validity were satisfied.

Table 1. The characteristics of the study’s constructs

Constructs	Code	Item	A	IIR	CR	A	CRel
Brand Loyalty	BRLOY1	I'm happy with the product that was promoted on social media platforms.	.826	.682	-	.766	*.859
	BRLOY2	When compared to other brands, I typically choose this one initially.	.832	.692	13.292***		
Social Media	SOMED1	This brand's online social networking presence is appropriate and entertaining.	.750	.664	6,313***		

	SOMED 2	This brand's social networking accounts have the details I require.	.672	..652	15.110***		
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Note: - CR is fixed *** p < .001

All constructions exhibited Cronbach’s alpha (α) and composite reliability (CRel) values exceeding the recommended threshold of 0.6, as shown in Table 1 (Leech et al., 2014). Moreover, the standardized factor loadings (λ) for each item exceeded the suggested cut-off value of 0.6 (Pallant, 2005). The critical ratios (CRs) were significant at $p < 0.001$, indicating appropriate values. Furthermore, as per Leech et al. (2014), all individual item reliabilities (IIRs) were above the 0.5 threshold.

4. Results and Discussion

Out of the 223 questionnaire responses collected from 11 hotels, 220 (98.7%) were deemed usable. The demographic characteristics of the study sample are presented in Table 2. Notably, 99% of the hotel patrons were aged over 61 years. The majority of respondents (64.5%) were male, while 35.5% were female. The largest portion of the sample consisted of students (20.9%) and employed individuals (37.3%), accounting for 58.2% of the total respondents. Furthermore, 76.8% of participants reported that the majority of their clientele were from Egypt and other international locations.

Variable		Frequency	Percent(%)
Age	18–20	20	9.1
	21–30	36	16.4
	31–40	30	13.6
	41–50	48	21.8
	51–60	40	18.2
	61–70	46	20.9
	71+		
Gender	Male	142	64.5
	Female	78	35.5
Occupation	Self-employed	40	18.2
	Employed	82	37.3
	Unemployed	12	5.4
	Student	46	20.9
	Retired	40	18.2

Construct	M	SD	SOMED	MSNET	CRNET	BRLOY
Brand Loyalty	4.134	.813	.472	.429	.551	.742
Consumer Review Networks	4.182	.827	.482	.456	.676	
Media Sharing Networks	4.126	.863	.487	.694		
Social Media	4.171	.819	.687			

Note: Diagonal elements in bold represent AVEs.

Table 4. Findings of Hypothesis Testing

Hypothesis	Hypothesized relationship	CR	SRW	Remark
H ₁	Brand Loyalty → Social Media	11.815***	.469	Supported
H ₂	Brand Loyalty → Media Sharing Networks	19.613***	.236	Supported
H ₃	Brand Loyalty → Consumer Review Networks	8.037***	.238	Supported

Notes: SRW standardized regression weight, CR critical ratio, *** significant at $p < .001$.

Variable	t-statistic	Beta	p value
Demographics factors	.028	.001	.978
Media sharing networks	2.755	.113	.003
Consumer review networks	6.631	.238	.000
Social media	.288	.012	.761

Notes: R Square = 0.112, F = 22.453, significant at $p < .05$.

Table 5 presents the results, which clarify the relationships between the two variables. All bivariate correlations are statistically significant ($p < 0.01$), indicating a strong association between social media use and customer loyalty. The data suggest that a significant portion of customers recognize the importance of social media in influencing their loyalty. Additionally, the findings imply that social media advertising—through platforms such as Facebook, Twitter, the Web, and others—can effectively promote the hotel. The strength of the relationship between social media and brand loyalty is noteworthy, suggesting that consistent use of social media marketing across various channels, including papers and journals, can have a substantial positive impact on customer behavior. This underscores the importance and effectiveness of social media marketing in shaping consumer attitudes and actions.

Table 6. Association Between Social media Tools and Brand Loyalty

Social Media Tool	Booking Procedure	Association Measures Sig.
-Facebook	53.5%	P=0.000
-Twitter	46.5%	P=0.000
-Media sharing networks	53.5%	P=0.001
-Instagram	46.5%	P=0.001
-YouTube	9.9%	P=0.000
-TripAdvisor and Booking Sites	90.1%	P=0.000
Total	100%	

Note: Significant difference $p < 0.05$

Table 6 demonstrates the results of bivariate intersections of the predictor variables " Social media Tools " with the brand loyalty, taking into account all of the constructions' parts.

5. Conclusions, Implications and Recommendations

The main conclusions drawn from the study highlight the significant role of social media in promoting tourism and hospitality organizations, as well as tourist destinations and services. Digital marketing offers several benefits, including reduced promotional costs, enhanced brand awareness, and increased sales volume for organizations. When managed effectively, social media not only helps in promoting products and services but can also amplify the positive impact of corporate social responsibility (CSR) activities on corporate reputation.

The study aimed to explore how brand loyalty is influenced by social networking sites, media sharing networks, and customer review networks. It also examined the role of age in shaping the effect of these factors on brand loyalty. The findings confirm that social media, media sharing networks, and customer feedback networks all have an impact on brand loyalty, with demographic variables such as age playing a moderating role.

This research addresses a gap in the literature concerning the influence of e-marketing tools on hotels seeking new clientele. While previous studies have acknowledged the significance of social media marketing, this study provides concrete data on the impact of various digital marketing strategies on visitor loyalty. The analysis demonstrated that bivariate analyses confirmed the strong significance of social media in influencing brand loyalty. Given these findings, lodging establishments, including hotels and resorts, should prioritize the development and maintenance of their websites to facilitate direct communication with clients. Additionally, hotels should focus on providing high-quality service, as visitor satisfaction is closely linked to positive recommendations.

The study suggests that social media, media sharing networks, and customer review networks should be key focuses for the hospitality industry. Understanding guest needs and desires is essential for effectively serving them. Marketing efforts should ensure affordability, while also utilizing traditional media and other promotional strategies to increase brand visibility among both existing and potential customers. In the hospitality sector, marketing strategies should be refined, and service quality should be enhanced by offering a wide selection of high-quality products alongside professional and timely service at competitive prices. Social media tools are particularly valuable in driving higher occupancy rates by showcasing a hotel's offerings. Furthermore, the hospitality industry should focus on strengthening relationships with travel agencies and improving digital promotional tactics.

While existing literature emphasizes the importance of social media for promoting brand loyalty (Ibrahim & Aljarah, 2023; Ebrahim, 2020; Kumar et al., 2022), additional factors must be incorporated to further strengthen this connection. Consumer feedback and media sharing platforms play an integral role in marketing, especially within the hospitality sector (Danniswara et al., 2020; Aji et al., 2020; Duffett, 2020). The current study addresses a gap in marketing literature, particularly the reducing influence of age on the connections between brand advocacy, social media, content-sharing associations, and consumer rating platforms. The findings of this research support Homans's (1958) social transaction theory, demonstrating the important connection between brand devotion and social media advertisement.

The research highlights the significant impact of customer review networks, social media, and media sharing networks on brand loyalty within the hospitality sector. The findings indicate that social media positively influences brand loyalty, aligning with prior studies (Ebrahim, 2020; Salem & Salem, 2021; Aghakhani et al., 2018; Van Asperen et al., 2018; Danniswara et al., 2020; Aji et al., 2020; Vinh et al., 2019). Additionally, the results support previous research that media sharing networks enhance brand loyalty (Njeri, 2021; Salem & Salem, 2021; Murwaningtyas et al., 2020; Duffett et al., 2019; Tatar & Eren-Erdogmus, 2016; Roncha & Radclyffe-Thomas, 2016). Similarly, the study confirms that customer review networks have a positive impact on brand loyalty, reinforcing findings from earlier studies (Ramanujam & Kumar, 2022; Guo et al., 2021; Salem & Salem, 2021; Ebrahim, 2020; Njeri, 2021; Amaral et al., 2014).

One of the study's primary findings is that the association between social media and loyalty to a brand is moderated by age. This implies that age has a significant impact on how social media influences brand loyalty, emphasising the necessity for lodging organisations to modify their strategy to appeal to various demographics. Additionally, the study shows that age mitigates the association between media sharing platforms and devotion to a brand, suggesting that age should be taken into account when creating plans to increase brand loyalty using social platforms. Lastly, the investigation shows that age also mitigates the association between client evaluation platforms and brand loyalty, indicating that socioeconomic factors—especially age—should be considered when using consumer feedback to promote brand loyalty. These observations add to the expanding corpus of research on how age affects the connections between social media, media sharing networks, feedback infrastructure, and brand loyalty.

The elements influencing the implementation of social networking sites as an enterprise channel were examined by Nawi et al. (2019), who found that the perception of danger, enjoyment expectations, trustworthiness, and achievement anticipation all had a substantial impact on their choice for adoption. According to the report, businesspeople are more inclined to use social media for business if they think it improves productivity and adds a fun or entertaining factor. According to these results, the current study consistently aligns with the outcomes of Nawi et al. and validates the notion that achievement anticipation is a crucial factor in the widespread use of social networking sites as a business marketing vehicle.

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الملخص العربي

تأثير التسويق عبر وسائل التواصل الاجتماعي على ولاء العلامة التجارية في فنادق القاهرة الكبرى
محمد محمود عيسى

أستاذ مساعد، قسم إدارة الضيافة، المعهد العالي للدراسات النوعية، الجيزة

يعتبر التسويق من خلال شبكات التواصل الاجتماعي عبر الإنترنت يتفوق على التسويق التقليدي لأنه يمكن الوصول إلى ملايين العملاء المحتملين في جميع أنحاء العالم في غضون دقائق معدودة. يحتاج قطاع الفنادق إلى الإعتماد بشكل كبير على أدوات وسائل التواصل الاجتماعي كأحد الأدوات التسويقية الهامة والمؤثرة في الوقت الحالي لكي تكون قادرة على المنافسة بدرجة كافية. إن بناء والحفاظ على ولاء العملاء تجاه العلامة التجارية أمر بالغ الأهمية لكل الفنادق في صناعة الضيافة. يُعزز النمو في التسويق عبر وسائل التواصل الاجتماعي إلى زيادة مستخدمي الشبكات الاجتماعية ومستخدمي الإنترنت ومستخدمي الهواتف المحمولة واستهلاك المحتوى الرقمي. لذلك، كان الهدف من هذه الدراسة وخاصة في الفنادق ذات التصنيف الخمس نجوم. وقد تم فحص البيانات المجمعة باستخدام الإحصاءات الوصفية، وأكدت النتائج على أن التسويق عبر وسائل التواصل الاجتماعي يساهم بدور كبير في نجاح صناعة الفنادق وتؤثر بشكل إيجابي على ولاء العلامة التجارية. كما يُنصح بمراعاة العوامل الديموغرافية عند صياغة وإعداد الخطط الإستراتيجية لتعزيز ولاء العلامة التجارية. كما تساهم النتائج في التأكيد على توفير التدريب المناسب فيما يتعلق بفائدة وتطبيقات تقنيات التسويق الإلكتروني للموظفين العاملين في قسم التسويق والمبيعات بالفندق. و أيضًا تعيين المتخصصين والفنيين المحترفين وتوفير مرافق تكنولوجيا المعلومات والاتصالات الكافية. أيضا يجب توفير ورش العمل المناسبة للموظفين العاملين في أقسام التسويق والمبيعات حتى يتمكنوا من إكتساب الخبرة والوعي بكل ميزة من مميزات التكنولوجيا الحديثة لتبادل الأفكار حول رؤى تسويقية مفيدة. وفي هذا الصدد، يجب على مديري الفنادق أن تعطى المزيد من الاهتمام لتنفيذ وصيانة مواقع الإنترنت و التركيز على تقييم جودة الخدمة بشكل عام. وأخيرا التأكيد على الإهتمام بتوفير التدريب المناسب فيما يتعلق بإبتكارات وتقنيات وبرامج التسويق الإلكتروني التي تساعد في تنفيذ إستراتيجيات الإدارة و التي تساهم بدورها في مواجهة المنافسات العالمية.

الكلمات المفتاحية: التسويق الإلكتروني ، وسائل التواصل الاجتماعي ، ولاء العلامة التجارية ، صناعة الفنادق.