

**A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE PROMOTION OF THE HOTEL
INDUSTRY IN UGANDA**

A CASE STUDY OF ARCADIA SUITS KAMPALA

1 Nansikombi Florence, 2 Akampurira Sarah

1, 2 Metropolitan International University

ABSTRACT

The study aimed at the study on the impact of social media on the promotion of the hotel industry in Uganda and it was guided by the following objectives; To examine the effect of social media on customer awareness in Arcadia Suits Hotel Kamwokya, to establish the contribution of social media on the productivity of Arcadia Suits Hotel, Kamwokya and to find out the effect of social media on customer relationship management in Arcadia Suits Hotel Kamwokya. A cross-sectional survey would be conducted by the researcher, in which several subgroups of the target population would be looked at the same time, with some of those taking part being picked at random by the researcher to supply the necessary data. From the findings, 60% strongly agreed that social media provides a business with the chance for an at an unprecedented level high number of social interactions, 29% agreed, and 11% were unsure about how to respond because of their position within the company. Social media has increased in responders by the highest percentages. 49% were in agreement that Arcadia suits mostly uses Facebook and WhatsApp to reach out to its clients; 34% agreed; 6% strongly disputed; and 11% disagreed, claiming they were unaware of which social media platforms Arcadia suits primarily uses. Based on the findings and literature reviews, it is recommended that users be cautious and closely monitor how their business is impacted by social media results of the study demonstrate that hotels need to follow the advice of past research and be sure that they have a way to interact and clarify for the customer when negative comments or

posts happen. This includes having a plan of action a mechanism for monitoring and a professional approach to social media.

Key words: social media and hotel industry

Background of the study

The majority of earlier studies have focused on social media use from the views of individuals (Hajli, 2013). Social media promotion for businesses, however, has received less attention (Odoom et al., 2017). Additionally, only a few studies in the hotel industry have examined the impact of social media on hotel promotion (Garrido Moreno et al., 2018). Organizational usage procedures differ from consumer usage processes; hence it is important to investigate how other elements may affect an organization's utilization. As a result, the social media literature has been examined from an organizational standpoint (Filstar, 2023). The "technology organizational ecosystem" (TOE) theory (Tornatzky & Fleischer, 1990) and the resource-based perspective (RBV) theory (Barney, 1991) have both been assessed as organizationally relevant theories. Recent years have seen a modest number of businesses incorporate social media into their integrated marketing strategies. By combining advertising, public relations, and marketing for sales, a message that is centered on the consumer is produced. We now have the chance to have outstanding access to the guest because to the emergence of platforms like LinkedIn, Facebook, Twitter, and YouTube (Lanz et al., 2010). Since social media is so accessible to anyone with a web browser, the hotel sector should consider using it as a platform to raise awareness of their brands and promote direct input from customers. Alhaddad (2015) discovered that brand equity on social media is positively impacted by advertising awareness.

A select few organizations' integrated advertising approaches have recently used social media. By blending marketing, PR, and advertising for sales, a message that is centered on the customer is created. As platforms like LinkedIn, Facebook, Twitter, and YouTube have developed, we now have the chance to have outstanding access to

the visitor (Phionah et al., 2023). Social media ought to be suggested to the hotel business as a platform to promote brand recognition and provide direct consumer feedback given that it is so accessible to anyone with a computer and internet access. According to Alhaddad (2015), brand equity on social media is positively impacted by advertising awareness. A company that appreciates the benefits of social networking sites is well aware that social

Problem statement

Hotels are now using social media to advertise their amenities in Uganda and other nations across the world. This is confirmed by the fact that the majority of businesses have social media profiles on sites like Facebook. accounts on Twitter and various other social media sites. Yet, in Uganda, the majority of users of social media networks still do not understand how social media may be used for commercial purposes rather than only for watching humorous videos and reading tabloid news. There are still a few lodging establishments in Uganda without social media platforms since some hotels have not yet grasped how social media can be used to promote the hotel sector. This hindered the promotion of such hotels and for the other hotels which have taken advantage of social media has been able to promote its services (Baron & Kenny, 1986). Addressing the impact of social media on the promotion of the hotel industry is a matter of greater concern due to its likely benefits for the development of the hotel industry. This therefore requires urgent attention of key stakeholders in the hotel industry to address the problem.

Research objectives

- 1. To examine the effect of social media on customer awareness in Arcadia Suits Hotel Kamwokya.*
- 2. To establish the contribution of social media on the productivity of Arcadia Suits Hotel, Kamwokya.*

3. *To find out the effect of social media on customer relationship management in Arcadia Suits Hotel Kamwokya.*

Research questions

1. *How does a social media channel influence customer awareness in Arcadia Suits Hotel Kamwokya.*
2. *Where is the relationship between social media and the productivity in Arcadia Suits Hotel Kamwokya.*
3. *What is the effect of social media on customer relationship management in Arcadia Suits Hotel Kamwokya.*

Hypothesis

1. *Social media channels influence customer awareness in Arcadia Suits Hotel Kamwokya.*
2. *There is a positive relationship between social media and the productivity of Arcadia Suits Hotel Kamwokya.*
3. *Social media influences customer relationship management in Arcadia Suits Hotel Kamwokya.*

Methodology

Research design

The study would be diagnostic in nature and permit the use of both quantitative and qualitative approaches; the former would establish the frequency distribution of responses, which could be employed as an interpretive technique, while the latter would detect wordy answers. A cross-sectional survey would be conducted by the researcher, in which several subgroups of the target population would be looked at the same time, with some of those taking part being picked at random by the researcher to supply the necessary data.

Description of the population

The researcher would carry out the study using the hotel administrators, marketing department and the other employees of the hotel.

Sample size

The sample size was as shown below

<i>Type of Respondents</i>	<i>Sample size</i>	<i>Sampling method</i>
<i>Administrators</i>	<i>5</i>	<i>Purposive sampling</i>
<i>Marketing department</i>	<i>10</i>	<i>Purposive sampling</i>
<i>Other employees in the hotel</i>	<i>20</i>	<i>Random sampling</i>
<i>Total</i>	<i>35</i>	

***Sampling
procedure***

The investigator

was able to choose the hotel's marketing staff using the purposeful sampling method, and the other staff members were chosen using random sampling because they constituted a sizable portion of the workforce. This technique worked well with large numbers of people who participated and was also non-biased.

Data gathering methods

The researcher would use different methods when collecting data as shown below.

Questionnaire

Because they are easy to use and time- the investigator would distribute semi-structured surveys to the marketing team and other Arcadia Suits Kampala employees in this case. The survey instruments were self-administered, meaning that after two weeks of submission to the participants, the investigator could continue collecting the responses from the people who responded. This allowed those who responded time to think of precise responses suitable for the questions that would enable the investigator to get accurate results.

Interview guide

The researcher would interview the administrators of Arcadia Suits Kampala. Interviews were used because they are convenient for the researcher for example the unstructured interview where the respondent is free to explain a question according to the existing situation. This helped the researcher to get first-hand information. The researcher could use at list 5 minutes in each interview with the respondent as he notes down some points.

Data analysis

Both qualitative and quantitative methods were used by the researcher to analyze data using SPSS. Qualitatively, most documents were expressed in words like the literatures and the sent questionnaires .as well quantitatively the researcher were analyzed and present data in tables, charts, graphs as expressed in percentages to verify data more (Nelson et al., 2022).

RESULTS

Table 1 showing the lengths the employees have worked with Arcadia Suits Kampala.

Employees working Duration in years	Response	
	Freq	%age

<i>Less than 1 year</i>	2	5.7
<i>Between 1 and 3 years</i>	6	17.2
<i>Between 3 and 5 years</i>	9	25.8
<i>5 years and above</i>	18	54.3
<i>Total</i>	35	100

Source: Primary data

The findings in the table above show that 54.3% of the employees have worker with Arcadia Suits Kampala more than five years, the other 25.8% of the employees between three and five years 17.2% of the employees for up to three years and a small percent of 5.7% of the employees for up to a year. This may likely be a reason to believe that Arcadia Suits Kampala have built an effective credit management policy through the long serving workers.

Table 2: The effect of social media on customer awareness in Arcadia Suits Hotel Kamwokya.

<i>Qns</i>	<i>Responses</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>Total Freq</i>
<i>D1</i>	<i>Arcadia Suits uses social media</i>	18	6	00	8	2	35
		50%	17%	0%	23%	6%	100
<i>D2</i>	<i>Social media offers an opportunity for an</i>	21	10	4	00	00	35

	<i>unprecedentedly high number of social interactions for a business</i>	60%	29%	11%	00%	00%	100
D3	<i>Social media has boosted the number of customers at Arcadia Suits</i>	00	10	25	00	00	35
		00%	29%	71%	00	00%	100
D4	<i>Arcadia Suits uses mostly face book and WhatsApp to approach its customers</i>	17	12	00	8	2	35
		49%	34%	00%	6%	11%	100
D5	<i>There are large numbers of customers who uses face book to access the hotel services.</i>	18	6	00	8	2	35
		50%	17%	0%	23	6%	10

Source: Primary source

In the table above, under D1, "Arcadia suits uses social media," 50% were in agreement with the statement, followed by 17% agreeing with the declaration, 23% disagreeing with the declaration, and 6% strongly disagreeing with the statement.

This gave the impression that Arcadia suits uses social media based on the majority of participants. The hotel marketing manager verified this, stating that a hotel cannot survive in this environment without using social media.

Under D2, 60% strongly agreed that social media provides a business with the chance for an at an unprecedented level high number of social interactions, 29% agreed, and 11% were unsure about how to respond because of their position within the company. Social media has increased in responders by the highest percentages. D4, 49% were in agreement that Arcadia suits mostly uses Facebook and WhatsApp to reach out to its clients; 34% agreed; 6% strongly disputed; and 11% disagreed, claiming they were unaware of which social media platforms Arcadia suits primarily uses. Nevertheless, according to the majority of responders, Arcadia Suits mostly contacts its clients via Facebook and WhatsApp.

Under D5, a significant portion of clients utilize Facebook to access hotel services, and 67% of respondents agreed with this assertion while 29% disapproved. This suggested that a significant portion of hotel guests utilize Facebook to access their services. Some of their consumers make service arrangements and orders, the hotel's public relations director said.

Table 3 The contribution of social media on the productivity of Arcadia Suits Hotel Kamwokya

Qns	Responses	1	2	3	4	5	Total Freq
D1	Social media has increased on the number of tasks to be performed	18	6	00	8	2	35
		50%	17%	0%	23%	6%	100

	<i>by the hotel employees an example of online reservation systems</i>					
D2	<i>Social media offers an opportunity for an unprecedentedly high number of social innervations</i>	21	10	4	00	00 35
		60%	29%	11%	00%	00% 100
D3	<i>Social media has boosted the number of customers at Arcadia Suits</i>	00	10	25	00	00 35
		00%	29%	71%	00	00% 100
				%		
D4	<i>Arcadia Suits uses mostly face book and WhatsApp to approach its customers</i>	17	12	00	8	2 35
		49%	34%	00%	6%	11% 100
D5	<i>There are large numbers of</i>	18	6	00	8	2 35

	<i>customers who uses face book to access the hotel services.</i>	50%	17%	0%	23	6%	10
				%		0	

Source: Primary source

Under D1, social media has increased on the number of tasks to be performed by the hotel employees an example of online reservations systems ,54% strongly agreed to the statant ,17% agreed to the statement ,23% strongly disagreed to the statement nd this category of respondents were those who had taken a long period of time without meeting their obligations ,and 6% disagreed .this implied that social media has increased on the number of tasks to be performed by the hotel employees an example of online reservations systems.

Under D2,29% agreed that Arcadia suits is very productive as a result of social media use,71% of the respondents were not sure whether social; media has increased on the productivity of the hotel, the respondents added that them being in a different department which does not receive cash and the human resource office which evaluates the productivity of workers, it may be very hard for them to determine the productivity the productivity of the hotel.

D3,49% strongly agreed that the assessment based on the tax experts and local committee's judgment is fair and equitable ,34% also agreed to the statement and 17% disagreed to the statement with their reasons which were not revealed to the researcher. This implied that the largest percentage of respondents (72%) agreed that the assessment based on the tax experts and local committees' judgment is fair and equitable.

D4,67% of the total respondents agreed that some employees are not productive as such, However ,29% disagreed to the statement saying that the hotels emphasis is

put on productivity and therefore every employees is forced or mandated to perform their best which later yields productivity .taking the largest number of respondents ,some employees are not productive as such and this was confirmed by one of the hotel supervisors who said that some employees are just forced to work and if not monitored, then such employees ,their productivity is quite low which makes someone to really say that some employees of the hotel are not as productivity as expected from the hotel human resource department.

D5,29% of the respondents agreed that Arcadia suits has been able to sell its products and services, however ,71% never responded to the question paused to them stating that the fact being that they are not in the sales department, they can hardly determine the sales performance of the hotel.

Table 4 The effect of social media on customer relationship management in Arcadia Suits Hotel Kamwokya.

Qns	Responses	1	2	3	4	5	Total
D1	Social media leads to easy accessibility of services of Acardia suits	10	19	00	8	2	3
		29%	54%	0%	23%	6%	100
D2	Social media offers an opportunity for an unprecedent edly high	25	8	4	00	00	35
		71%	23%	11%	00%	00%	100

	<i>number of social interactions for Arcadia Suits</i>					
D3	<i>Social media has led to an evolution from the use of a simple web page to provide information about a business or product.</i>	2	14%	25	00	00 35
		6%	29%	14%		00% 100
				%	00	
D4	<i>Social media is ultimately about interacting with others with an expectation of getting something in return</i>	14	12	00	8	2 35
		40%	34%	00%	6%	11% 100

D5	There a good understanding between the customers and Acadia suits due to the use of social media	18	6	00	8	2	35
		50%	17%	0% %	23	6%	100

Source: Primary source

Source: Primary source

Under question D1 in table 4.5 above, 29% and 54% agreed that social media leads to easy accessibility of the 14 services of Arcadia suits, 6% were not sure and 11% disagreed to the statement. Taking the largest percentage of respondents, social media leads to easy accessibility of the services of arcadia suits.

D2, it is true that social media offers an opportunity for an unprecedentedly high number of social interactions for Arcadia suits and this was strongly agreed upon by 71% and 23% agreed, 6% disagreed to the statement, this implied that social media offers an opportunity for an unprecedentedly high number of social interactions for arcadia suits.

D3, 6% strongly agreed that social media has led to an evolution from the use of a simple web page to provide information about a business or product, 14% also agreed to the statement, 23% and 31% disagreed to the statement. the largest percentage disagreed fact being that they were not so much updated with

information technology issues and therefore, the researcher assumed that there =was miss interpretation of the questions.

E4,40% and 17% agreed that social media is ultimately about interacting with others with an expectation of getting something in return,14% has no idea on the problem under study,6% and 23% were in total disagreement with the statement saying that not whoever you get to interact with, it is a must you have to get something in return. This implied that social media is ultimately about interacting with others with an expectation of getting something in return.

Conclusion

Basing on the findings, it can be concluded that there is a greater relationship between social media and customer awareness at Arcadia suits hotel, social media has greatly contributed to the productivity of Arcadia suits hotel and lastly, there is a significant relationship between social media and customer relationship management in Arcadia Suits Hotel, Kamwokya.

Recommendations

Based on the findings and literature reviews, it is recommended that users be cautions and closely monitor how their business is impacted by social media results of the study demonstrate that hotels need to follow the advice of past research and be sure that they have a way to interact and clarify for the customer when negative comments or posts happen. This includes having a plan of cation a mechanism for monitoring and a professional approach to social media.

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