# Impact of Social Media on Purchase Intention of Airline Passengers: A Study in the Kingdom of Bahrain

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**Abstract:- This research is based on Bahrain passengers' perception on the impact of social media in airlines industry. The purpose of the study was to investigate the effects of the social media advertising in the airline industry. The social media advertising is done through the social media networks such as Facebook, Twitter, Instagram and Snapchat. The research was conducted through a survey, using the questionnaire as the research instrument. The respondents of the study are the students and other Bahraini citizens who have used social media on airlines. The used research instrument uses the five points Likert scale. The statistical tools used in the study are Multiple Regression Analyses and weighted mean. The study provides suggestions and recommendations from customer's perception in solving the difficulties that employers face in social media advertising on airlines in the Kingdom of Bahrain.**

*Keywords:- Social Media, Advertising, Airline Industry.*

## I. INTRODUCTION

For every company it is challenging to find out new ways of increasing the number of customers, what it motivates them, especially because different people are motivated by different things. Today the result of organizations is extremely dependent on the new ways of advertisement through different social media networking (Oyza & Edwin, 2015). Social media comes in numerous structures, however every one of them are connected: blogs, forums, podcasts, photograph sharing, social bookmarking, gadgets, video (Donath, 2007). The trend of advertising in social media has increased rapidly and it took a considerable attention. These trends are also found in airline industry, where Qatar Airways is the leader in having most likes with 13.3 million people, followed by KLM Royal Dutch Airlines with 12.2 million and Emirates 8.7 million likes (Socialbakers, 2017).

## II. STATEMENT OF THE PROBLEM

The main problems raised at this research are the following:
- What is the significant relationship between airline social media advertising and purchase intention of passengers?
- What is the purchase intention of passengers from advertisement on social media and communication on social media of airline companies?
- Is there significant relationship between the certain demographic factors like age, gender and education qualification and usage of social media advertising?
- What is the attitude of the respondents towards social media in the Kingdom of Bahrain?

## III. HYPOTHESIS

The main hypotheses of the study were:
- H0 1: There is no significant relationship between airline social media advertising and purchase intention of passengers.
- H0 2: There is no significant relationship between communication using social media and purchase intention of passengers.
- H0 3: There is no significant relationship between the certain demographic factors like age, gender and education qualification and purchase intention of passengers.
- H0 4: There is no significant relationship between the attitude towards social media advertising and purchase intention of passengers.

## IV. SIGNIFICANCE OF THE STUDY

To the airline industry it will be an important information regarding the results of the questionnaire by which they can collect and analyze the perception of passengers on airlines. Evidence of this study will be beneficial to the students that study in Bahrain or abroad, researchers, academic community, and businesses, employees at public agencies, and management of the AMA International University and as a useful literature for the generations that will choose to study this issue. It is significant for the general population living in the Kingdom of Bahrain or wider. This research study can be of a good guidance for further exploring the issues. Additionally, it can be a good reference for the Bahrain government agencies,

such as the ministry levels as well as for local and international organizations that deal with this kind of matter.

## V. SCOPE AND LIMITATION

The scope of the study is to investigate the relation between social media advertising system and its effects such as Bahrain passengers' motivation to purchase. During the research we faced the following impacts in our study:

- The study is limiting itself on the Bahrain passenger's perception and no other countries.
- Cost implications,
- Time constraints – a short time to do a thorough study,

- The questionnaires are filled unanimously, from students and other Bahraini citizens and therefore are analyzed in general and not in individual basis.

## VI. THEORETICAL FRAMEWORK

The theory is analyzing the relation of social media advertising and the decision for purchase from the consumers as well as post-purchase behavior (Johnston, 2016) are analyzed the decision making process as the main part of consumer behavior in a several steps as explained below (figure 1).
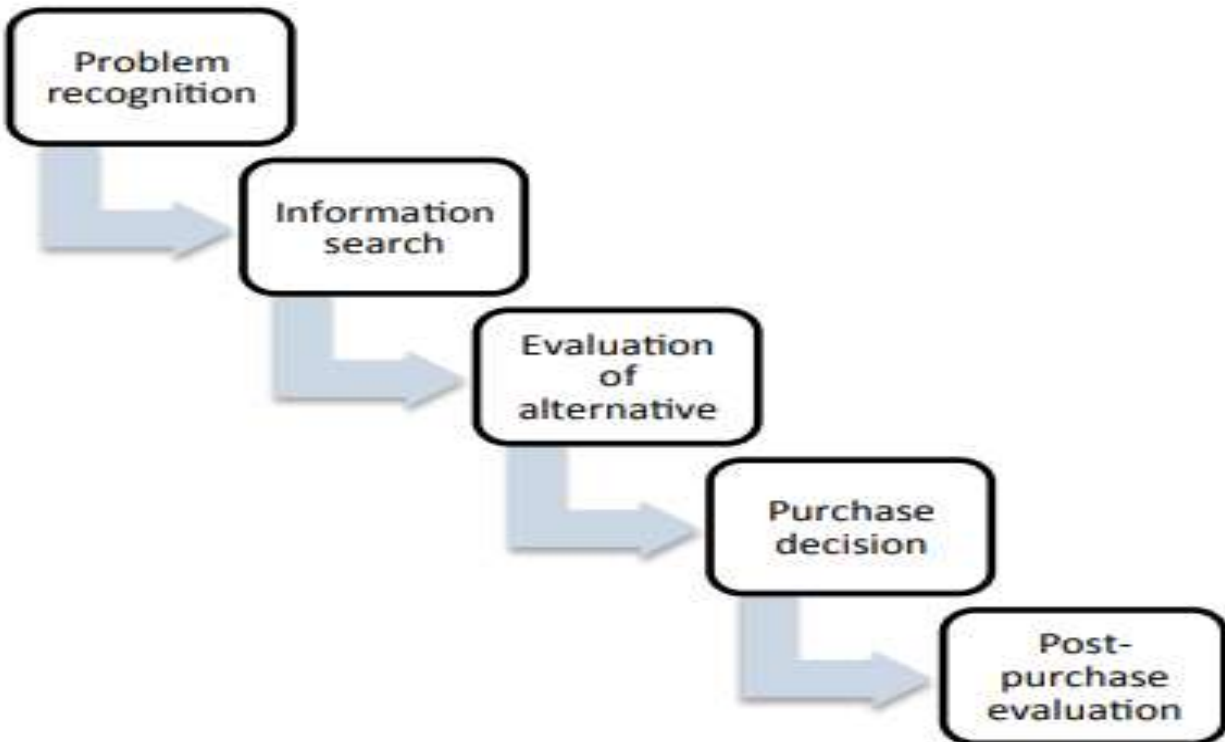


Fig 1:- Consumer decision-making process

Problem recognition is the procedure of a customer recognizing a need to purchase something. After recognizing the problem, consumers start to look for about significant data. An Evaluation of Alternatives is the phase of the purchaser decision process, where a buyer utilizes the data accumulated in the Information Search to assess alternative brands in the item group. Customer enthusiasm to buy an item relies upon the excitement to purchase and in the meantime capability to pay for the item. Post-purchase evaluation is the last phase of purchaser shopping background.

## VII. CONCEPTUAL FRAMEWORK

The conceptual framework is based on independent and dependent variables. The independent variables are demographic factors, attitude of people that use social media, the level of communication and advertisement on social media. Dependent variable is purchase intention of passengers using social media. This relationship is illustrated in the figure 2.
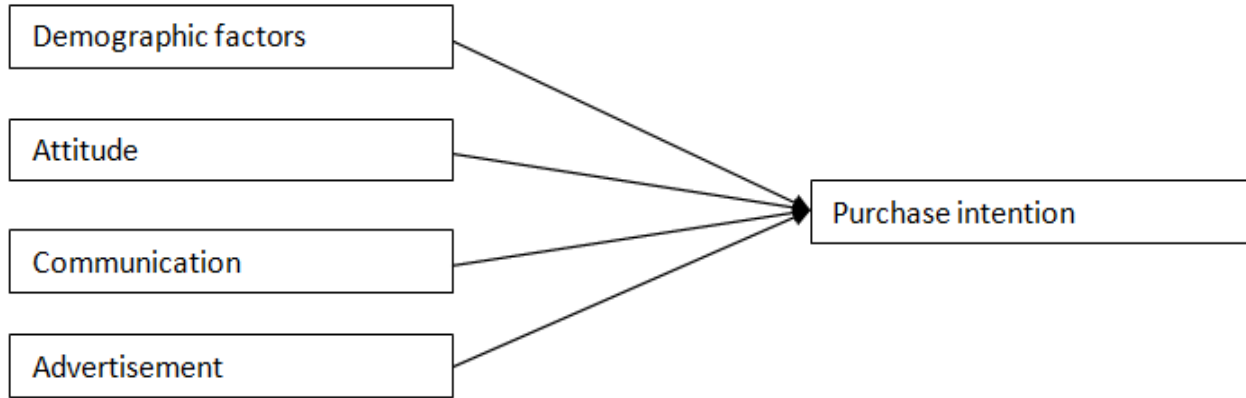
Fig 2:- Independent and dependent variables

## VIII. RESEARCH METHODOLOGY

The sampling technique used will be non-probability based technique and the sampling method will be convenience sampling. Respondents of the study are the students and Bahraini citizens and are selected through non-probability sampling technique. Based on the research of Go-Gulf web portal (March 6, 2017), Bahrain has 1.38 million and 78% have social media account. Hence, this shows that total population of this master thesis is 1,076,400. The ideal sample size is 97. This sample size is calculated based on confidence level of 95%, population size of 1076400 and margin of error of 10%. The main tool of the study is done through the questionnaire. The instrument was validated by three experts in the field of marketing.

## IX. RESULTS AND DISCUSSION

From the sample size as discussed in chapter based on a formula, in total ninety seven questionnaires were disseminated among the potential respondents that positively accepted to be part of the research, from this 60 (61.9%) respondents belong to male gender, while female respondents are only 37 (38.1%). More specifically with the scope of "21-30" are 60 respondents (61.9%), most of the respondents have obtained a bachelor degree (45) 46.4%, The respondents mainly were with the secondary degree with the current status of studying in universities as given in table 4.5 are 41 (42.3%), respondents are using more frequently is the presence of Instagram with the largest frequency number that is 51 (52.6%), mostly the respondents spend time within "1 to 3 hours a day" with the total number of 49 (50.5%).

The first check is made with the category of respondent profile that is taken the mean from the respondents as independent variable with the purchase intention of passengers using social media. Most of respondents belong to 2.6 and 3.4 that is satisfactory that the achieved effects of social media advertising in airline companies met expectations in terms of timeline, efficiency and quality of

work and other checks are made also related to independent and dependent variable.

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | YVCSM7, AATSM2, Gender, YVASM3, YVCSM3, Qualifications, Age, AATSM5, YVCSM4, YVASM4, AATSM4, Time, AATSM3, YVCSM5, YVCSM1, Accounts, Status, YVCSM2, YVASM2, YVASM1, YVASM5, AATSM1[b] | . | Enter |
| a. Dependent Variable: Purchase Intention | | | |
| b. Tolerance = .000 limit reached. | | | |

Table 1:- Variables Entered/Removed[a]

The table 1 shows that the dependent variable is the purchase intention of passengers using social media and independent variables are all questions that are asked in the questionnaire to the respondents such as: related Respondent Profile are given Gender, Age, Qualification, Status, Account and Time. For questions related to Attitude towards social media are coded as AATSM1, AATSM2, AATSM3, AATSM4, AATSM5. For questions regarding Views on advertising on social media for airline industry are coded as YVASM1, YVASM2, YVASM3, YVASM4, YVASM5. For questions related to Views on communication on social media for airline industry are coded as YVCSM1, YVCSM2, YVCSM3, YVCSM4, YVCSM5, YVCSM6, YVCSM7.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .480[a] | .231 | .002 | .77643 |

Table 2:- Regression Model Summary

In the table 2, the independent variables are put as a set or a group called predictors to predict the dependent variable that is Purchase intention of passengers using social media for airline companies. In this table are analysed R, R Square, Adjusted R Square and Standard Error. The value of R (correlation coefficient) is estimated 48% (.480) that expresses a very high correlation between independent and dependent variable. The R Square and Adjusted R Square result with 23.1% (.231) and 0.2% (.002), that represent only 23.1 of the variance of purchase intention of passengers using social media for airline companies is explained by the four variables provided in the research, and this result shows acceptable result. The rest of the percentage that is 77% is accounted by other variables that are not part of this research.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 13.370 | 22 | .608 | 1.008 | .466[b] |
| | Residual | 44.610 | 74 | .603 | | |
| | Total | 57.979 | 96 | | | |
| a. Dependent Variable: Purchase Intention | | | | | | |

Table 3:- ANOVA

The results of ANOVA are interpreted in the table 3. Since significance is higher than 0.05, that is 0.466, we know that the value of R Square is 23% significant it can be concluded that the independent variables (predictors) are not very well able to account for a significant amount of variance in purchase intention of passengers using social media. In other words, overall the regression model is was not statistically significant. The independent variables cannot really predict the purchase intention of passengers using social media. The F statistic is significant with 1.008 value with the probability of 5 percent.

The estimated regression model for purchase intention is:

$$Y = constant + b(X1) + b(X2) + b(X3) + b(Xn) \qquad (Eq.1)$$

$$Pi = 4.639 - 0.0253 – 0.074 + 0.018 – 0.0365 \qquad (Eq.2)$$

| Model[a] | Standardized Coefficients | |
|---|---|---|
| | Beta | Sig. |
| (Constant) | 4.639 | 0 |
| Demographic factors | -0.0253 | 0.5 |
| Attitude | -0.074 | 1.28 |
| Advertising | 0.018 | 0.449 |
| Communication | -0.0365 | 0.373 |
| a. Dependent Variable: Purchase Intention | | |

Table 4:- Coefficient table

Additional analyses are done for coefficients of variables given in the table 4. While model summary and ANOVA looked at regression analysis overall or the independent variables (predictors) as a set, the Coefficient table looks at each of the items of variables (predictors) individually, whether a given variable is significant on its own right and so for. In coefficient analysis the constant is not important but we are focused on p values for all independent variables that is their significance on purchase intention on social media for airline industry. All the independent variables are not statistically significant for predicting the purchase intention of passengers using social media for airline industry, since the p values are higher than 0.05. The beta standardized coefficients shows that have small factor in explaining the purchase intention of passengers.

## X.    SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATION

It was revealed that as yet the regression analysis shows that independent variables such demographic factors, attitude of people that use social media, the level of communication and advertisement on social media don't have much statistical significance on purchase intention to passengers using social media in the Kingdom of Bahrain. From the findings of the study, it is concluded that all four null hypothesis are rejected. As such, for hypothesis one it is concluded that "There is significant relationship between the certain demographic factors like age, gender and education qualification and purchase intention of passengers". The conclusion for second null hypothesis is that "There is significant relationship between the attitude towards social media advertising and purchase intention of passengers". The conclusion for third null hypothesis is that "There is significant relationship between airline social media advertising and purchase intention of passengers". The conclusion for fourth null hypothesis is that "There is significant relationship between communication using social media and purchase intention of passengers". The recommendation is that for the airline companies to change the procedure of advertisement on web-based social networking and site pages. Additional recommendation is for airline companies to consider and enlarge distinctive promotion procedures in social media with the end goal to impact the expansion of purchases from potential passengers. It is also recommended that the future investigators on this similar topic to use up various respondent profiles compared to this research, for example, more female respondents, distinctive age.

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