



## IMPACT OF SOCIAL MEDIA IN AIRLINE INDUSTRY

<sup>1</sup>Ms. BINTHIYAA B

MBA AVIATION MANAGEMENT

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

<sup>2</sup>Ms. ARSHA FAZIL

Assistant Professor

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

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### ABSTRACT

Airline industry growing under social media always adds value and promotion to the airline, even if it increases the industry growth and specific economic growth there is also the other side of media impact in this aviation. It connects with customers in different angles emotionally and rationally at different seasons of travel time, it easily connects all set of customers and makes them remember the way media attracts people towards the air transportation and airlines taking forward. Dedication towards customer care and review response has been highlighted in social media among Airline Industry. Services provided by airlines has been notified in media to pull customers towards their airline, interaction process the real-time nature of the requests customers make through social media. Ratings from travelers based on their experience reveals the valid content all from specific airline.

**Keyword:** Airline, Customer Service, Media Impact, Market Growth.

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### INTRODUCTION

The emergence of social media has brought about significant changes in the way businesses operate and interact with their customers. The airline industry has been impacted by the growing use of social media platforms. Social media has provided airlines with new opportunities to engage with customers, promote their brand, and gather feedback. In this study we will explore and examine the impact of social media on airline industry and the way it has changed the airline communicate with their customers, how it has affected brand awareness, and how it has enabled airlines to provide better customer service. Additionally, we will examine how airlines use social media for market research and crisis management. With the rise of platforms like Facebook, Twitter, and Instagram these airlines can see real-time service and address the concerns and

complaints quickly and promote themselves. In this study, the impact of social media on airline industry is tracked and multifaced. Its effect are yet to be studied and understood.

## **OBJECTIVES**

- To show the pros and cons of social media in airline industry.
- To reveal the content based on comparison before and after the effects of social media in airline industry.
- Media Strategies used by airline to promote their brand between all class travelers.

## **SCOPE OF THE STUDY**

This study will help to understand the Social Media Impact on Airlines and how it supports Aviation industry. It will also enable the readers to understand how social media Impacts this industry in influencing the Aviation business and helps in making sound profit.

## **LIMITATION OF THE STUDY**

- The study is limited only for airline industry.
- The data collection was done in the time period between January 2023 to March 2023.
- It is collected among the people who frequently uses air transportation.

## **Review of Literature**

<sup>1</sup> Al Balawi, R., Hu, Y., & Qiu, L. (2022) Brand crisis and customer relationship management on social media: evidence from a natural experiment from the airline industry Brand crisis and customer relationship management on social media: evidence from a natural experiment from the airline industry. *Information Systems Research*. This paper identifies the best practises for customer relationship and engagement levels in majority airlines with group communities in Facebook and interactive communicable platforms with values through measurement and strategies.

<sup>2</sup>Wibisono, A. I., & Ruldeviyani, Y. (2021, April). Detecting Social Media Influencers of Airline Services through Social Network Analysis on Twitter: A Case Study of the Indonesian Airline Industry Detecting Social Media Influencers of Airline Services through Social Network Analysis on Twitter: A Case Study of the Indonesian Airline Industry. In 2021 3rd East Indonesia Conference on Computer and Information Technology (EIconCIT) (pp. 314-319). IEEE.Challenges for brand value from social media in the airline industry. This paper covers the way of communications between companies and passengers through social media and modern communication technologies in order to reach out with brand values in aviation industry.

<sup>3</sup>Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561-583. Digital transformation of airline industry. Currently this paper takes few Digital formations, infrastructure, transformations in aviation line and how it takes the industry in certain service and passenger experience.

<sup>4</sup>Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691. This paper contains the global penetrations taken place with internet and social media tools for the purpose of marketing through social media influencers in purpose of purchase intention, twitter influencers where they used Twitter as a tool for influencing in aviation industry.

<sup>5</sup>Tian, X., He, W., Tang, C., Li, L., Xu, H., & Selover, D. (2020). A new approach of social media analytics to predict service quality: evidence from the airline industry A new approach of social media analytics to predict service quality: evidence from the airline industry. *Journal of Enterprise Information Management*, 33(1), 51-70. This research paper goes with German aviation Industry going through growth in economic contribution with the help of social media, the ways and attributes the German aviation industry used to make them have a standard position in this particular industry with Social Media Marketing methodology.

<sup>6</sup>Seo, E. J., & Park, J. W. (2018) A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41. Study is based on the brand equity and awareness on dividing the marketing activities through social media, it also covers important components and analyse the effects of SMMA with sufficient analyzed data.

<sup>7</sup>Bigne, E., Andreu, L., Hernandez, B., & Ruiz, C. (2018) The impact of social media and offline influences on consumer behavior. An analysis of the low-cost airline industry). The impact of social media and offline influences on consumer behaviour. An analysis of the low-cost airline industry. *Current Issues in Tourism*, 21(9), 1014-1032. This paper works on the technology acceptance model in social media within the area of social networking and further investigation. The present value and after effects in acceptance of social seating as been clearly examined over this paper.

<sup>8</sup>Gunarathne, P., Rui, H., & Seidmann, A. (2018) When social media delivers customer service: Differential customer treatment in the airline industry When social media delivers customer service: Differential customer treatment in the airline industry. *MIS quarterly*, 42(2), 489-520. This study analyses on the online C2C information and impact of social media and offline social influences. They also propose those factors in order to increase the online purchase and

WOM (word of mouth) at low -cost settings.

<sup>9</sup>Knoblich, S., Martin, A., Nash, R., & Stansbie, P. (2017). Keys to success in Social Media Marketing (SMM)–Prospects for the German airline industry Keys to success in Social Media Marketing (SMM)–Prospects for the German airline industry. *Tourism and hospitality research*, 17(2), 147-164. This research paper uses social media data to check on the service quality of the airline industry with analysed test within the metrics.

<sup>10</sup>Koch, S., & Tritscher, F. (2017). Social media in the airline industry: acceptance of social seating social media in the airline industry: acceptance of social seating. *Journal of Hospitality and Tourism Technology*, 8(2), 256-279. Brand crisis and customer relationship management on social media: evidence from a natural experiment from the airline industry. *Information Systems Research*. This paper investigates real time experiments and delivers a theory with the help of United Nations airline crises and how social media platforms helps the public to understand the truth behind this incident, including Customer Relationship Management as been clearly defined with natural conspiracy and detections.

## RESEARCH METHODOLOGY

This study employs a quantitative research design that entails gathering information from frequent travelers who have been in both business and economic classes using a standardized questionnaire. The study used both primary and secondary data. A sampling technique called Convenience Sampling was used to collect the data. Statistical tools such as Chi-Square analysis, ANOVA and Correlation were used to experimentally assess the data that had been gathered.

### Chi Square Analysis

Chi square test is implemented to discovery the connection/ relationship among the variable.

#### Hypothesis 1:

**HO<sub>1</sub>**: there is no significant association between the variable

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.868 <sup>a</sup>	6	.695
Likelihood Ratio	5.684	6	.460
Linear-by-Linear Association	.010	1	.922
N of Valid Cases	112		

**Inference**

It is observed from the above table, the chi-square value is 3.868 the significant p value is found to be  $0.695 > 0.05$ , hence it is concluded to accept the null hypothesis. Therefore it is interpreted that there is no relationship between i)age and ii) choosing an airline or flight destination with the help of social media.

**Hypothesis 2:**

**HO<sub>2</sub>:** There is no significant association between the variable

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.923 <sup>a</sup>	4	.008
Likelihood Ratio	14.976	4	.005
Linear-by-Linear Association	12.899	1	<.001
N of Valid Cases	112		

**Inference**

It is observed from the above table, the chi-square value is 13.923 the significant p value is found to be  $0.008 < 0.05$ , hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that there is relationship between social media impacts in airline industries and have you ever purchased an airline ticket based on social media promotions or advertisements.

**ANOVA**

ANOVA test to find the variance between Ever seen airline’s social media post that influence travel plans and Does the content that airlines post on social media platforms affect the perception on them

**H<sub>01</sub>:** There is significant variance/difference between the variables.

V4

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.832	4	2.708	2.815	.029
Within Groups	102.945	107	.962		
Total	113.777	111			

**Inference**

It is observed from the ANOVA test, F value is found to be 2.815. The P value is found to be  $0.029 < 0.05$ . Thus, it is concluded to reject the null hypothesis. Therefore, It becomes clear that the variables don't have a relationship. It has been discovered that airline social media posts effect traveler's travel decisions and their perceptions of the airlines overall.

**CORRELATION****Correlations**

		V3	V4
V3	Pearson Correlation	1	.249**
	Sig. (2-tailed)		.008
	N	112	112
V4	Pearson Correlation	.249**	1
	Sig. (2-tailed)	.008	
	N	112	112

**Inference**

The above mention data shows that airline's social media post influence travel plans and the content that airlines post on social media platforms affect the perception on them. There is a statistically significant linear relationship between the two variables ( $r=0.249$ ,  $p<0.001$ ) indicating a positive correlation between the two variables. As a result, it is determined that airline social media influences the travel plan and affect the perception on them.

**FINDINGS**

The researchers attempted to analyze the impact of social media in airline industry. Various factors and variable pertaining in Social Media Impact in Airline Industry were circulated through questionnaire to understand the impact which influence the airline industry. The different test using the statistical tool were executed to find the in-depth of the study such as ANOVA, Chi-Square analysis and Correlation. **I Findings of ANOVA** The result of ANOVA analysis revealed that there is close relationship between the variable. It is found that Airline's social media post has influenced the travel plans and the content over the post has affected the perception of people. **II Findings of Chi-Square** The result of Chi-Square exposed that there is no significant association between the variable a) age and choosing the airline or flight destination with the help of social media. b) social media impacts in airline industries and have you ever purchased an airline ticket based on social media promotions or advertisements. **III Findings of Correlation** The result of Correlation exposed that there is a positive correlation between the that airline's social media post influence travel plans and the content that airlines post on social media platforms affect the perception on them.

## CONCLUSION

The researchers conducted the study to gain better understanding in Impact of social media in Airline industry. The study discovered that social media influence the airline industry positively and has gained lot of impact from the travelers. The study discovered a statistically significant difference between airline's social media post influence travel plans and the content that airlines post on social media platforms affect the perception on them. The study also depicts that there is no significance difference between age and choosing an airline or flight destination with the help of social media. As a result of this tireless research revealed that, there is relationship between social media impacts in airline industries and have you ever purchased an airline ticket based on social media promotions or advertisements.

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