

The effect of social media marketing, compatibility and perceived ease of use on marketing performance: Evidence from hotel industry

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ABSTRACT

This research effort addresses the role of social media marketing activities, the compatibility with latest technology availability and perceived ease of use of social media and technological applications and systems to influence the attitude towards adoption that further enhances the marketing performance. The hotel industry of UAE is required to adopt the social networking sites and online marketing approaches instead of traditional marketing pattern to attract the customers on large-scale worldwide specifically. In addition, Due to Covid19 pandemic era, the need for online applications has increased dramatically to avoid the physical contact. The study contributes to the body of knowledge by explaining the role of social media marketing, its compatibility and ease of use to predict the attitude towards adoption that further influences the marketing performance. The study reported that social media marketing efforts, the compatibility of online applications and perceived ease of use influence the attitude towards the adoption of social networking sites significantly, moreover the marketing performance is influenced by inclined attitude of adoption network related applications.

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1. Introduction

The competitive business environment forced firms to adopt the latest technological based solutions for attracting and acquiring customers. The utilization of social media channels has changed the basis of competition as the general public uses Twitter, Facebook, YouTube, WhatsApp and other channels instead of newspapers, television or radio. The various businesses have created social media pages to create the awareness among customers, attract the potential customers and to acquire and retain the existing customers that further changed the way to develop marketing plans that are based on social media marketing. The tourism and hotel industry use communication and technological tools for social media marketing that provides various advantages to the business for effective marketing (Nawaz & Hassan, 2016b). Social media marketing has gained attention of various scholars and practitioners for a number of reasons, specifically advantages produced for the hospitality industry that uses social media sites for their business operations for their consumers. The utilization of social media networking sites assists in creating, delivering and contributing for benefiting the stakeholders of the corporations. The social networking sites and applications are being used by the hospitality industry that contributes to earn and maximize the profit on investment (Ibrahim, Aljarah, & Sawaftah, 2021). Social media sites are considered one of the important platforms for receiving the views of customers to make decisions in future. The large number of users are utilizing the social media sites for their routine tasks and businesses attract that large number of potential customers, according to careful estimation half of the population utilizes the social media networks (KEMP, 2018).

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The various businesses have capitalized on the opportunities provided by social media networks and applications; similarly, the hospitality industry has the potential to adopt the social media networking sites for their marketing purposes to attract the large number of visitors. The luxury hotels, restaurants, travel agents, hotels and coffee shops or general shops have gained the benefits of utilizing social media networking applications and sites to grab the benefits. The social media marketing enables firms to interact with customers, establish the interconnections and tie the strong long-term relationship with stakeholders. The businesses related to entertainment, interaction, trendiness, word of mouth and customization engage with online communities to increase the consumer equity and enhance the purchase intention in various industries such as fashion industry as customers prefer the established brand name and equity (Kim & Ko, 2012). The social media marketing activities is also referred to as the interaction and communication between consumers and brands, that amplify and satisfy the differing needs of individuals that enhances the consumer-brand relationship (Ibrahim, Aljarah, & Ababneh, 2020).

There are various behavioral outcomes associated with social media marketing activities that also influence the attitudes of individuals. The previous research studies have shown that social media networking activities and marketing management enable firms to revise the brand image, share the intention and increase the trust in the brand. The literature referred to revisit intention as readiness or willingness for visitors to revise the organizational goals according to the changing environment. Brand trust is described as the willingness of consumers to rely on a brand for specific goods or services due to higher level of satisfaction. The previous literature has reported the significant effect of social media marketing activities on branding (Chen & Qasim; Koay, Ong, Khoo, & Yeoh, 2020; Zollo, Filieri, Rialti, & Yoon, 2020). The remarkable development in technology and adoption in business operations has dramatically increased the performance and outcomes of firms as a huge number of users have shifted to the online accessible items to meet their needs. The development of Web2.0 has revolutionized the business world; social networking sites and direct social coordination has significant impact on the outcomes. The social media sites have provided the platforms including Facebook, Twitter, Email, WhatsApp and Instagram for firms and users to interact to meet their demands as they get connected through technological based sites that allow them to conduct business activities after attracting and acquiring the customers worldwide (Khraim, 2020).

The development of information technology-based equipment and online applications enable firms to communicate with stakeholders including customers through utilization of social networking sites and applications conveniently that also produces the benefits for all stakeholders in minimizing the cost and maximizing the profit. Social media sites are capable of attracting a large number of users through displaying the pictures of goods and products, it enables the firms to share the pictures, initiate the chats and address the problems or issues of customers online anytime from anywhere that makes it free from any location boundaries. There are various advantages given by social networking sites and applications to attract and interact with the customers, it is due to the large number of users engaged with social media networks approximately 320 million people are connected to social networking sites, that provides the attractive potential market for the goods and services being sold on social media. The following table shows the number of social media users below.

Table 1

Active users

Social network platforms in UAE	Active Users
YouTube	8.64 Million
Facebook	7.77 Million
Instagram	6.68 Million
Twitter	5.21 Million

Source: (GMI, 2021)

The statistics from 2020 shows that social media site users have been increasing rapidly in UAE as Facebook, YouTube, Instagram and Twitter are popular media channels that are being used widely for information sharing and attracting potential customers. The statistics shows that Twitter is penetrated by 53% in UAE market, LinkedIn penetrated by 45% and trend is further increasing due to ease of use and higher trust on the brands.

The hotel industry found Facebook to be used as compared to any other social media for online communication to reach their potential customers worldwide, as there are 2 billion FB users around the world. The new communication methods have been adopted by the hotel industry as a large number of consumers access through online social media sites, the utilization of social media applications is used to meet the environmental changes to cope with competitive scenarios (Nawaz et al., 2020). The adoption of social networking media enables firms to be present online to access the large number of customers from all over the world without any physical restrictions. The research scholars have indicated that the hotel industry has adopted social media sites for attracting customers through Facebook, Instagram, WhatsApp, Twitter and YouTube for advertising and promotions of their industry (Kim & Park, 2017).

The tourism industry of the United Arab Emirates utilizes social networking sites for the purpose of attracting the customers on large-scale, so therefore, travelers around the world utilize social networking sites for searching the hotels (Nawaz & Hassan, 2016b). The hotels must be able to identify the factors that influence the individuals' intention while searching the hotels for residence in various countries and must be able to incorporate the latest available channels (Kargwell, 1958). It has been reported that there is lack of empirical evidence in assessing the role of social networking sites in the hotel industry to conduct the marketing activities specifically in the context of UAE. So therefore, there is dire need to conduct further

investigation to explore the role of social networking sites in the hotel industry for marketing purposes that further influence the performance. Previously, the research scholars have investigated the influence of perceived ease of use, perceived usefulness and perceived risk to determine the attitude towards utilization of social media in hotel selection.

This current research paper contributes to the literature of social media marketing activities and its influence on attitudes and performance in the hotel industry in several ways. First of all the study examines the social media marketing activities impact on attitude towards social networking sites, the compatibility with using social media utilization and perceived ease of use that determine the attitude towards social networking sites, secondly the influence of attitudes towards social networking sites influence on performance is explained, third the influence of social media applications, compatibility and perceived ease of use is determined on performance of hotel industry in UAE, fourth the mediation role is determined at attitude towards social networking sites between exogenous and endogenous constructs.

2. Literature Review

The technological based marketing efforts has taken the attention of research scholars due to its crucial importance in gaining the competitive edge and to survive in specific industries as the environment has become much more competitive. The firms focus to create such an environment that engages the large number of customers that may be possible through utilization of social media (Ananda, Hernández-García, Acquila-Natale, & Lamberti, 2019). It has been reported that Facebook and Instagram have more than 2 billion and 1 billion active users respectively. It has been also highlighted that users spent more than 45 minutes on average on social media sites and applications through smartphones. The increased usage of smartphones and social networking sites has encouraged hotel industry and other industries to use social media marketing activities for attracting the customers (Yadav & Rahman, 2017). The businesses use social media sites for survival in a highly competitive environment for effective communication and information sharing among stakeholders specifically with customers. It enables to establish the brand image and boost the sales as it has been reported in the studies of (Choi, Fowler, Goh, & Yuan, 2016; Kunja & Acharyulu, 2018; Yadav, Kamboj, & Rahman, 2016). The reports have shown that marketers perceive that social media is one of the most useful and beneficial tools to survive in a highly competitive business environment as statistics shows that 92% of survivors found to be engaged with social media applications for marketing purposes. Social media has enabled the firms to reduce the cost of communication as it integrates the stakeholders for information sharing. The effective communication through social media applications reduces the cost of communication with customers as direct relationships are established through utilization of technology that further influence the decision making related to marketing efforts (Tuten, 2020). The research studies have also reported that 93 percent of social media users have given the option that businesses engaged with social media networks reduce the cost and offer better options rather than traditional media (Amersdorffer, Oellrich, Bauhuber, & Gottstein, 2013).

2.1 Social Media Marketing Activities and attitude towards social networking sites

Previously, research scholars have conducted various research papers on assessing the role of social media marketing activities in different aspects of businesses. Social media marketing is considered as an active marketing approach that attract and engage customers effectively and establish the brand worth-while considering the five dimensions including entertainment, trendiness, customization, interaction and word of mouth (Kim & Ko, 2012). The prior studies have focused the promotional relational communication between organization and consumers for interaction and information sharing as social media marketing activities are referred to as a considerable role in building trust consumer brand relationships that further influence the positive performance related outcomes (Cheung, Pires, & Rosenberger, 2020). Social media tools are being used for communication instead of traditional marketing approaches in various industries. The previous studies focused on revisiting the intention with the idea of repurchasing, intention to purchase, and revisit intention that influence the behavioral outcomes. The satisfied visitors and travelers are inspired by the assistance they receive and prefer to visit the same place and acquire the same services in case of satisfaction. The studies have embarked on the phenomenon of revisiting intention in the tourism industry in Spain and suggested that there is influence of emotions on post-purchase behavior and found to be positive in social media users (Bigne, Andreu, Hernandez, & Ruiz, 2018). The research studies also verified that the customers with revisit intention or repurchase intention prefer to revisit the same venue from where they got inspired from the service or product (Ferrer-Rosell, Martin-Fuentes, & Marine-Roig, 2020; Nawaz & Hassan, 2016a). It has been identified that customers having interaction through Facebook found to be more involved in repurchase or revisit intention. The study reported that there is lack of empirical evidence in assessing the role of social media marketing tools to determine the intention and performance. The relationship between social media marketing activities and revisit intention among five-star-hotels in Cyprus have been assessed and found that social media can play a crucial role in improvement of revisit intention after providing satisfactory services (Ibrahim & Aljarah, 2018). The previous literature revealed that consumer attitude towards online purchase is attracted due to the perception about revisit websites and it has positive relation (Jung, Kim, & Kim, 2014). The current study intends to examine the role of social media marketing tools on attitude towards social networking site usage, so the following hypothesis is derived based on the above literature.

H₁: *Social media marketing tools influence the attitude towards social networking sites in the hotel industry of UAE.*

2.2 Compatibility and attitude towards social networking sites

Social media has occurred as a giant tool for enterprises that improve the performance related outcomes of the businesses of various sectors. Social media is found to be influential towards various functions of the businesses. The various different studies show that social media contributes to business efficiency that attracts the number of customers (Kapoor et al., 2018). The small and medium sized enterprises utilize social media platforms that improve various perspectives of business such as improve the efficiency in supply chain management as occurred in previous literature (Chae, 2015; Shareef, Mukerji, Alryalat, Wright, & Dwivedi, 2018). The social media projects the word of mouth, it entails the online blogs, email between consumers and social networking websites spread information on large-scale that is not bound physically as well (Shi, Cao, Chen, & Chow, 2019). The utilization of social media in business affairs is known as the social media marketing approach that effectively influences the performance of SMEs, there are various factors that motivate firms to use social media marketing that generates the benefits (Ware, 2018). The small and medium enterprises found to be inclined towards social media utilization and electronic-commerce for achievement of business growth (Abed, Dwivedi, & Williams, 2016).

The current study intends to determine the compatibility of firms with social networking applications and sites to conduct the business functions as the business must be able to adopt such innovative solutions that appropriately fits into existing values of SMEs. The previous literature revealed that compatibility prevails between existing and newly adopted technology that must be adopted for gaining efficiency and effectiveness towards various services (Yoon & Cho, 2016). The compatibility is concerned with implementation of newly developed and adopted technology specifically related to the social media marketing and the tools that enable for effective marketing as compared to traditional approaches of marketing. The SME sector of any industry has to assess the computability of newly established systems with existing system and business functions, so therefore it is argued that computability is an important and crucial factor to determine the attitude towards adoption of social networking sites for business functions. The above literature helps to derive the following hypothesis:

H₂: *Compatibility influences the attitude towards social networking sites adoption among the tourism industry of UAE.*

2.3 Perceived ease of Use and attitude towards social networking sites

The current study intends to examine the perceived ease of use that influences the attitude towards utilization of social networking sites. The perceived ease of use refers to the degree to which a website or social networking site is easy to manage, must be able to face the competition, must be easier to operate and able to obtain the data and information as and when needed (Khraim, 2020). The current study focused on the hotel industry of UAE that uses social media sites for marketing purposes to create awareness, to attract the customers and acquire the customers by fulfilling the demands of consumers. The user-friendly and easy to use system enables customers to seek the required information shortly and precisely, so therefore firms make sure to develop or adopt the utilization of social networking sites that are easy to use as a large number of populations around the world possess the skills of utilization of social media. The user-friendly interface and perception of ease attract the large number of customers, further their experience enable them reuse or reassess the same hotels through similar social networking site for information seeking (Muñoz-Leiva, Hernández-Méndez, & Sánchez-Fernández, 2012). The study provided evidence of a positive relationship between perceived ease of use and attitude towards utilization of blog, Facebooks and other social media for marketing purposes (Hsu & Lin, 2008; Wadie, 2012). The previous literature indicates that perceived ease of use is a significant indicator of attitude (Cheung & Vogel, 2013). Another study depicted the significant influence of perceived ease of use on attitudes of tourists in the United Arab Emirates and established that ease of use influences the intention of users to seek information from social networking applications and sites (Khraim, 2020). The above arguments lead towards following hypothesis:

H₃: *Perceived Ease of Use influences the attitude towards social networking sites among the hotel industry of UAE.*

2.4 Attitude towards social networking and performance

It is recently reported that online marketing approaches have not been stretched yet to the required level, so there is dire need to conduct empirical evidence to assess the role of social networking sites on determining the performance and other positive outcomes (Ahmad, Bakar, & Ahmad, 2019). The previous literature showed that social media marketing in small businesses is not being largely used at its full potential and scope. However, the SMEs are struggling to adopt the internet technologies to grasp the benefits in the field of marketing. The utilization of social media tools is considered as an important marketing tool and approach to attract the customers specifically through email and sophisticated usage of internet technologies that integrate the business system and redesigned business processes. The previous literature assessed the role of Facebook, WhatsApp and Email to predict the performance and reported the significant influence (GHANEM & HAMID, 2020). The current study intends to examine the influence of attitude towards adoption of social networking sites on marketing related performance of the hotel industry. The government of UAE ranked higher in utilization of digital and internet adoption among Middle East countries. The social media utilization in UAE has gradually increased but for marketing purposes it is not encouraged according to the study of (Makki & Chang, 2015). It has been reported that 73% of small businesses are utilizing social media and it is expected to rise but there is a large number of firms that are not interested in adopting social media tools for marketing purposes in coming years (Basri & Siam, 2019). The other evidence depicts that 63% of people in UAE prefer

to shop online. That puts UAE at the top in Gulf countries and in comparison, with the United States where 30% people shop online, in the United Kingdom only 18% people shop online similarly, in India only 18% people prefer shopping online. The large number of online shoppers shows the impact of online business tools on growth and performance of business globally and domestically. However, it has been also reported that citizens of UAE are not satisfied with the quality of electronic commerce. The consumers in UAE adopted digital based business operations to enhance the life standards, however businesses and government found to be reluctant in adoption of digital opportunities. The research shows that only 18% SMEs adopted online platforms for their business operations (Olanrewaju, Hossain, Whiteside, & Mercieca, 2020). The above literature leads towards the following hypothesis:

H₄: *Attitude towards social networking sites to enhance the marketing performance in the hotel industry of UAE.*

2.5 Mediating role of attitude towards social networking sites

The current study incorporated attitude towards social networking sites as a mediator between social media marketing activities, computability, and perceived ease of use to predict the marketing related performance. The researcher has not come across any prior study that examined the mediating role of attitude towards the social networking sites adoption between the exogenous and endogenous constructs taken in the present study. The previous literature has overlooked the mediation role of attitude of hotel industry operators that can be influenced by the social media marketing activities, computability and perceived ease of use as independent variables on dependent variable marketing related performance.

However, previously the mediation role of brand trust and brand loyalty have been examined between social media marketing activities and revisit intention and reported significant positive mediation role (Ibrahim et al., 2021). The current study argues that social media marketing activities, computability and perceived ease of use influence the attitude towards the adoption of social networking sites that further enhance the performance; meanwhile the attitude towards the adoption of social networking sites mediates the relationship between independent and dependent constructs. The following mediating hypotheses are derived:

H₅: *Attitude towards social networking adoption mediates the relationship between social media marketing activities and marketing performance among the hotel industry of UAE.*

H₆: *Attitude towards social networking adoption mediates the relationship between compatibility and marketing performance among the hotel industry of UAE.*

H₇: *Attitude towards social networking adoption mediates the relationship between perceived ease of use and marketing performance among the hotel industry of UAE.*

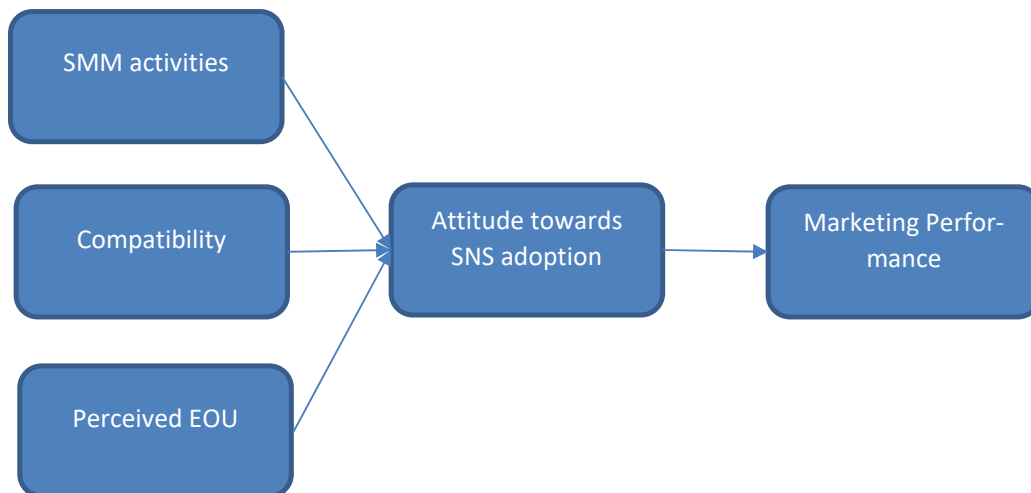


Fig. 1. Research Framework

3. Research Methodology

The current study is quantitative in nature that examines the role of social media marketing activities in determining the attitude towards adoption of social network sites that influence the performance of the hotel industry in UAE. The convenience sampling technique was utilized for samples and questionnaires were distributed through email in different hotels of emirates

including Dubai, Sharjah, and Ajman. The current pandemic situation has enhanced the importance of social network sites and other online applications for communication, so the UAE is recently reopened after a lockdown of several months. Sekaran and Bougie (2016) explained the research design, procedure of data collection and analysis of certain populations to address solutions to the problem statement. The management and hotel staff were respondents of the questionnaire the individual employee including manager and staff were asked to participate. Sekaran (2008) suggested the questionnaire survey method for data collection as it is quick, unbiased, simple, cost effective, efficient and accurate. The simple random sampling will be used for sample collection based on (Krejcie & Morgan, 1970) table. Initially 300 questionnaires were distributed and 210 completed usable responses were received that showed a good response rate, hence 210 responses were used for data analysis.

3.1 Measurement tool

The constructs were measured on the base of previous measurement scales adopted from the prior research studies that had the acceptable reliability and validity. The measurement scale for social media marketing activities was adopted from the study (Ibrahim et al., 2021), that consists of 10 items. The 04 items measurement scale of compatibility was taken from the study of (Chatterjee & Kar, 2020). The 05 items measurement scale for perceived ease of use was adopted from the study of (Chatterjee & Kar, 2020). The 03 items measurement scale for attitude towards adoption of social network sites was taken from the study of (Khraim, 2020). The 05 items measurement scale of marketing performance was taken from the study of (GHANEM & HAMID, 2020). All items were rated on Likert Scale with five points ranging from 1-5, where 1 strongly disagrees, 2 is disagree, 3 is neutral, 4 agree and 5 strongly disagree.

3.2 Data Analysis

The collected data analyzed by utilizing Smart-PLS for assessing construct validity and reliability in the first phase. The first phase was utilized through the PLS-algorithm for measurement assessment model that determined the validity and reliability by assessing the values of Cronbach alpha, composite reliability and average variance extracted. The second phase of the analysis entails the relationship assessment that is determined by utilizing the bootstrapping method. The structural equation model (SEM) determines the relationship between the constructs based on the β value, t-value and p-value (Hair, Ringle, & Sarstedt, 2013).

3.3 Measurement Model Assessment

This section of the analysis determines the construct reliability and validity assessed through PLS-algorithm by examining the values of Cronbach alpha, composite reliability and average variance extracted (AVE). The Cronbach alpha and composite reliability must remain higher than 0.70 for acceptable reliability, the AVE must remain higher than 0.50 for acceptable measurement model (Hair, Sarstedt, Ringle, & Mena, 2012). The table 2 presents the values for Cronbach alpha, composite reliability and average variance extracted.

Table 2
Cronbach alpha, composite reliability and AVE

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
AtSNS	0.810	0.889	0.730
COM	0.945	0.961	0.859
MP	0.792	0.858	0.566
PEOU	0.947	0.959	0.824
SMM	0.906	0.922	0.541

Note: Attitude towards social networking site (AtSNS), compatibility (COM), marketing performance (MP), perceived ease of use (PEOU), social media marketing (SMM)

The above table shows the Cronbach alpha, composite reliability and AVE, the Cronbach alpha for each construct meet the requirement of statistical benchmark. The Cronbach alpha for Attitude towards social networking sites found to be 0.810, composite reliability observed to be 0.899 and AVE 0.730 that fulfills the requirement for acceptable limits. The Cronbach alpha for compatibility found to be 0.945, for marketing performance 0.792, for perceived ease of use found observed as 0.947 and for social media marketing it observed to be 0.906 that all acceptable statistical limits. The composite reliability for compatibility found to be 0.961, for marketing performance observed to be 0.858 and for perceived ease of use observed to be 0.959 and for social media marketing found to be 0.922, moreover the AVE for compatibility observed to be 0.859, for marketing performance it observed to be 0.566, for perceived ease of use found to be 0.824 and for social media marketing the value of AVE found to be 0.541 that observed to be higher than limit of 0.50, so therefore it is acceptable statistically.

3.4 Discriminant Validity

This section of measurement assessment model determines the discriminant validity by comparing the square root of AVE with other correlation values. The intersect value in the table is the square root of AVE that must remain higher than remaining correlation values in the same column for acceptable discriminant validity as suggested by (Fornell & Larcker, 1981). The discriminant validity is determined by utilizing the PLS-algorithm in Smart-PLS. The table 3 below presents the discriminant validity.

Table 3
Discriminant validity

	AtSNS	COM	MP	PEOU	SMM
AtSNS	0.854				
COM	0.632	0.927			
MP	0.497	0.503	0.752		
PEOU	0.574	0.719	0.511	0.908	
SMM	0.441	0.432	0.423	0.460	0.736

Note: Attitude towards social networking site (AtSNS), compatibility (COM), marketing performance (MP), perceived ease of use (PEOU), social media marketing (SMM)

The above table presents the discriminant validity, the square root of AVE is compared with the correlational value in the same column, according to Fornell and Larcker (1981) the square root of AVE must remain higher than remaining values of the same column that presents the correlation value. The values in the above table shows that the square root of AVE is observed to be higher between all variables, hence it meets the criteria.

3.5 Structural Equation Model (SEM)

This section of the analysis entails the relationship testing by utilizing the bootstrapping method in Smart-PLs. The hypothesized relationship is tested based on β value, t-value and p-value. The t-value must remain higher than 1.96 with p-value less than 0.05 for acceptable statistical significance value (Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). The Fig. 2 demonstrates the SEM model along with all variable’s relationships and items.

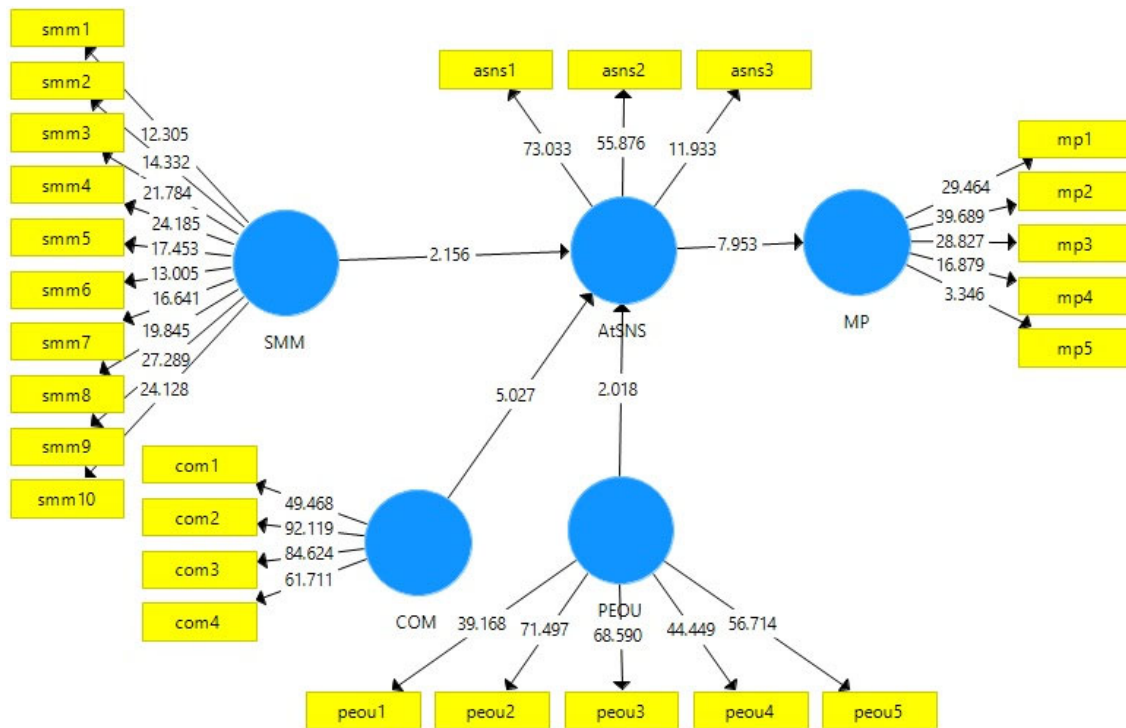


Fig. 2. Structural Equation Model

Note: Attitude towards social networking site (AtSNS), compatibility (COM), marketing performance (MP), perceived ease of use (PEOU), social media marketing (SMM)

Table 4
hypothesis testing (Direct Effect)

	Original Sample (O)	T Statistics	P-Value
AtSNS → MP	0.497	7.953	0.000
COM → AtSNS	0.419	5.027	0.000
PEOU → AtSNS	0.194	2.018	0.044
SMM → AtSNS	0.170	2.156	0.032

Note: Attitude towards social networking site (AtSNS), compatibility (COM), marketing performance (MP), perceived ease of use (PEOU), social media marketing (SMM)

The hypothesis H1 investigates the relationship between social media marketing activities and attitude towards usage of social networking sites among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.170$; t-value = 2.156; p-value = 0.032); so therefore, H1 is accepted on statistical grounds.

The hypothesis H2 investigates the relationship between compatibility and attitude towards usage of social networking sites among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.419$; t-value = 5.027; p-value = 0.000); so therefore, H2 is acceptable statistically.

The hypothesis H3 investigates the relationship between perceived ease of use and attitude towards usage of social networking sites among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.194$; t-value = 2.018; p-value = 0.044); so therefore, H3 is also significant and statistically acceptable.

The hypothesis H4 investigates the relationship between attitude towards usage of social networking sites and marketing performance among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.497$; t-value = 7.953; p-value = 0.000); so therefore, H4 is statistically acceptable.

3.6 Mediating Effect

The current study examined the mediating role of attitude towards social networking sites between independent and dependent variables. Table 5 shows mediating results of hypothesized relationships.

Table 5
The results of testing the hypotheses

	Original Sample (O)	T Statistics	P-Value
COM→AtSNS→MP	0.208	4.095	0.000
PEOU→AtSNS→MP	0.097	1.909	0.057
SMM→AtSNS→MP	0.085	1.979	0.048

Note: Attitude towards social networking site (AtSNS), compatibility (COM), marketing performance (MP), perceived ease of use (PEOU), social media marketing (SMM)

The hypothesis H5 investigates the mediating role of attitude towards usage of social networking sites between the relationships of social media marketing activities and marketing performance among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.085$; t-value = 1.979; p-value = 0.048); so therefore, H5 is statistically accepted.

The hypothesis H6 investigates the mediating role of attitude towards usage of social networking sites between the relationships of compatibility and marketing performance among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.208$; t-value = 4.095; p-value = 0.000); so therefore, H6 is statistically acceptable.

The hypothesis H7 investigates the mediating role of attitude towards usage of social networking sites between the relationships of perceived ease of use and marketing performance among the hotel industry of UAE. The hypothesis is assessed on the basis of ($\beta = 0.097$; t-value = 1.909; p-value = 0.057); so therefore, H7 is rejected on statistical grounds.

4. Conclusion

The current study examined the role of social media marketing activities to explain the marketing performance phenomenon among the hotel industry of UAE. The pandemic situation has increased the importance and crucially of the usage of online technological applications to maintain the social distance and physical interaction. The online marketing applications are being used for effective communication and interaction to take the effective decision-making. The current study contributed to the body of knowledge by assessing the empirical evidence that social media marketing plays an important role in marketing performance by influencing the attitude of decision makers to adopt social networking sites to attract customers. The study found that the hotel industry is required to incorporate social media marketing while being compatible and perceived ease of use influence the attitude towards adoption of social networking sites that further enhance the marketing performance. The study suggested the hotel industry should engage with social media applications and social networking sites to attract the customers and enjoy the growth in business.

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