

How social media influence staycation in Hong Kong

Submitted to Professor Gaukhar Chekembayeva

Luk Hei Yu, Rachel

1811068

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Abstract

The substantial market for digital marketing in the hotel industry has emerged due to the growing usage of social media. Although numerous studies have shed light on the effect of social networks on the hospitality industry, such as developing brand awareness, promotion, etc, the number of the research that focuses on this issue, particularly in Hong Kong and during the coronavirus pandemic time is limited. This study aims to determine the influence of social media on attitudes towards the hotels and staycation intention on the decision to purchase staycation in Hong Kong, especially during Covid – 19 periods.

An online survey was conducted for this study. The result revealed that perceived brand image, safety/ hygiene measures, comprehensive facilities & activities, and price & discount included in social media reviews would have a significant impact on customers' attitude towards the hotel. The attitude towards the hotels was also positively correlated with customers' staycation intention.