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## POST-TRAVELLING RISK PERCEPTION AND SOCIAL MEDIA MARKETING; INSIGHTS FROM HOSPITALITY AND TOURISM

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### Abstract

#### *Purpose*

COVID-19 is potentially the most severe risks organizations and governments have faced in the past one year. Which highlighted many importance areas of research during pandemic.

#### *Design*

This study examines the role of social media marketing on consumer buying behavior with contingent role of COVID-19 perception. However, Risk perception can also increase social media engagement of consumers.

#### *Methodology*

The population of this research study is comprises of local and international travelers in Pakistan. The data was collected from Couchsurfing, it's a social app consists of both travelers and hosts across the world. This research was quantitative research and Google-doc based questionnaire was developed and shared on Couchsurfing app.

#### *Findings*

Findings of this research study show significant positive impact of social media platforms' marketing and risk perception on consumer buying behaviors. COVID-19 perception used as contingent factor between social media platforms and consumer buying behavior. This research shows hotels/hostel which are actively participated through social media marketing has gained lots of attraction from the local and international travelers. They are more focused on information available to their favorite tourism spots even though they were unable to travel during this pandemic. Therefore, social media platforms played a vital role in creating COVID-19 awareness that with the help of SOPs it is safe to travel within COVID-19.

### *Originality of the Research*

This research study has implications for the managers that organizations must focus on the social media campaigns that are entertaining, interactive and customized. This would help organizations to engage with the travelers by two way communication platforms.

**Keywords:** Post-pandemic travelling, COVID-19 Perception, Risk Perception, Consumer Behavior, Social Media Marketing, Couchsurfing, Northern Areas of Pakistan

## **1. INTRODUCTION**

Delivering customer value in the digital environment and new normal practices of interactions are moving ahead more rapidly than ever before. Social media platforms have transformed marketing, introducing new possibilities while increasing the effectiveness of marketing communication. Social media's marketing strategies are immensely influenced by social media (Li *et al.*, 2021), and the role of consumer buying behavior is more relevant now than ever before. The rise of social media has transformed consumers into active creators and influencers, reversing the power of service providers over consumers (Pop *et al.*, 2021). The digital world is replete with online platforms such as blogs, forums, and email services. Many of these platforms are made available by businesses that sell consumer goods and services, while others focus on social interaction (Duong *et al.*, 2019). Social media platforms enable interaction between customers and brands, which benefits both in creating value and meeting consumer needs (Li *et al.*, 2020). The public has discovered a variety of social media platforms through which to gather product information to aid in purchasing decisions. Social media marketing is the process of conversing with others about an experience. As a result, brands have broadened their marketing channels by leveraging social media to serve consumers' needs better, increasing their satisfaction and brand loyalty (Sánchez-Casado *et al.*, 2019). Despite this, the pandemic has left marketers in a state of uncertainty, as the world has shifted away from brick-and-mortar stores and toward clicks and digital transactions. To remain relevant and appeal to changing customer preferences, marketers must evolve with the market, focusing on consumers' needs.

Consumer purchasing habits are critical for marketers to understand to assist them in designing marketing campaigns (Issock, Roberts-Lombard, & Mpinganjira, 2020). There is a dearth of research on how social media marketing can help brands in creating value and consumer intentions, particularly in the tourism and hospitality industry. Thus, the primary objective of this study is to develop a holistic model of how social media marketing and perceived risk affects consumer buying behavior, as measured by COVID-19 perception. To ascertain how hotel guests' perceptions of coronavirus disease may change over time, researchers should evaluate the COVID-19 concept (Kement *et al.*, 2020), as well as the associated social media marketing, and their findings should be incorporated into the COVID-19 project's conclusion (Kement *et al.*, 2020). COVID-19 outbreak is helping businesses in a way to re-think, re-design, and re-launch the marketing and management strategies (Jiang & Wen, 2020).

In this pandemic of COVID-19, most of the businesses have closed their operations. The offline business has shifted to online media (Li, Larimo, & Leonidou, 2021). The most critical and challenging problem that comes from this situation is the "lower level of consumer behavior". Most consumers are like to purchase products and services from offline media. To resolve this problem and enhance the consumer behavior of the target market, social media

marketing plays an important role (Laato *et al.*, 2020) Facebook, Instagram, and social sites are the main channels of the social media marketing that helps to increase consumer behavior. The main objective of this current study is to find out the impact of social media marketing on consumer behaviors. Furthermore, study also focuses to check the contingent effect of COVID-19 perception between social media marketing and consumer buying behaviors (Mason, Narcum, & Mason, 2021).

## **2. LITERATURE REVIEW**

The section 2 is consist of literature review of study variables. In first part, social media marketing techniques will be discussed. Next section is about risk perception and its impact on consumer buying behavior. In third section, COVID-19 perception moderating effect is discussed that how it transformed traditional way of doing business to digital business platforms.

### **2.1 Social media marketing**

Since the dawn of the digital age, the marketing landscape has shifted dramatically as the number of social media users increases, compelling marketers to develop new strategies for reaching a diverse array of consumers (Cheung *et al.*, 2020). Social media platforms are communication channels that enable two-way communication between users via online discussions. Individuals can now share their experiences, information, thoughts, and opinions on a platform that was created when social media transformed how brands and consumers share and consume information (Liu *et al.*, 2019). As a result, a thorough examination of the relationships between consumer behaviour and brand management, consumer relationship management, innovation management, and employee recruitment has been conducted (Cheung, 2020a). The way that social media has transformed consumers' interactions with the world from physical to digital has altered every aspect of their lifestyles, which means that marketers must now focus on the diverse range of consumers who use social media (Naeem & Ozuem, 2021). This is because social media has evolved into one large community where all information about product and service experiences is congregated (Wibowo *et al.*, 2021).

There are a lot of ways in which businesses can promote their products and services. Consumer behavior is different in online media as compared to offline media. Facebook, Instagram, Websites, and other social sites are the main tools that help to increase the performance of the business as well as the consumer behaviors (Nadeem *et al.*, 2021). All of these channels help businesses to enhance consumer behavior. Most consumers are like to check the stuff, quality, and variety of products before purchasing them (Mason, Narcum, & Mason, 2021). There is no option is available in the social media channels. To change this behavior of people the businesses have decided to add some unique and innovative features to the existing business operations. To change this habit of people the social media channels have developed different tools and techniques. All of these techniques help to improve the behavior of consumers (Ramadan, 2018). With the help of social media, the consumers can analyze the nature of the product and the quality of the product before deciding on purchasing it. Consumer behavior is the dependent variable and social media marketing is the independent variable (Rapp, 2013). With the change of social media marketing's strategies and operations, the behavior of consumers about purchasing also decreases. In the past, people are afraid about purchasing products and services from online media due to the high rate of fraud as well as their fear of personal and financial

data. But, now the behavior of consumers is changing. In this modern world, customers are like to purchase products from online media due to the high level of quality and the change of trend (Naeem & Ozuem, 2021). The most important thing in the high level of consumer behavior is the trust from online media. Social media channel enhances the overall progress of business and expands the operations of the company across all over the world (Roggeveen, 2020). Consumers can make strong relationships and give their opinion about the product and service of business through using social media tools and techniques. Consumers can define their needs and requirements by using online media.

**H1:** Social media marketing has positive direct impact on consumer behaviors

## **2.2 Risk Perception & Consumer Behavior**

An active consumer is exposed to a plethora of information periodically, hence making it hard for the buyer to undertake the intricacies before deciding, respectively leading towards conditioning of heuristics, and known rules (Weiner, 2000). Eventually these methods improve the decision-making of buyers. Hence, making the placing and positioning of the brand an integral part of connecting with the consumer on several platforms (Jacoby, 1984). World has thematically adapted itself towards the digitalized projection of knowledge and accessibility towards its target audience and has engraved the product and services the brand is offering in their conscious, which has yet characterized the decision making of the purchaser (Voramontri, 2018). Henceforth, the significance of understanding the criticality from the perspective of a consumer to have recurring purchases and attracting more potential buyers is vast and an organization must administer this as a fact (Wilson, 2010). The consumer is no doubt an affectee of a traditional market mix (television, ads, radio, paper). Having said that, we cannot ignore the infringement of social media in today's advanced technological era, and the fact remains that consumers are more influenced by such mediums (emails, video advertisement, etc.). Evolution of technology has its own perks for the consumers, now they have unbiased, neutral yet natural reviews about a product online, and consumer is more inclined towards having a research based purchase rather than a wit fully marketed product purchase, which put this whole debate to a solicited fact about today's modern world that, organizations have took the strategies that mostly involves social media and consumers have assured with their higher purchase rate that they are no more profound of the traditional marketing mix (Kumar, 2016).

Reports referring to the digital marketing has accumulated that social media isn't a one-time blizzard that has people attracted towards it, in fact 83% of businesses operations rely heavily on social media platforms (Mangold, 2009). The debate isn't in contrast with denying the usage of traditional marketing mix, but today social media is a behemoth influencer in defining the consumer buying behavior (Barger, 2016). Aside from the analysis above, an upgrade is most necessary for the marketing channels because a bigger audience is the target, and then to facilitate that audience with quality products and services (Trainor, 2014). It will be incoherent to say that social media isn't ahead of any other marketing platform, the benefits it brings to the table are exquisite, e.g., it helps you build a strong relation with customer with more cost-effective techniques, brings customer with recurring purchases, and helps create a fair rapport of your brand through electronic mediums. The technological evolution is still ongoing, and many discoveries are being made daily about how to go around data, yet the core purpose of marketing remains the same,

i.e., to influence as many people as possible, develop strong relation with customers, enhance brand image, provide customer satisfaction, etc. (Misbah, 2018).

Decision making process involves a chronological arrangement of steps a consumer must experience to make a buying decision (Schultz, 2014). An ultimate level of consumer behavior presented in an EKB model in 1978, formulated by Engel, Kollat, and Blackwell gives a detailed discussion on this topic. Mainly discusses the foremost significant factors of consumption of consumers. EKB model consist of the following stages:

1. Recognizing the problems
2. Information search
3. Evaluating alternatives
4. Buying decision
5. Post purchase phase

The above steps are nothing but a marginal explanation of consumer behavior. Nonetheless, if we inclusively explore each step of the model, we'll systemically reach to the core of consumer behavior and we'll make known critical factors influenced by internal as well as external forces. These forces may include, lifestyles, motives, families, traditions, cultures, beliefs, attitudes, social classes, etc. Essentially the pandemic helped us understand this model in a more refined way which has shaped social media marketing today.

**H2:** Risk perception increases social media engagement of consumers.

### **2.3 COVID-19 Perception**

In this current situation of coronavirus, consumer behavior is affected in both positive and negative manner. All of the businesses have changed their mode of selling from offline to online. The same situation appears in consumer behavior (Vieira, 2020). Coronavirus spread from one person to another person that's why all the businesses have closed their operations (Cohen, 2020). The social media channels and strategies help businesses to identify the needs and requirements of the customers. It also helps to customers about purchasing their essential items by searching the nearest store or brand (Donthu, 2020). Online businesses have increased their performance through the use of social media because they generate more revenue in the current situation of coronavirus. So, the COVID-19 acts as the mediating variable between the behavior of consumers and the social media strategies (Southey, 2020). It helps to increase the performance and the rate of consumer spending. Customers have their change their mind from offline media to the online media in the pandemic of COVID-19 (Cheer, 2020). So, the overall performance of the company depends on the behavior of buyers and consumers (Bakhodirovna & Qizi, 2020). The aspects and standards of consumers about purchasing and consume the product from the businesses becomes change due to the occurrence of coronavirus across all over the world. Consumers have changed their level of interest and the over way of purchasing. Social media helps consumers to save their time as well as cost as compared to purchase the products and consume this through offline media (Slickdeals, 2020).

Pandemic deaths and the severe economic consequences of preventing them result from widespread devastation in the past. The world's worst economic disaster struck a decade after a flu pandemic killed millions. The COVID-19 outbreak has rocked the business world, slowing economic growth (Verma & Gustafsson, 2020). The advanced technological capabilities of the industrialized countries enabled them to use smart lockdown. During a pandemic, smart lockdown is defined as "closing the physical world while preserving commerce and life via digital means" (Seema, 2020). Our way of life has become smarter as a result of technology. However, these groups believed a pandemic would be far more destructive. However, the preventive measures have enabled the world to move away from bricks and mortar businesses and toward clicks and lockdowns (Baum & Hai, 2020). Due to better information delivery and exchange of trust value, new consumers are generating new purchase patterns, word-of-mouth, and repeat purchases (Selman, 2020). This is especially true during a pandemic when most transactions are electronic. During the pandemic, adopting new technologies to meet massive customer demand has become critical. The disease has been observed in the physical world as well as driving consumer purchasing behaviour. However, both the pandemic and user reviews influenced consumer behaviour. The traditional marketing mix harms marketing efforts (Lahtinen et al., 2020). With the advent of technology, consumer behaviour has shifted away from products and toward a social media marketing mix.

**H3:** COVID-19 perception moderates the relationship between social media marketing and consumer behaviors in terms of word-of-mouth and repeat purchase.

### **3. METHODOLOGY**

The population of this research study is the travelers which are mostly make their bookings through social media platforms including Couchsurfing app. Thus, the sample comprises of people who travel abroad and local to use social platforms like Couchsurfing. Northern areas of Pakistan are considered as one of the favorite destinations for both international and local travelers. There are total five highest peaks exist in Pakistan out of ten highest peaks.

#### **3.1 Data collection Process**

A Google-form-based questionnaire was designed and the link has shared on several social media platforms including the social media platforms including Couchsurfing. Couchsurfing is a socializing app where there are different hosts and domestic and international travelers meet. Moreover, data also has been obtained with the help of Couchsurfing app that are particularly hosting both foreign and travelers. The authenticity of the data was confirmed by the participants who were involved in the travel community. Although, there were many complexities faced during collection of the data due to the outbreak of COVID-19. However, the consistent follow-ups have helped the researchers to collect 305 filled questionnaires from the Couchsurfing hosts and travelers both domestic and international.

#### **3.2 Measurement of Scales**

Existing scales are adopted with minor changes to make it more suitable and understandable within the study context. Several questions regarding demographics were included in the questionnaire. Hence, this research study used non-probability sampling in which further convenient sampling is selected. However, before using this questionnaire, Reliability and Validity were established in the local context.

### 3.3 Data Analysis Process

After completion of data collection. Initially normality tests are utilized to examine the normality of the data. For data normality SPSS version 21 is used. Scale reliability is examined through Cronbach's Alpha. Furthermore, both convergent and discriminant validities are examined with the help of Confirmatory Factory Analysis (CFA) through AMOS version 21. Structural Equation Modeling (SEM) is applied to check the impact of independent, moderating, and dependent variables.

## 4. FINDINGS

There are total 365 questionnaires were distributed. Among these 365 questionnaires 305 questionnaires were received and further used to data analysis purpose. This shows an encouraging response from the targeted sample. Most of the respondents comes in the age bracket of 25-35 years, which uses these social media platforms once in a six month. Their favorite social media platforms are booking.com and airb&n.com on where they mostly make their bookings. Reliability and normality of data is examined with the help of SPSS version 21.

### 4.1 Scale validity and reliability

The construct reliability and convergent validity are examined with the help of statistical software AMOS version 20. Social media marketing variable is examined on 9-items scale and the factor loadings were quite good except entertainment and interaction dimensions first items. Secondly, the convergent validity is also quite excellent, the value for average variance extracted is 79% which is quite above to the minimum criteria of 50%. COVID-19 perception concept is measured on newly developed 5-items scale but last item of scale was excluded due to bad factor loading score. The factor loadings, reliability, and convergent validity all have good values are compared to the minimum criteria. Consumer behavior concept is measured on 6-items scale and the factor loading scores, reliability and validity are quite good. Lastly, the concept of risk perception is measured on 3-items scale which gives excellent range of values for scale reliability and convergent validity.

| Variable               | Item Code | Loadings | Composite Reliability | AVE   |
|------------------------|-----------|----------|-----------------------|-------|
| Social Media Marketing | ENT2      | 0.880    | 0.883                 | 0.791 |
|                        | ETN3      | 0.899    |                       |       |
|                        | CST1      | 0.843    | 0.883                 | 0.716 |
|                        | CST2      | 0.881    |                       |       |
|                        | CST3      | 0.814    |                       |       |

|                     |      |       |       |       |
|---------------------|------|-------|-------|-------|
|                     | INT2 | 0.903 | 0.897 | 0.813 |
|                     | INT3 | 0.900 |       |       |
| COVID-19 Perception | COP1 | 0.762 | 0.870 | 0.573 |
|                     | COP2 | 0.854 |       |       |
|                     | COP3 | 0.733 |       |       |
|                     | COP4 | 0.770 |       |       |
| Consumer Behavior   | CB1  | 0.747 | 0.864 | 0.613 |
|                     | CB2  | 0.831 |       |       |
|                     | CB3  | 0.807 |       |       |
|                     | CB4  | 0.744 |       |       |
|                     | CB6  | 0.891 |       |       |
|                     | CB7  | 0.891 |       |       |
| Risk Perception     | RP1  | 0.761 | 0.843 | 0.643 |
|                     | RP2  | 0.848 |       |       |
|                     | RP3  | 0.793 |       |       |

The discriminant validity is examined through the help of square root of AVE and it must be greater than correlation values between the latent variables. For instance, the discriminant value for social media marketing is 0.752 and it is above the correlation values between latent variables. Similarly, consumer behavior discriminant validity value is 0.755 and COVID-19 perception value is 0.804, these are values are well above the correlation values between latent variables. Hence, the convergent and discriminant validities are statistically significant for this scale.

**Table 2.** Discriminant validity

| Variable                   | (1)          | (2)          | (3)          | (4)          |
|----------------------------|--------------|--------------|--------------|--------------|
| Social Media Marketing (1) | <b>0.752</b> |              |              |              |
| Social Support (2)         | 0.506        | <b>0.755</b> |              |              |
| Risk Perception (3)        | 0.573        | 0.623        | <b>0.802</b> |              |
| COVID-19 Perception (4)    | 0.428        | 0.432        | 0.415        | <b>0.804</b> |

*Note: Diagonal elements (bold figures) are the square root of the AVE (the variance shared between the constructs and their measures). Below-diagonal elements are the correlations among variables.*

#### 4.2 Structural model analysis

Regression analysis explains the impact of independent variable on dependent variable. In this particular research study social media marketing (SMM) is taken as independent variable whereas consumer buying behavior is taken as dependent variable. The model summary of regression analysis shows that value of adjusted R square is .075, it explains that social media marketing can bring 8% change in consumer buying behavior while making hotel bookings.

Study confirms that consume social media engagement also increases (62%) due to risk perception. The moderating impact of COVID-19 is examined between social media marketing and consumer behavior. A positive significant value of beta value of 0.337 is occurred which explains there is buffering moderating impact of COVID-19 perception between social media marketing and consumer behavior. The beta value for SMM is .195 whereas the (Sig. < .05), which shows that improving social media marketing can bring 20% better response in consumer buying behavior while making online hotel/hostel booking through these social media marketing platforms.

**Table 3.** Hypothesis testing

| <b>Hypothesis</b> | <b>B</b> | <b>t</b> | <b>p-Value</b> | <b>Statistical Decision</b> |
|-------------------|----------|----------|----------------|-----------------------------|
| H1: SMM → CB      | 0.512    | 6.701    | 0.000          | Supported                   |
| H2: RP → SMM      | 0.623    | 10.591   | 0.000          | Supported                   |
| H3: SMM*COP → CB  | 0.337    | 5.233    | 0.000          | Supported                   |

*Note: SMM - Social Media Marketing, RP- Risk Perception CB – Consumer Behavior, COP - COVID-19 Perception,*

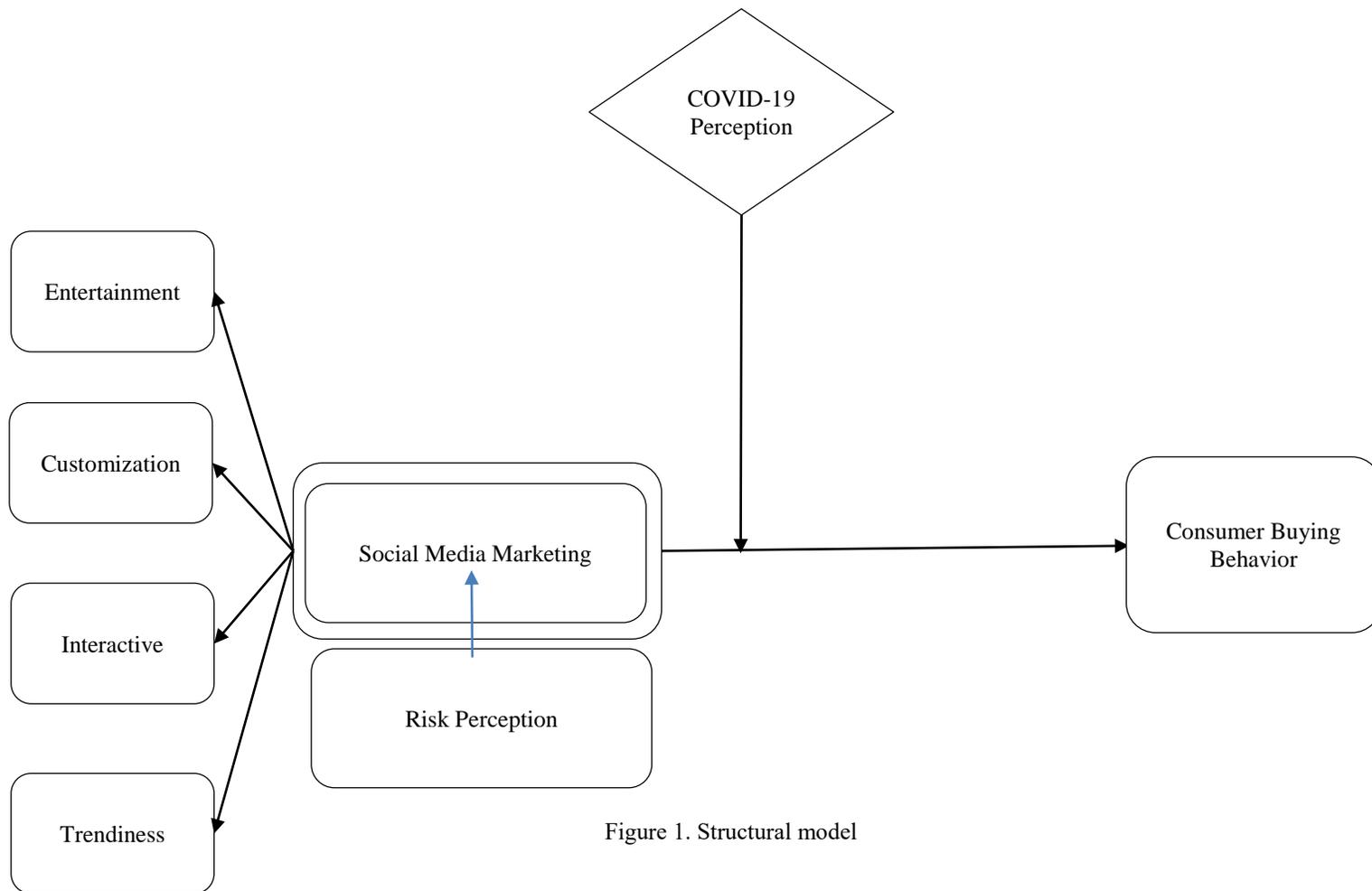


Figure 1. Structural model

## 5. CONCLUSION & DISCUSSION

### 5.1 Discussion

Social media platforms enable users to communicate with one another in two dimensions. Social media has fundamentally altered the way information is transmitted in the modern era. It has fundamentally altered the way consumers and brands interact with information (Seo, 2018). Social media has enabled individuals to share their experiences, information, thoughts, and opinions publicly. Due to the increasing importance of social media, an in-depth examination of its relationship to consumer behaviour, brand management, and employee recruitment is warranted (Schivinski, 2019). In the aftermath of the COVID-19 pandemic, modern social media apps and platforms have significantly altered consumer lifestyles, as a large portion of activity occurs digitally. Because social media has evolved into communities, markets have developed for people who actively use social media and have shared information with their friends about their experiences with products and services (Wibowo *et al.*, 2021).

Social media marketing is a less expensive method of marketing and brand loyalty than traditional methods, as well as an efficient way to build relationships with customers (Kumar *et al.*, 2016). Due to the spread of the COVID-19 pandemic, in-person interaction between consumers and sellers has been limited, calling into question the organizations' need to establish an online presence on social media platforms. Businesses and brands can not only advertise their products and services relatively easily on social media platforms like Facebook, Snapchat, and Instagram, but can also cultivate a loyal customer base by providing consumers with instant support. Social media platforms provide an organisation with communication platforms through which information can flow between the organisation and its customers (Sadiku-Dushi, 2019). Additionally, businesses can develop a strong bond with customers by listening to their gut feelings (Kaplan & Haenlein, 2010). According to the consumer-led theory of social media marketing, the marketing professional must first get to know the consumer in order to ascertain their preferences for a product or service. The firm can improve their offerings by leveraging the consumer insights provided by these platforms. While one of the primary goals of social media marketing is to foster consumer loyalty and satisfaction, it also assists organisations in meeting their cost-cutting objectives (Knight *et al.*, 2020).

The sudden emergence of the COVID-19 pandemic has shook the entire world. It has wreaked havoc on the world's businesses, bringing them to their knees (Kim, 2020). The developed world secured high-risk areas with smart locks as a result of their investment in new technology. According to the authors, smart lockdown entails; closing off the physical world while maintaining commerce and life via digital means in order to maintain country stability and the organization's viability during a pandemic (Seema *et al.*, 2020). The widespread adoption of technology in contemporary life has resulted in an increase in intelligence. Although no one anticipated such a sudden event, it appears as though the majority of organisations were unprepared to deal with it (Goldman *et al.*, 2021). The distinctions between social media and e-commerce consumers stem from their proximity to one another and the social trends that have a significant impact on their online behavior (King, Iba, & Clifton, 2021). The social media web is comprised of the diverse social media platforms through which people interact with social media marketing systems. Facebook, Snapchat, Twitter, WhatsApp, LinkedIn, and Instagram are the most frequently used social media platforms for customer communication (Hall, 2020). This company's advertisement on these platforms educates potential customers about its services and products. These platforms enable sellers and buyers to establish social networks and relate-able relationships (Depoux, 2020). Social support has gained prominence in recent years in the fields of

psychology, healthcare, marketing, and even sociology (Hajli & Lin, 2016; Naeem *et al.*, 2021). There are two significant facets to the literature to consider: the informational and the emotional (Gursoy *et al.*, 2022).

## **5.2 Implications for Managers**

Shifting businesses from traditional ways to digital ways still have long way to go. As it requires maturity and integration from both business and customers. However, the those companies who can quickly adapt and shift their operations to digital platforms have huge chances of greater success as compared to companies which are not that much active on social media platforms. In this digital era, for managers, it is becoming essential that they get knowledge of transferring their operations on different online platforms. These social platforms have also transformed the buying patterns of customers. Therefore, it is mandatory for the managers to understand this shift, and timely shift their marketing from traditional methods to multichannel digital marketing communication. In the time of crisis the survival is the biggest question mark for the companies, it is even becoming more challenging for the businesses to shift to digital ways of doing business.

## **5.3 Limitations and Future Research Directions**

This research study has both practical and methodological limitations, for instance, due to COVID-19 pandemic it was quite difficult to collect data from other digital platforms like Airbnb, Booking.com, homeaway.com. Therefore, future research studies must include these social media platforms to have better understanding of this phenomena. Furthermore, mediating effect of social support by the businesses can further strengthen digital customer experience. Future research can be done after this pandemic is over, which might help in inclusion of several variables which can explore more interesting findings in this field of research.

## **5.4 Conclusion**

Social media marketing has gained lots of importance in the minds of the consumers especially during this pandemic because the risk factors attached with physical interactions. COVID-19 perception has changed the buying patterns of consumers which shifting them to digital buying rather going to the markets. Similarly, in hotel and tourism industry it has been observed that people will continue to travel once this pandemic is over. Organizations which are working on digital platforms like Couchsurfing, Booking.com, Airbnb. Their consumer base is getting stronger because the informational and functional support they are providing to the consumers. In addition to this, this social support will ultimately bring loyalty among the targeted consumers. Social media marketing campaigns connected consumers to digital platforms because of the risk perception as social distancing and wearing masks were considered the only solution to compete with this pandemic. Organization which are shifting their marketing communication mechanisms from traditional ways to digital ways have very bright future ahead. Additionally, these social media campaigns must have elements of entertainment, interaction, Customization and trendiness. This would connect organizations to their consumers in a better way which ultimately bring loyalty and creating positive word-of-mouth with other consumers.

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