



# THE SOCIAL MEDIA PLATFORMS

Case: Hostel in Barcelona, in the centre  
of tourism

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**The social media platforms  
Case: Hostel in Barcelona, in the centre of  
tourism**

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## ABSTRACT

This thesis is about to find the most efficient social media platforms for Hostel X, in the centre of Barcelona. It is based on the surveys gathered from each customer and asking about their social media usage in everyday life. This research has been written since autumn 2018 until autumn 2019. From Spring 2018 until autumn 2018 I was working in the Hostel X as a social media marketer.

This thesis shows the importance of social media marketing in everyday life. It also tells about the most efficient social media platforms for the hostel in the centre of Barcelona, in Spain.

This thesis uses quantitative data. The material used is the primary data which has been collected from the international surveys and from observations gotten from the customers from different age groups and backgrounds.

The theoretical part of this thesis is to introduce the concept of marketing and social media marketing. Understand the globalization and its part in the changing social media channels and in a company such as a hostel. Also the meaning of social marketing will be explained with the emphasis of globalization. And the most efficient social media platforms will be presented though deductive reasoning from the surveys.

The gathered surveys show how the social media is used in everyday life and how important popularity is to the companies. Especially in a company like hostel it is very important to have a lot of traveller bloggers marketing it, valuable followers and good pictures of the facilities. That shows to the customers that the place is perfect to experience the holiday or travelling experience they have been looking for when they choose to travel to Spain. Especially the young people who want to explore the city are very important, also the hostels have been planned for younger people who have the willing to get to know to other people.

The hostel didn't have very active social media and the marketing. Almost all the social media channels were used, such as Facebook, Instagram, LinkedIn, Twitter, Pinterest and even their own blog. But with millions of other competitors, it's not enough. They need to know which ones are the most efficient social media platforms and focus mostly on them. The hostel needs to be seen, the hostel needs to be different.

Key Words: Social Media, Social Media Platforms, International Business, Development, Marketing, Facebook, Instagram, Applications

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## 1 Introduction

Marketing as a concept is changing all the time. Marketing follows the people and changes to the need of the customers. In social media marketing the marketing happens through the image the customers only see online. When focusing on social media marketing it is important to think that the marketing is international marketing. Countries with different habits, cultures and laws. When posting in social media the concept has to be made for everybody.

The thesis is focusing on a hostel X in the centre of tourism, in the centre of Barcelona. And focusing of the social media marketing, brings new opportunities to increase the amount of the customers. Already standing out in public is difficult, because the whole city is surrounded by thousands of hostels, but when standing out in social media, every customer can reach the hostel.

The world is getting more global all the time and one reason is that the internet is connecting us. People only posts the highlight of their lives, not the bad moments. So when the customers are having a good holiday and staying in a good hostel, they most likely post about it. And the feedback is given all the time, online.

The reason why the social media marketing is important is that the customers are there. Almost every customer can be reached through social media and besides the marketing in social media is profitable.

### 1.1 Research Background

The case company, a hostel in a centre of Barcelona doesn't have precise tools for the social media marketing. This thesis has been made for them and for many other hostels who could develop their marketing in Barcelona. Barcelona is a city of hundreds of thousands of tourists coming there every day and the hotel/hostel selection is huge. This shows that the competition is really hard and the companies need to be developed all the time. Young people with different backgrounds, from different nationalities are the target group of the research. The hostel is looking for customers with younger age and willing to explore, willing to meet other people and young people with language skills or with willing to develop their skills.

The main point of the hostel is to give a good experience with safety feeling, opportunities to meet other people and share the experience with others. But the topic of the thesis is important for the hostels because in a city of hundreds of hotels and hostels, it needs to be seen. The goal of the research is that there are no empty beds in summer, in a holiday sea-

son. And as a strong part of every youngsters and travellers life is social media. The customers even decide where to go with the experience they have seen and felt through social media.

## 1.2 Research Questions, Thesis Objectives and Limitations

The main research question is:

- Which social media platforms help to develop the marketing on social media for the hostel X in the centre of Barcelona?

## 1.3 Thesis Structure

This thesis begins with introducing the topic. After the introduction the concept of marketing will be defined and more specifically, the concept of international marketing and social media marketing.

Later on there will be explained social media platforms and how to make the use of them profitable. After introducing the platforms the thesis will look closer, what are the results from the data collection and how the data was collected. To this thesis there has been used quantitative data and its reliability will be explained.

The main part of the thesis is to find out the social media platforms which help to develop the social media marketing. That will be explained in the conclusion and through indicative thinking.

## 2 Research Methodology and Data Collection

When starting the thesis the main first approaches are to decide which research methods are being used. One of the thesis research methods quantitative research done with surveys. This is when the data is gathered from numerical and accountable results. The research and the data collected from it is agreed by all the participants. The results can be measured with the standard scale. The other research method is qualitative research which means that the data is gathered from the non- numerical results. For example a behaviour of a groups and other direct observations of persons. ( Frakas D., Nunnally B., 2017, Chapter 3).

The second part is to decide whether to use inductive reasoning or deductive reasoning. In the inductive reasoning the results come from general observations and from the simple results gathered. The results are based on basic observations and answers. Deductive reasoning, which is the opposite of inductive reasoning. Means that the theory or conclusion is based on other theory or statement. (Bradford A., 2017)

There are two different ways of data collection. The data used in this thesis is gathered from primary data. And the most common way to gather primary data is to collect it with surveys. In this thesis surveys were also the way to get the data. The design of the survey affects in the end to the reliability and validity of the data collected. There are methods which help to design the survey and get reliable data from them. The methods to design the survey are for example careful design of the questions, clean format and easy to read, with light explanation of the aim of the survey and well planned delivery and return of the survey. (Lewis P., Saunders M., Thornhill A., 2016, Chapter 11).

The data collected from the published summaries and conclusions made by other persons is called secondary data. This data is often used by persons who don't have time to gather all the data themselves. Good examples of secondary data are the data gathered for example from the payroll details or letters. One of the secondary data collected is called document secondary data. Referring to Saunders (2016) "Document secondary data are defined as data that, unlike the spoken word, endure physically (including digitally) as evidence, allowing data to be transposed across both time and space and reanalysed for a purpose different to that for which they were originally collected (Lee 2012)". For example gathering data from customer feedback surveys and gathering data from recorded phone calls and using their summary together is called document secondary data. (Lewis P., Saunders M., Thornhill A., 2016, Chapter 8).

In this thesis the survey was designed by the owner of the hostel. The survey starts first with some general questions and later on the questions get more personal and precise of the social media use. The survey was given to the customer in the check in and returned by the customer in the check out.

For this thesis there has been used quantitative research. The group used for the research has been formed from young people, students, and adults, from all around the world. The reason for the use of the research method is that with the method it is possible to answer the research question and get reliable results.

### 3 Definition of Marketing and Social Media Marketing

In this chapter there will be explained the meaning of marketing. And when we look at it closer there will be two kinds of it. The international marketing and domestic marketing.

There has been discussion online of the marketing definition. Referring to American Marketing Association, Definition of Marketing (2013) "Marketing is the activity, set of institutions, and



processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” .

When doing marketing research the definition is that it is a function that links the consumers and public to the marketer through information. (American Marketing Association, 2004). Like in this thesis, there will be used data to gather the information of customers and their need and how to reach them even better. The data gathered from the customers and their experiences will be used to identify and define marketing opportunities and problems. This will help to understand and do the marketing as a process. There have to analyse the results, communicate with different customers and find the implicates to find the plan and strategy for a company’s marketing. ( American Marketing Accociation, 2004).

Social media connects the people around the world and allows to share information. Mostly companies use social media for public communications and marketing. But the marketing campaigns done in social media don’t work. It is important to remember to gather the feedback from the customer and develop the social media marketing from it. One of the basis of social business is called the social feedback cycle. It means that the consumer experience will be given as a feedback in social media. And nowadays among the traditional marketing and communications the social feedback cycle is also part of the marketing mix. The result coming from the social feedback cycle can be negative or positive and it is always chosen by the customer. (Bratton S, Evans D, McKee J, 2010)

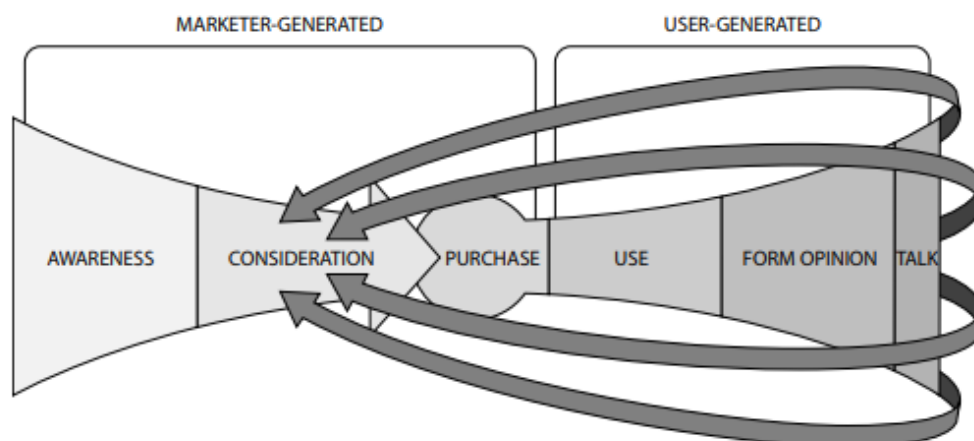


Figure 1.1 The Social Feedback Cycle (Bratton S. 2010, 5)

In the figure explains that the marketers job is to get the information to the customer but the feedback given by the customer, happens after getting the opinion and talk of the product or service. That's why the feedback can also be negative or positive. And after the feedback given by the user, it is marketer's task to take it to the consideration again. (Bratton S, Evans D, McKee J, 2010).

### 3.1 International marketing as a concept

The concept of international marketing will be presented. It makes the whole thesis and the marketing development plan much easier to understand. In this part of the thesis there will be explained the challenges of marketing and the main parts when doing marketing.

Marketing as a concept and more specifically international marketing as a concept, there are four main business performances it consists." International marketing is the performance of business activities designed to plan, price, promote and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit." (Cateora P., 2011).

In this thesis the main customer group is made of international people, through social media, which means that the marketing is happening in more than one country. When talking about international marketing the most important part is that there are domestic and international marketing, but what is the difference between those two?

When we talk about the difference between domestic marketing and international marketing, there are many same things still, for example marketing concepts, processes and principles are the same everywhere and all kind of marketing. But what makes international marketing more different from domestic marketing. The answer is that the environment where to implement the marketing is different. The challenge comes in international marketing from unfamiliar problems in other nations and different kinds of varieties of strategies necessary to implement to the foreign markets. There are many things affecting to the markets in foreign countries for example competition, legal restrains, government controls, weather, fickle consumers and many uncontrollable elements which are affecting to the marketing plan and strategy all the time. (Cateora P., 2011).

In other words, it is not possible to change the foreign country's rules, trends and influences of the foreign country. But what can be done is to adjust, change and adapt the marketing plan to the other nations with successful outcome. That's why the plan has to be changed many times and the marketer has to be making changes to the plan. That's why the main difference and concern in international marketing is the different marketing environment different country has to offer. (Cateora P., 2011).

### 3.2 Marketer's task

The main task of international marketer is to control at least three levels of uncontrollable uncertainty when domestic marketer controls just one. Uncertainty level consists from uncontrollable elements of all kind of business environments and every company in a foreign country has to add their own unique set of uncontrollable factors to the marketing. (Cateora P., 2011, 11).

In the next chart you can see the total environment the international marketer has to take care of when doing marketing in a foreign country. The inner circle is the area the marketer can control, with controllable elements. After that comes the second circle which means the environmental elements at the home country, which also emphasises in a decision making. The third circle is the uncontrollable business environment in foreign country. This is the circle every business has to work with all the time and most of the problems to solve come from that. In the end it can also be a strength. For example the more in foreign markets the company operates, the more is also the content of foreign environments to which to content. And when there is a problem in a country market A, it is not applicable to country market B. (Cateora P., 2011, 11).

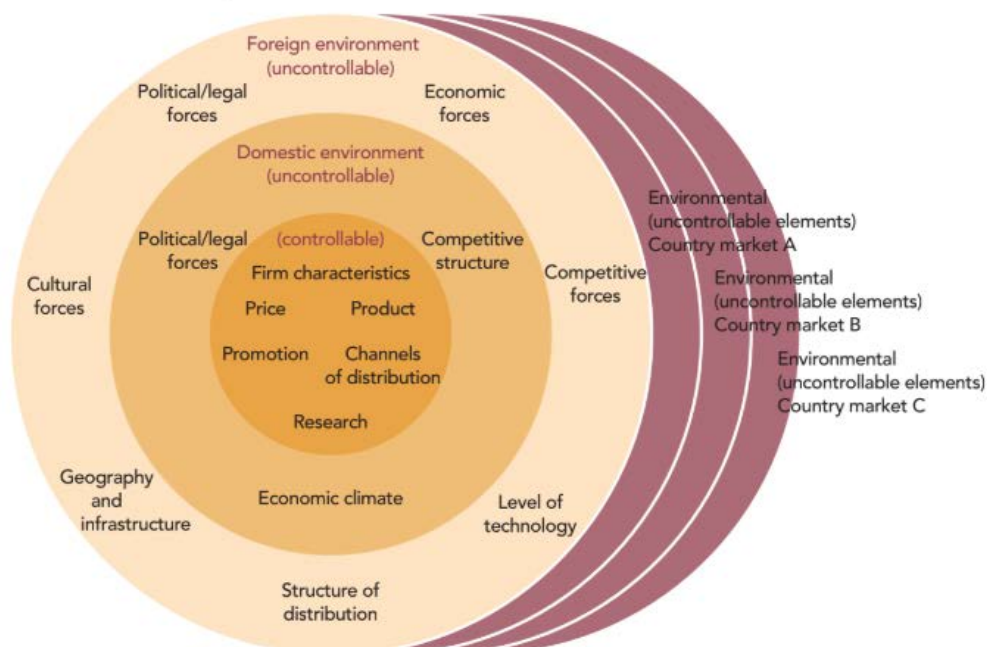


Figure 1.2

(International Marketing Task, Cateora 2011, 11)

### 3.2.1 Marketing decision factors

A successful marketing program is designed for optimal adjustment to the uncertainty of business environment. The inner circle represents the area of a marketer which is under the control. To this strategy plan there need to be thought and cooperate with resources, structures and competencies because they can limit the strategic choices. That's why the price, product, promotion, channels of distribution and the research activities need to be blended. That's why the controllable elements (in the inner circle) can be altered in long term run and usually in a short run to adjust to changing marketing environment. (Cateora P., 2011)

The outer circles represent the uncertainty created by domestic and foreign environments. Although it is possible to blend the marketing mix from controllable elements, also there need to be adapted and evaluated actively the second and third circle. In the long term run the effort put to the marketing mix of all these three levels together, will show a good outcome for the company. (Cateora P., 2011).

### 3.2.2 Marketing

In all kind of marketing the main point is to provide customer value and satisfaction. With customer' satisfaction the product will be bought several times and the company and the product will be more popular. Also good customer experience will spread to other consumers. But it will be totally opposite if the customer doesn't like the product. The importance of customer interest and the high customer value of the company, will bring it more revenue. In all together there are five steps in marketing. The first four steps are all about understanding the customers, creating customer value and building long, lasting relationships with the customers. (Sukhraj R, 2017).

### 3.2.3 Social Media Marketing

Social media definition is that it is a "group of internet based applications that build on an ideological and technological foundations of Web and allow the creation and exchange of user-generated content". (Kaplan A, and Haelein M, 2010, Social Media, Paris, El Sevier), from a new online layer through which people organize their lives. In Social media people interact, create, share and exchange information and ideas in virtual communities and networks. Social media is very different from normal industrial marketing and in advertising because of its difference for example in permanence, costs and reach. ( Katona Z, Sarvary M., 2014).

“Social media is best defined in the context of the previous industrial media paradigm. Traditional media, such as television, newspapers, radio, and magazines, are one-way, static broadcast technologies. For instance, the magazine publisher is a large organization that distributes expensive content to consumers, while advertisers pay for the privilege of inserting their ads into that content. Or you’re sitting down, watching your favourite sitcom, and suddenly you’re interrupted by commercials. If you disagree with something you read in the newspaper, you can’t send the editorial staff instant feedback. And good luck connecting with your morning radio on-air personality. New web technologies have made it easy for anyone to create—and, most importantly—distribute their own content. A blog post, tweet, or YouTube video can be produced and viewed by millions virtually for free. Advertisers don’t have to pay publishers or distributors huge sums of money to embed their messages; now they can make their own interesting content that viewers will flock to”. (Zarella D., 2010, 1). There are many definitions for social media and social media marketing but criticising Zarella’s (2010) Social Media Marketing Book, the social media marketing is not only about the followers and subscribers. There has to be a strategy for the followers.

We can think about social media in two words. Social which stands for being social and media which stands for publish on web. It is better to think about social media marketing in two ways when making the strategy plan or choosing the most efficient platforms. The strategy plan needs to be social, with good relations and well gained followers and with media, which means that the media channels need to be used professionally. (Coles L, 2014)

Social media marketing has many benefits:

- It’s free to start
- The customer section and the audience is wide
- A tool for marketing which is getting more popular than other methods
- Easy, economical way to get engage with customers
- Visible presence all the time in the web
- The real time feedback from the customers
- Customer get help immediately

The main thing which comes to many peoples’ minds after hearing about social media marketing is that it is not real marketing and for younger generations. But when we think about it,

many of the 50- year- old people use mostly Facebook, which is already the biggest social media community in the world. Already through Facebook, it takes just a little while to get more audience and publicity. (Coles L, 2014).

In mass scale social media connects people by sharing information and through that, it gives opportunities to companies to market their products and services. (Evans D, 2010).

There are two types of platforms in social media marketing. One of them is called Web 2.0, which is the web most of the people use, with HTML. And the other platform is Social Web, which is the web service that structures and interfaces that support social interactions among humans. And this web includes social media platforms, forums and even e-commerce portals. And all of these interact between humans' use of technology between each others online. (Techopedia Dictionary 2018)

But in general social media is touching us all. The billions of people are using social media and also the most powerful people from the world use social media. It takes a little effort to use social media, but so does all the other jobs in business. Social media marketing has many good sides, it giver customer feedback in real time, it can reach almost anybody and it is creative tool for marketing. With social media the people also keep in touch of each others which means that the communication is really fast between people. (Coles L, 2014).

#### 4 Social Media Platforms

Every company has their own ways to market the product through internet. In my case the social media channels which are being used at the hostel, are Facebook, Instagram, Twitter, Pinterest, YouTube, Booking.com and an own blog. These channels and social media in general, is very economical way of marketing and there are not big costs in social media. This gives companies changes to develop their marketing and get feedback without destroying results. (Coles L., 2014, 3).

This table shows the ways of Facebook, Instagram, twitter, YouTube and Pinterest and where to use them in social media marketing.

Facebook	Creating events, newsletters, telephone and a statistic website and wall of adds
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<b>Instagram</b>	Advertisement in customers' feeds, publishing pictures in cheap budget, telephone and the use of hashtags
<b>Twitter</b>	Newspapers and magazines, telephone
<b>YouTube</b>	Marketing with videos and advertisement in other videos.
<b>Pinterest</b>	Sharing pictures with cheap budget and advertisement in customers' feeds.

Table 1.1

## 5 Facebook

Facebook is the largest social network in the world. It has daily more than 2.2 billion users. As a marketing platform Facebook allows you to specify the people you are targeting. There is a possibility to target the customers by their location, demographics and interests. (Patel N., 2018).

Facebook started out as a social network for students, but nowadays nearly everyone is using it. Facebook's age limit is 13, but all the other groups are using it. Most people using it are from 18- 29 and the user popularity decreases by age. The less popular Facebook is with 65 year old people and older. But whichever Facebook group the company is targeting, there will be enough customers. (Patel N, 2018).

Facebook has three tools, pages, ads and groups which can be used by anyone. Facebook pages are similar like the Facebook profiles but they have been used for businesses, organizations and public figures. And when the users like the page they will automatically receive information of the company. To get more posts, the person has to click "more options" and then Facebook will show the newest updates of the company. It is also possible to follow profiles, if the person doesn't want to like the page. Companies can use Facebook for more marketing also, and that's when Facebook sells more visibility, companies can buy and they will be showed in the feed of many people. Facebook pages can be liked by anyone, without even

knowing the company. This is important for many companies, because the customer segmentation gets bigger also. When the person likes the page, it will be shown to the person's Facebook friends. The only disadvantage is that it can be difficult to get enough customers for the page. (Patel N, 2018).

For advertisement Facebook is a perfect platform. There is a possibility to create ads targeted at specific geographic areas, ages, education levels and even types of devices used for browsing. For the users, it is easy to like the page immediately when they see the advertisement and if not, it is easy to hide the advertisement. But with ads, it can get expensive if the company wants to get more specific target group. (Patel N., 2018).

Facebook groups are like discussion forums, where the people with similar interests get together. For companies it is good to create groups related to the company and get more targeted customers. The advantage of groups in Facebook is that it is free to create a group but in the other hand it can take a lot of time to gather the members. (Patel N., 2018).

But the main marketing field in Facebook is the page. It is free to create a company page in Facebook and also very creative. Sometimes the Facebook page is used too less and the companies don't have enough customers because there are not enough publicity. The creativity of the Facebook page is limitless. It is possible to choose your own profile picture and a cover photo. These should be of course the company's logo and something which draws eye visitors. Also the post companies publish can be really creative and draw customers, but in the end it is important not to publish too many, not carefully done posts, which the people see as spams. As a social media platform Facebook is very flexible and with a lot of different marketing options. (Patel N, 2018)

## 6 Instagram

Since Instagram was established it has grown into the ultimate platform for sharing photos. Instagram has over 800 million active monthly users, more than 60 million photos posted every day and 1.6 billion daily likes given. The importance of specific influencers in Instagram is huge. The network is full of influencers with thousands of followers and with enough of followers and interests of the posts, it is possible to become an influencer too. If you want to keep your followers in Instagram it is important to keep the posts relevant to each other. But the disadvantage is that it can be difficult to know that kind of posts should be posted. (Patel N, 2018).



The most important for a company in Instagram is that they need to be changed to business profiles. It happens very easily with the app. The benefits from having a business profile are that you can publish and have advertisement in other users' walls and pay just a little amount of money for that. There is also a possibility to access Instagram's analytical tool, which is called Insights and it provides stats about the reaches of your post. Once you have a clear vision of your customers, it is time to start using the stats to track metrics and understand the audience. There are many free apps to use in the research of the customers reached with the post. With cooperation and sponsored advertisements it is even easier for companies to get more customers. And this cooperation is also economically good for all the companies. For sponsored ads, it is possible to turn already existing posts to ads and in the use of sponsored ads. Also running the advertisements in Instagram has many channels. It is possible to use:

- Photos
- Videos
- Dynamic Ads
- Instagram stories

In general Instagram is very easy to use application with a lot of information and different platforms to develop the marketing of a company. (Patel N., 2018).

## 7 Twitter

Twitter as a platform is a good place to grown up the business. But the companies have to keep their feeds and posts updated. The average lifespan of one tweet is around 18 minutes. There are over 70000 new tweets in every second and the life of a tweet is four times shorter than in Facebook. That's why it can be difficult for a company to get their message through and they can easily lost in the crowd. That's the reason why twitter marketing and techniques have to pack a punch to get people to take actions and pay attention to the company. (Patel N., 2018).

Like in any other social media platform, in Twitter it is also very important to have strong and recognizable profile and cover picture. Also the name the company uses in Twitter has to be recognizable, because when the customer thinks about the company, they must remember its name. Also the bio, which customers see first when they enter the company's page is very important and have to be related to the customers' point of view. Then also the customers will start to search the page and be interested of the posts (tweets). In Twitter the timing of the

posts is also very important. There are certain days of the week when the users are more active on Twitter. Which means that the users will more likely see the company's posts. When the company identifies those hours and days, the company is able to boost engagement, get more clicks and more impressions. (Patel N., 2018).

Also the creativity of the posts is important. Adding picture and colors to the post will gain more clickers too. In Buffer Blog by Belle Beth Cooper, 27 April, 2014 the data gathered shows that the popularity of the feeds with tweets with pictures increased 89%. The pictures can be related to the company, which will gather even more acknowledgement among the Twitter users. (Patel N., 2018).

In Twitter the marketer has to be unique to stand out from the crowd. But with unique posts and profile, Twitter is one of the best places to increase brand awareness and get new leads. But the challenge is that the platform is quicker than any other social media network. With easy and short brand name, brand logo and description it is easier to remember the company in Twitter. (Patel N., 2018).

## 8 Pinterest

Pinterest pins are 100 times more spreadable than a tweet. And compared to Facebook, the life of a pin (a shared picture in Pinterest) is 1,6000x longer than a Facebook post. Pinterest has increased its visibility in marketing with Facebook and Instagram a lot in past few years. And that's why it is one of the main marketing channels for companies. (Patel N., 2018).

For a company like a hostel, Pinterest is very important. It is a channel where the users can look for pictures from exotic destinations and exotic food. And for a hostel, that is exactly what they want to show. Pinterest has also a wide selection of different business accounts and joining to 500 000 businesses with Pinterest, the companies will get added marketing features to promote the company's brand. And through that Pinterest is one of the fastest growing and popular social media platform. (Patel N., 2018).

The terms of services are different in Pinterest than in other social media platforms and that should be considered when marketing in Pinterest. There are some guidelines for commercial use of Pinterest, but acceptable use policy and pin etiquette policy are the same as in any other social media platform. The things to consider in Pinterest are:

- “No promoting spam” is number one rule. For example asking the participants to comment the posts repeatedly.
- “No running of sweepstakes where each pin, repin or like represents an entry” Or asking the pinners to vote company’s posts with a repin or like.
- There cannot be contests, sweepstakes or promotions too often. Like in Facebook, Instagram and Twitter it is possible to publish all the time.
- Pinterest doesn’t sponsor or endorse any of the companies in Pinterest

And as a process, Pinterest help the company to develop their marketing material. they even have webinars and workshops for smaller companies who try to increase their marketing and popularity.” (Patel N., 2018).

## 9 YouTube

In YouTube marketing the very first step is to have a great channel layout because when people visit the company profile, they know immediately what the company is about. Keeping the channel feed active is to update videos to your profile consistently. This will help the company to grow up its audience. The minimum is to have one video in one week but the right amount of video uploads depends on the marketing content and the company’s goals. (Patel N., 2018).

One simple way to create a steady stream is to produce shorter versions of long form content. There should be a theme around the topic and the videos should follow that topic on a weekly basis. This is the way to keep the audience coming back for more to the YouTube profile of the company. (Patel N., 2018).

In YouTube, the marketing picture is different. The marketing happens with titles and little picture from the video. That’s why the title of the video is very important. The user sees the title and chooses the video to watch by its title. And one of the main tricks is to leave the videos title halfway. Then the user has to click the video, to see what it is about. The sentence has to be started with some trends or interests of people at the moment. This is the same method the newspapers use for example in Facebook, to get more readers to the articles. (Patel N., 2018).

The users of YouTube have a wide range of different ages. But based on the Hootsuite (2019) 96 percent of 18 to 24 years old American people use Youtube. Also half of the 75 years- old American people use Youtube. But only 15.8% of YouTube users are American. This shows that Youtube is the second used social media platforms and Facebook is the number one. In all of the social media platforms used in United States, the users are mostly from the age group Millennials (aged from 25 to 34) and from the Generation- Z (aged from 16 to 24). (Cooper P., 2019)

## 10 Validity and Reliability

Quantitative research is evidence based and numerical based research which includes the implementations of the findings of well-conducted quality research. That's why the criticism in quantitative data research is important and the conclusions based on the data gathered have to be well thought. (Frakas D., Nunnally B., 2017, Chapter 3).

"Validity is defined as the extent to which a concept is accurately measured in a quantitative study". (Heale R, 2015, 1).

An example is that when making the survey to the customers, we wanted to know which social media platform are most of them using, instead of that we would ask which device they use mostly for use of social media. The other measurement of quantitative research is reliability." The extent to which a research instrument consistently has the same results if it is used in the same situation or repeated occasions". (Heale R, 2015).

The methods used in research and data collection to aren't the straight way to right data. The method has to be picked depending on what kind of information is wanted. That is the most important part of the research process. In theoretical framework it can be difficult to get theoretical results, because in the end the research and data collected is based on the opinions. If the measurements collected from the research are able to specify and develop the theory made, it is valid. But the problem is that the information left outside of the results is not in able to use. (L.Hiltunen, 2009).

In the other hand if there is no validity, the research is not usefull. Then the research and data collected is not what wanted. It can be almost the wanted results but the whole research will go wrong and the focus on wrong things. (L.Hiltunen, 2009).

The reliability of the measurement and data research means that it can be repeated. If the research is reliable, it can be repeated over and over and the result would be the same. It is also important to measure and check the results that the research mentors can see it and analyse it. The research in general can be reliable even though it would not be valid. But then again, in the other hand, the research wouldn't get the wanted results. (Hiltunen L, 2009).

The ratio between reliability and validity is always the same. If there is less reliability, there will be less validity also. (Hiltunen L, 2009).

There are several different validities. The first one is logical validity, which means that the whole research is done critically. The second one is internal validity, which means that are the results changing with some affecting authors and that's why the results aren't exactly correct. One of the critical questions could be that is the data collection strategy chose right. The third one is the external validity and it is when we think about the quantitative research and how popular the results are. (Hiltunen L, 2009).

In the research made for this thesis, this means that the questions were only made for the customers of the hostels. But in the other hand, the customers from the hostel were all from different backgrounds and different nationalities. Which gave external validity to this research.

The other part of the thesis data collection is that it was made face- to -face for the customers, which means that the results are more likely to be correct and reliable. Also the response rate is more likely to be higher when it was made face to face. Comparing many other researches, the face to face survey gives the best results, after that comes telephone results and the least is online survey. (Hoffman D., & Szolnoki G., 2013).

In the data collection for the thesis, it was difficult sometimes to get valuable results, because some of the questions were less answered than others. It was possible to notice from the results of the survey, that depending on age, the answering results were changing. It was also a problem, that some of the people who answered, didn't answer the last question which was important for the research. The question was in the end of the survey, which means that the respondents didn't want to/ didn't have time to answer to it. Or it was too difficult question for the survey. What made the research easier, was that being face to face with the customers, they more likely answered all the questions and also told some of the results face to face. Which means that they also gave feedback telling it to us, these feedback and answers were the most valuable and it is sure, that the answers are reliable from the person itself.

## 11 Research Process

The aim of this thesis is to find out the best social media platform to develop the social media marketing for hostel X in the centre of Barcelona. The research question is which social

media channel is effective to develop the marketing on social media of the hostel X in the centre of Barcelona. The main question we need for the social media developing plan are:

- Which are the most popular social media platforms for the customers of the hostel X?
- Which social media platforms would like the customers use to receive more information about the hostel and Barcelona?
- What kind of posts would like the customers receive in the future from the hostel X?
- How do the customers mostly act on social media?

In this research the quantitative method was choosed, because it helps to understand most of the customers acting and interests in social media. The quantitative research method helps the company to understand its customers in numerical data and the company has to understand the phenomenon concerned. After that, the research problem is then solved by means of quantitative tools. (Kananen J, 2011).

In this quantitive research the employees gave the survey to each customer during the check-in. That let us know better the opinions and experiences of social media platforms of the customers around the world. The survey was made by Webropol tool, but it was given as a paper version to the customers of the hostel. Employees gave the survey to the customer every time they checked in. Then we got the results when the customer checked out. The survey was made of 13 questions and it included some background information. The survey was made for every customer of the hostel and that's why the quantitative research is the data collection method. The range of the customers is wide which means that the data is collected numerically and the results can be made based on the numerical data. The measurement of this data collection was to get answers to the activity on social media, interests in social media, background information, the most used social media platforms and the best social media platforms to reach the customers.

### 11.1 Data Collection

The data was collected in one month, from 1<sup>st</sup> of June until the last of June 2018. The data was collected with a survey given to the customers and then anonymously returned by the customer. The survey was given when the customer checked in and returned in the check out. This was better way to get real results out of the customers. In the hostel it is easy to get to know its customers and people are really open-minded to share their experiences and give

feedback. This is why the results of the survey are reliable and almost all of the customers answered.

The survey was in English, which means that all of the customers were able to answer to it. It had 13 questions of social media platforms and background information. Most of the questions consist of multiple choice questions and two questions where the customer had to write their opinion by writing. 77 customers fully answered the survey, some of the other surveys were partly filled in and missing some important information. That's why those surveys haven't been counted in. They would have been counting problems analysing the data later on.

## 12 Results

The purpose of this research was to find the best social media platforms for the hostel and develop the social media marketing based on the results. The research question, how to develop the social media marketing of the hostel was also thought when making the research questions. All the other smaller, related questions were helping to choose the best channels. The questions were for example, in which social media platform, would like the customer follow the hostel in the future and what kind of content the customers want to see the hostel posting in social media.

The data was collected with face to face survey which was given to the customers every time they checked in. The survey was given to ninety customers and seventy-seven of them answered. The survey was made in English which was easy for everybody to understand but still one person answered in Spanish, which was easier for him. All the rest customers, around 10 of them never returned the survey back.

The survey was made of 13 questions. Two of the questions the customer was able to write the answer but in the rest 11 of it, the questions were with multiple-choice answers. The survey started with three background questions, such as the nationality, gender and age. The answers of the first questions were divided by 35,1% of the respondents were women and 64,9% were men. This means that 27 of the answerers were women and 50 were men. The first question was answered in every paper returned.

The second question was about the age. The largest group of the respondents were between 26 and 35 years old, which means that it is 44,2 % of the respondents. The second largest age group was customers under 25 years, which was 40,3%. This is 31 persons from the respond-

ents. The third group was aged between 36 and 45 years old. There were 10,4% of the respondents and 8 persons out of 77 respondents. The second smallest age group was made of customers between 46 and 55 years. This was 3,9% of the respondents and only 3 of 77 respondents. The smallest age group was between 56 and 65 years. That was only 1,3% of the respondents and means that only one person who answered belongs there. There were no participants over 65 years.

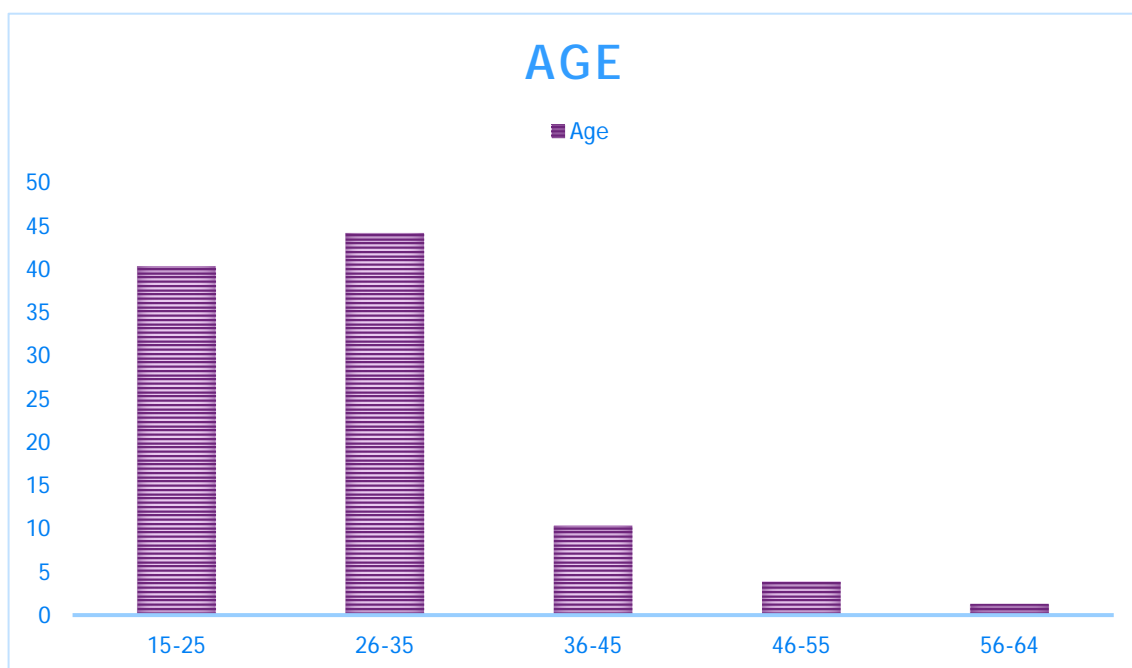


Table 2.

The third question was about the nationality of the respondent. Most of the respondents were French, which was predictable because Barcelona is located right next to France. The amount of French people was 16 out of 77 respondents. The second largest group was American, there were 8 of them. Six of the respondents were Italian and five from Argentina. All the other nationalities were English, there were four of them. Four Brazilians, three Dutch, three Belgian, two Colombian, two Australian, two Taiwanese and two German respondents. There were also respondents from Austria, Canada, Spanish, Greek, Jersey, Japanese, South-Korean, Mexican, Portuguese, Russian, Romanian, Slovakian, Saudi Arabian, South-African and Turkish. In the third question of the nationality, four of the respondents didn't want to tell their own nationality. The hostel in the centre of Barcelona is having very multicultural customers and that's why the data collected from the surveys is reliable.



In the fourth question, it was possible for the respondents to tell their nationality if it was not written in the list above. Only three people answered. One of them was Swiss, one of them was Algerian. And one of the respondents didn't want to tell the nationality.

The fifth question was about the activity in social media. It was, "how often do you use these social media platforms?" The question had multiple-choice answers and the respondents could have answered from Facebook, Twitter, Instagram, Pinterest, Snapchat and other, which they could write if it wasn't listed. And the time options were never, occasionally, weekly and daily. Most of the respondents answered daily Facebook, that was 64,9% of the respondents. The second one was Instagram and 42,9% of the respondents used it daily. The third one was Snapchat daily users, which was 22,2% of the respondents. Only 15,6% of the respondents used Twitter daily and the smallest group was 2,6% of the respondents who used Pinterest daily.

In the other hand, 67,5% of the respondents never used Twitter and 39% of the respondents never used Instagram. There were less customers using Snapchat than Instagram. And 55,8% of the respondents never used Snapchat. In the last option the respondents had a possibility to suggest other social media platforms. Two of the respondents mentioned Booking.com and four respondents answered Whatsapp. Many other applications and platforms were also mentioned. Such as Google, LinkedIn, Skype, YouTube, 4chan, Path, Swarm, Viber and Tumblr.

The biggest amount of users had Facebook. The figure shows that 80,6% of under 25 years old used Facebook daily more than other age groups. Two other age groups from 26 to 35 years old and over 35 year old were using Facebook almost the same daily amount. 52,9% of the age between 26 to 35, used Facebook daily. And over 36 year old respondents, 58,3% of them used Facebook daily.

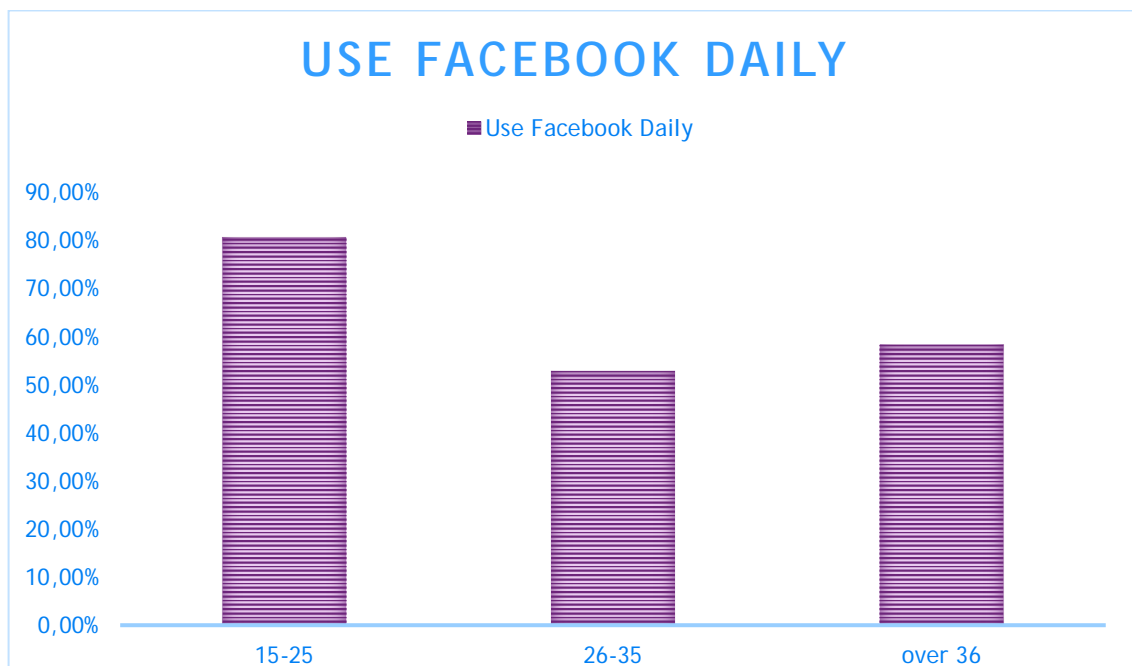


Table 2.1

The next table is showing the usage of the second largest social media platform. It was the second most used social media platform at the hostel survey and in the world. The respondents under 25 years old were 48.4% of them who use Instagram daily. The second largest age group was between 26 and 35 years old and it was 41.2% of them who used Instagram daily. The respondents over 36 years, only 33.3% of them used Instagram daily.

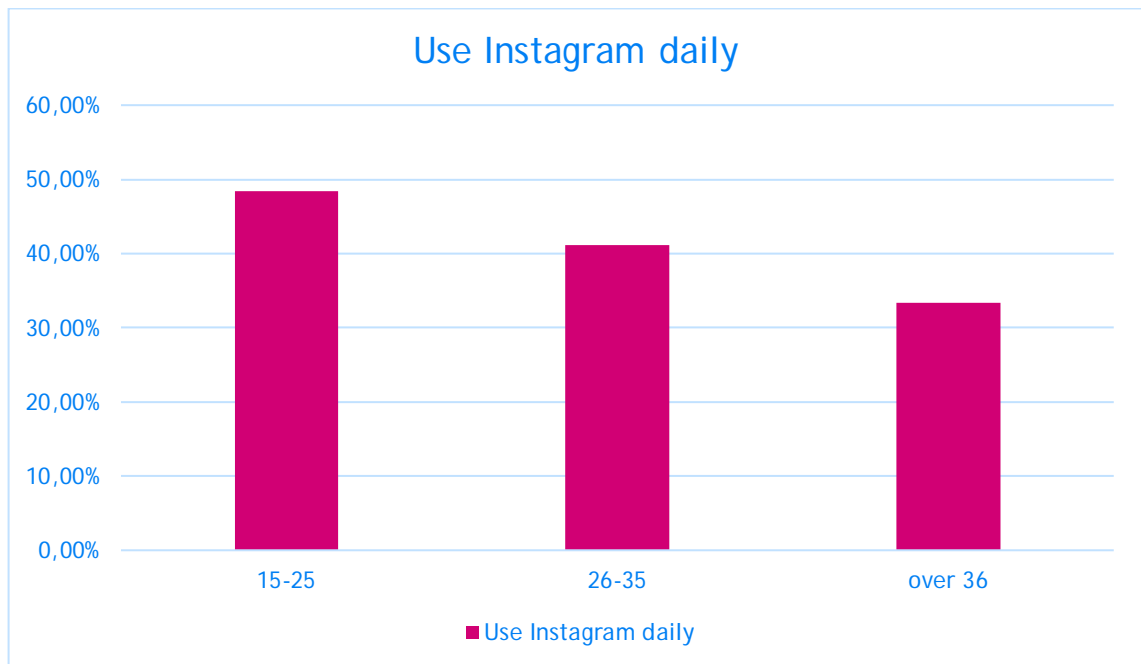


Table 2.2

The sixth question was about the hostel and in which platforms are the respondents following the hostel. This question was also a multiple-choice question and the options were Facebook, Twitter, Instagram, Pinterest or none of them. The most of the respondents answered that they don't follow the hostel in any of them and it was 59% of them. In the other hand 39% of the respondents were following the hostel in Facebook. 6.5% of the respondents were following the hostel in Instagram and none of the respondents were following it on Twitter or Pinterest. The percentage of the Facebook followers was really high because they had to like the Facebook page to log in to the Wi-Fi of the hostel.

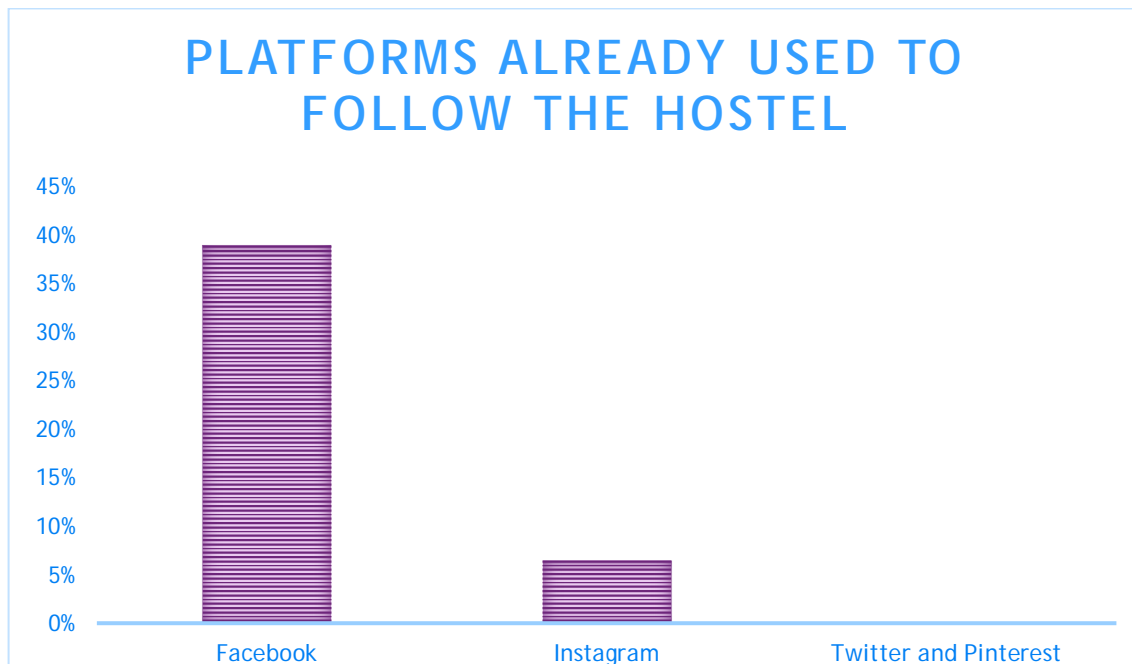


Table 2.3

The seventh question was about the usage of social media. "What do the respondents do in social media?" Their answer was with multiple-choices and they had to choose from 1 to 11 options. The options were; Read content, like others posts/ pictures, share pictures, chat in real life conversations, search information, comment other posts/ pictures, share links, create content, snap, tweet and pin. The most important activities people did on social media were that 80,5% of the respondents liked to read the content. The second one was 67.5% of the respondents who used social media to like others' posts and pictures. The third one was with 55.5% of the respondents who like to share pictures. And fourth biggest group was with 49.9% of the respondents who liked to chat in real life conversations. The fifth, the last biggest group of 45.5% of the respondents used social media to search information.

Many of the respondents also like to comment other peoples' posts and pictures, it was 42.9% of the respondents. 36.4% of the respondents liked to share links, and 28.6% answered that they create content on social media. The last options Snap, only got 16.9%. 11.7% answered that they tweet and 3.9% answered that they pin. If we divide the results to age groups, 87.1% of them were under 25 years old to read content on social media. 76.5% of the ages between 26 and 35 were reading content on social media, the respondents over 36 years had almost the same result, 75%.

Under 25 years old respondents answered that they like other peoples' posts and pictures on social media with 77.4% of them. Respondents between 26 and 35 years only 64,7% answered

that they like on other peoples' posts and pictures. And only 50% over 36 years old respondents.

64.5% of under 25 year old responded answered that they share posts and pictures on social media, it is a bit more than in other age groups. 47.1% from age group between 26 and 35 shared posts and pictures in social media. And over 36 year old respondents had 50% sharing posts and pictures on social media.

The most of the differences were in the age groups in the real life conversation through social media. 71% of the respondents under 25 years had 71% usage of real life conversations on social media. 38.2% between 26 and 35 years old were having real life conversations on social media. And only 25 % of the age group over 36 years old were using social media in real life conversations.

Snapchat usage in social media wasn't really popular. Only 29.9% of the respondents under 25 years were using Snapchat. 11.8% from age group between 26 and 35 years old were using Snapchat. The last age group of respondents over 36 years had nobody using Snapchat.

The eighth question was about the future of social media planning for the hostel. The question was "in which social media platform do you prefer to follow the hostel in the future?" It was also a multiple-choice question and the options were; Facebook, Twitter, Instagram, Pinterest, Snapchat or Other, where? And nowhere, why? 74% answered that they want to follow the hostel in Facebook. The second one was Instagram with 40.3% of the respondents. The third one was 13% of the respondents, who don't want to follow the hostel in any platform of social media. 7.8% of the respondents want to follow the hostel in Twitter, 3.9% want to follow in somewhere else than in the mentioned platforms. And 2.6% of the respondents want to follow the hostel in Pinterest. Only two respondents answered that there is no reason why they would follow the hostel on social media and that they use social media for the connection with work.

In age groups 80.6% of the answerers under 25 years old want to follow the hostel on Facebook. 64.7% of ages between 25 and 36 want to follow the hostel in Facebook. And the respondents over 36 years old, 83.3% of them want to follow the hostel on Facebook. Which was surprising was that all the age groups want to follow the hostel in the future.

For Instagram the age groups and the percentages were changing. 38.7% of the respondents under 25 years want to follow the hostel in Instagram. The age group between 26 and 35

years, only 38.2% want to follow the hostel on social media. And the age group over 36 year old, 50% of them want to follow the hostel in Instagram in the future.

The ninth question was; “why do you want to follow the hostel in these platforms?” The most of the respondents answered because of the updates, information and pictures of the hostel and the city of Barcelona. There were also couple of longer answers, which was that it is easier to find information of the offers, events and tips for the city. Some of the respondents answered that for the free Wi Fi which was already told in the results. It was the way to use the Wi Fi in the hostel, by liking its Facebook page.

The tenth question was about the content. The question was “what kind of content you would like to see in the hostel’s facebook, Instagram, Twitter and Snapchat?” It had from 1 to 8 questions but everybody had to choose at least two of them. The options were; upcoming events in Barcelona, information of tours in Barcelona, current news, pictures of the hostel, offers, ecological tips, Information of the attractions in Barcelona and other, What? The most of the respondents, 48.1% answered that they would like to see upcoming events in Barcelona. 41.6% of the respondents answered that they would like to see current news. 33.8% of the respondents answered that they would like to see pictures of the hostel. 32.5% want to see the offers and 29.9% want to see ecological tips. 28.9% would like to see information of attractions in Barcelona. Only 8 of the respondents answered to the last other, what; they would like to see the event in the hostel. And the rest seven respondents didn’t answer anything to the question.

The eleventh question was about the importance. In the question we wanted to know if it is important for the customers that they follow the social media platforms when they choose accomodation. This was also a multiple-choice question and the options were Facebook, Twitter, Instagram, Pinterest and Snapchat. The respondents answered in the scale from 1 to 3. 1 means not important at all and 5 very important. Only 31.2% said that Facebook is very important, the second one most important was Instagram with 24.7%. 6.5% answered that Twitter is important and 6.5% also answered that Snapchat is important. Pinterest only got 3.9%. In the other hand, 24.7% of the respondents answered that Facebook is not important at all and 46.8% voted so for Instagram.

The second last question was what do the respondent do in social media when looking for accomodation. It had 5 options to answer. The options were; browse pictures, read reviews, watch videos, search information and other what? The social media platform options were Facebook, Instagram, Twitter, Pinterest and Snapchat. The most of the answers, 59.7% answered that they like to browse pictures on Facebook, 31.2% answered that they like to browse pictures on Instagram. The most of the respondents like to read reviews on Facebook, with 70.1%. 39% like to watch videos on Facebook and Instagram. Only 14.3% like to watch

videos on Snapchat. 45.5% like to search information through Facebook about the accommodation. In the last option, other, what, three people answered that they like to read reviews on HostelWorld, on YouTube, on Booking.com and in TripAdvisor.

The last question asked for the opinion of the respondent. What is their free opinion about the social media for an accommodation business. 19 of the respondents didn't want to answer, which means that they choose only "no." 14 people from the respondents wrote their opinion. One of them thought that would be good to ask for an email of the customer in check in and through that start to follow them in social media. Two others mentioned that there would be nice to have a video of the inside of the hostel (which we created in the end of September) and put them to YouTube. There were also mentioned that the hostel should have more offers and discounts on social media. One of the respondents was interested in the events the hostel created and wanted to have more posts of them. The reason was because he/she was a lot of time alone in the hostel and would have liked to have more activities with other people from the hostel and around Barcelona.

## 12 The most efficient social media platforms for Hostel X

The survey made to the customers succeeded well. It gave us answers from each customer and was returned by almost all of them. The survey was given to and returned by the customer which made us better change to have reliable answers. Also most of the persons answered who received the questionnaire. The youngest children didn't need to answer to the survey. The survey was really important to know which social media platforms are being the most used and which social media platforms were the most used when looking for accommodation and travelling tips.

Choosing the most efficient tools for Hostel X are based on the data collected and the results from the survey made for the hostel in the centre of Barcelona. From the survey given to the customers and the data collected from different sources, we can use as tools to find a competitive platforms and tools for marketing and see the strengths and weaknesses the hostel has. The results are based on the survey and through inductive reasoning the results were found.

The research is based on the quantitative data collection, to the survey, articles and books. The data gathered from the face-to-face surveys given to every customer when they checked in, gave it more reliable data. The most important segmentations from the surveys

were the age group, nationality and the amount of usage in social media in everyday life. The age of the most customers was between 26 to 30 years old. This segmentation is using all of the platforms presented in this thesis. But mostly used platforms by all of the customers were Facebook and Instagram. All of the customers who already followed the Hostel X in social media were using Facebook or Instagram to follow.

What came out from the other questions was that most of the social media users in Facebook and Instagram are younger than 26 years old. This means that most of the customers in the hostel X haven't seen or might not see hostel's advertisement. The customer segmentation for social media marketing is wide. The hostel should focus more in social media and the quality of the posts. When publishing in social media also the subject of the posts has to be tough well and good for older social media users too. Then the customer feedback given in the social media will be positive and the outcome from the social media marketing will be increasing.

In social media the information moves through pictures, videos and short texts. When trying to bring the strengths of the hostel, the videos and pictures should show the location, multicultural employees and customers and activities. Now the focus of the hostel's pictures in Facebook and Instagram is mostly focusing on the activities and event in Barcelona, when it should bring more perspective to the social media of its life inside of the hostel and of the hostels sustainability. Also advertising other social media channels which are being used, will bring the most interested customers to every social media channel the hostel is using. The hostel already has well-done activities and the facilities work well.

In social media the quality of the posts is not only remarkable point. Continuously posting pictures and advertisements is very important. That keeps the customers interested long time and also brings new customers from all around the world. For example when using hashtags in every posts, brings the people who are interested in the same subject to the profile. That immediately brings new customers. And the hashtags can be used in any of the social media channels which means that marketing in every social media channel with hashtags is important and it doesn't matter on the platform being used.

It is also very important to keep the social media marketing going the whole year. To show the hostels life in winter too. And the biggest threat which is the high competition, is going to be less threat when the pictures and videos are professional. They need to be used in every channel of social media and all the advertisement channels in Facebook and Instagram need to be used. In other pages like, Booking.com, Hostel World and TripAdvisor the popularity is based on the price and customer feedback. This means that it is easier to control and easier to fix the mistakes. Also the reviews and the feedback customers give are important. That



keeps the hostel developing. But in the Hostel X the focus can be only on the image of the hostel but when thinking about the social media platforms, customers only see the pictures. The cleanliness and outcome from the hostel is for the customers staying there. But how it looks in social media and brings new customers, needs another kind of focus. And based on the Social Media Feedback cycle, it is possible to develop the marketing and content every-time customers publish the service on social media. And that can be used in any of the social media platforms.

What the hostel X is already using, is that every customer who checks in, has to log in to a wifi. To log in to the wifi, they need to like the hostels Facebook page. It is bringing a lot of customers and followers, but many customers won't follow for long, because there aren't constantly upcoming posts or anything important in their opinion. This means that the constantly posting quality pictures and advertisements is very important. It also shows that Facebook platform is one of the most efficient platforms for Hostel X and through that it is easy to get the customers follow the Instagram page. Because what is published in Instagram can be published in Facebook.

Going back to the customer age group, the hostel should show more openly in social media all the activities for younger customers too and also the truth that younger customers can stay there too in their vacations. It needs an effort to show more footage from the inside of the hostel but when showing the atmosphere through the pictures and videos in social media, it will bring more customers. This means that the main focus and meaning of the pictures in the hostels social media pages, should be from inside of the hostel, from the activities and its customers. When now it is focusing mostly on the attractions of Barcelona. And publishing videos, based on the data gathered, YouTube is one of the efficient platforms. It is the second used application in the world and also used by some of the customers. YouTube was not listed in the survey, but it was mentioned by several customers when asked about the usage of different social media platforms.

The primary data and data gathered from books and internet sources show that the most efficient social media platform for Hostel X is Facebook, which is the most used social media platform in the world and the most used social media platform among the customers of Hostel X. Through Facebook it is possible to reach potential customers, give feedback, create events or activities and get more popular with quality content.

The second used platform was Instagram and it was also used by many of the customers, not depending on the age. Instagram is getting more popular with younger persons. And reaching customers it is easy to link with Facebook as well. In Instagram it is possible to publish videos and photos, but the only thing missing from it, unlikely in Facebook, it is not possible to create events. But in both platforms the advertising is possible. Instagram and Facebook are both the most used social media platforms and advertising other social media platforms used by

Hostel X is possible through them as well. This means that Facebook and Instagram are the most efficient social media platforms for Hostel X.

### 13 Conclusion

The research aimed to find efficient social media platforms for hostel X. Based on quantitative data collection the results collected were easier to analyse and choose the best platforms based on everyone's habits. And the validity and the reliability of the research was based on the survey. The questions were well thought and gave the customer the change to tell more precisely about their usage of social media platforms. The questions were presented clearly and the answers got from them were reliable. The questions didn't ask customers opinion, they asked clearly about the usage of social media platforms, also in daily life. The most unreliable part of the research was that all of the customers didn't answer to the last question, which was about sharing the opinions with customers. The question seemed to hard for the customer or they just didn't want to or didn't have time to answer to it. But still through other questions and deductive reasoning it was possible to make the conclusions and see the most efficient social media platforms for Hostel X.

The important factors were that comparing the age groups to the usage of the social media platforms, there were different results. Younger customers used more social media platforms, which also means that focusing on the needs of younger customers in social media, would be easier to get more customers to the hostel too. And younger customers used almost all of the social media platforms presented in this thesis.

The thesis is showing that the most used social media platforms are used by everybody. It's not depending on the country the customers were from or what age group they came from, most of them used Facebook or Instagram.

The research clearly shows us the usage and age groups of the social media platforms but there is also a question, how to get the customers more interested in other social media platforms? Or is it enough just to focus on the main platforms. Focusing on the main platforms will always bring customers. When focusing on the smaller platforms (Twitter, Snapchat) it is easier to gather more followers to them, when the following and marketing in the bigger platforms is working. Because in all of the platforms it is possible to advertise other social media platform used by Hostel X.

When marketing a hostel in a centre of tourism and many competitors, there are plenty of ways to develop. Benchmarking with other hostels is important and keeps the hostel developing in everyday life. In Barcelona there are thousands of hostels, which means that there are options to choose and the hostel should find a unique way of marketing and increasing the customers. Already the hostel X has unique business concept but how to increase the amount of the customers, must happen also through social media. Because through social media, it is possible to reach plenty of potential customers.

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## Figures

### Figure 1.1

Table 1.1. Social Media marketing, Bratton S, Evans D, McKee J, 2010, 5  
The next generation of Business Engagement, Melbourne: Wiley

### Figure 1.2

Table 1.2: International Marketing ( Cateora 2011, 11)

## Appendices

### Appendix 1

#### Survey

**Questionnaire**

The aim of this questionnaire is to improve social media marketing in Sleep Green Eco Home Hostel Barcelona. Also we would like to get your opinion about Sleep Green's social media applications.

We would like you to participate in this questionnaire. Filling the questionnaire takes only 10 minutes.

Thank you for your participation.

**1. Gender \***

Female  
 Male

**2. Age \***

15-25  
 26-35  
 36-45  
 46-55  
 56-65  
 above 65

**3. Nationality**

AD - Andorra

**4. If you can't find your country on the list, please write it below**

**5. How often do you use these social media platforms? \***

	Never	Occasionally	Weekly	Daily
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, What?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. In which social media platforms do you already follow Sleep Green Eco Hostel? \***

- Facebook
- Twitter
- Instagram
- Pinterest
- None of these

**7. What do you do in social media? (In Facebook, Twitter, Instagram, Pinterest, Snapchat) \***

Please choose one or more options.

- Read content
- Create content
- Like others posts/pics
- Share pics
- Share links
- Comment others post/pics
- Chat in real time conversation
- Search information
- Tweet
- Pin
- Snap

**8. In which social media platforms do you prefer follow Sleep Green Eco Hostel in future? \***

Please choose 2 options.

- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- Other, where?
- Nowhere, why?

**9. Why do you want to follow the hostel in previous mentioned platforms?**

**10. What kind of content would you like to see in Sleep Green's Facebook, Twitter, Instagram and Snapchat? \***

Please choose one or more options.

- Current news
- Upcoming events in Barcelona
- Ecological tips
- Offers
- Information of tours in Barcelona
- Information of attractions in Barcelona
- Pics of Sleep Green Eco Home Hostel
- Other, what?

**11. Rate, how important following social media platforms are for you when you are looking for accommodation? \***

Use likert scale from 1 to 5. 1 means not important at all, 5 means very important.

	1	2	3	4	5
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**12. What do you do in social media while looking for accommodation?**

	Facebook	Twitter	Instagram	Pinterest	Snapchat
Browse pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, what? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**13. Would you like to share new ideas of Social Media use in Accommodation business?**





Liite 1: Ensimmäinen liite