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MASTER'S THESIS

STUDY PROGRAM: Master in International Hospitality Management	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT: IS THE ASSIGNMENT CONFIDENTIAL?NO

TITLE: Gender Based Analysis of Customers' Satisfaction in Norwegian Hotels 'Social Medias

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ABSTRACT

As one of the most popular psychological topics in business, satisfaction has recently drawn meticulous attention in tourism research. Same as psychological phenomena, technological improvements have found their ways to leisure and tourism industry. Since service is intangible in nature, it is impossible to provide leisure seekers with available opportunities to experience it in advance of purchasing. In such a cases social media has potentials to aid marketing managers to present their facilities and capacities to customers in order to ensure them. Furthermore, managers by customizing and personalizing messages in social media can gain more customers' attention and satisfaction.

Taking to consideration the effects of these two aspects, this study aims to specifically focuses on differences between importance of messages characteristics while comparing two gender groups, male and female. Empirical part this study was conducted in June and July of 2020. Due to upcoming situation caused by Corona Virus during conduct of this study, it was decided to obtain data through online questionnaire distributed in Facebook groups. Responses were made on a 7 point Likert scale ranging from strongly disagree to strongly agree.

The finding based on 87 respondents' opinions shows that males and females are different in three elements of satisfaction. For all these elements namely usefulness of content, usefulness of images and timeless of concepts females had more sensitivity in comparison to males. This notion can aid Norwegian hotels to customize their messages more efficiently for females and adjust their CRM strategies with females needs. Moreover, results demonstrated that price has more importance in elderlies comparing to younger users. As result, hotel managers should devote more attention to their older customers regarding their financial concerns.

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FOREWORD

Starting academic education, I planned to continue my studies until at least master degree in order to learn more about the fields I am interested in. This master thesis is one of the highest accomplishment that I could gain which was not possible wihtout help and support of some parties.

I am grateful to my supervisor Mona Anita Kristiansen Olsen who provided me with academic supports. I would like also to thank Leif Selstad as my co-supervisor for his feedbacks for finishing this paper. Also I would like to thank Einar Marnburg because his support and helps from the start of this project till end.

I could not finish my master thesis without the help of the respondents who answered the questionnaire and friends sharing it with others in Facebook in Corona time crisis when it was so challenging. Without provided help of IT department, Library of University of Stavanger and NSD (Norwegian Center for Research Data) it would be hard to go through the writing process.

Finally, I would like to thank my family for their endless support and helps over my whole life especially during the time when I decided to continue my study in Norway. I am so grateful for having sisters, Shirin and Shima, who encouraged, motivate and provide the facilities for me to be pioneer and gain many rewarding experiences. I am glad to share my master thesis which was one of the wonderful experiences bringing me more confident in my education.

Introduction

Background

Tourism and hospitality industry as a service industry has grown rapidly in last decades. Norway as a country with high potentials for attracting tourists has enjoyed a considerable growth in number of foreign tourists. This phenomenon has influenced economy in a positive way by which tourism industry gained the power to compete with same race as other industries such as oil and gas (Innovation Norway, 2019). Gas and oil industries dealing with exhaustible materials are not able to guarantee a sustainable economic growth for long term. In this essence hotel and tourism industry attain crucial importance. While Europe is one of the best places attracting tourists in the world, Norway (Innovation Norway, 2019) can increase its proportion in foreign tourists' percentage.

Unfortunately, based on Innovation Norway's report (2019) "Just over half of all foreign overnight stays are in hotels" while others prefer other types of accommodations. Oslo with 43% (Innovation Norway, 2019) is placed on the top of the list followed by Stavanger with 20% of the tourists on 2017. Besides, most of the expenditures paid by foreign tourists often belonged to accommodation options (Innovation Norway, 2019). These points call hotel industry for playing a more productive role in economy and development in Norway.

Research Design

Searching through Google Scholar and easy access to various well-established articles published by different sources such as Emerald publisher, Science Direct, Sage Journals, etc. provides people and professionals with many interesting topics related to hospitality and tourism. One of the most interesting topic which has drawn considerable attention is satisfaction. Satisfaction has been widely adopted in tourism and hospitality industry. Researchers in marketing and consumer behavior have studied concept of customer satisfaction in different consumption fields (Frochot & Batat, 2013).Another item which has been widely observed is social media and its influences on leisure industry. Emergence of internet and web 2.0 has

empowered marketers to reach their main goal which is how to understand and find customers' opinion(Patino, Pitta, & Quinones, 2012).

Organizations have to prioritize customers' needs and demands (Tiago & Veríssimo, 2014). Furthermore, managers should observe their customers behaviors in order to realize the influence of their strategies' influences on them(Tiago & Veríssimo, 2014). One of the fields which can aid companies to understand and respect their customers' expectations is Customer Relationship Management (CRM). CRM can provide many benefits to organizations such "reducing operational costs, improving profitability/service delivery, and enhancing customer satisfaction, retention, and loyalty" (Rahimi & Kozak, 2017; Xu & Walton, 2005,P.42).Customer Relationship Management can be applied to many industries including hospitality and tourism. CRM can help tourism and hospitality industry to improve quality of their services in order to improve their mutual communications and experience high level of customers' satisfaction(Rahimi & Kozak, 2017).

One of papers which examined different aspects of content in social media is written by Rupak Rauniar , Greg Rawski , Ben Johnson & Jie Yang on 2013 under the title of "Social Media User Satisfaction—Theory Development and Research Findings" (Rauniar, Rawski, Johnson, & Yang, 2013). Rauniar examined relationship between different elements and consumers' satisfaction. He found that items namely value, perceived privacy, timeliness, ease of use and format are positively related to users' satisfaction. To analyze satisfaction, various theories have been applied. In hospitality literatures most of scholars have been using 'expectancy disconfirmation theory' proposed by Oliver (1983) as the basis of evaluation (Li, Ye, & Law, 2013).In this theory the relationship between expectation and perceived performance is examined (Y. Wang, 2016). Accordance of expectation and perceived performance contribute to satisfaction, while low level of quality in comparison to users' expectations leads to dissatisfaction and dissatisfaction (Y. Wang, 2016).

One of the possible ways to respect customers is to reform and revise characteristics of the messages mentioned in social media based on their needs. In order to gain deep satisfaction in users, it is recommended to customize messages and contents in social media marketing. Marketers can customize messages based on users' gender. Since male and female are different regarding their psychological needs, customized messages can help them to fulfill these needs.

Although there are obvious clarifications about positive influence of tourists' satisfaction during their experience, few studies have been conducted about contribution of message characteristics to users' satisfaction in terms of comparing different groups especially in Norway. The purpose of this paper is to examine the factors associated with user satisfaction in social network sites (SNSs), and to explore the moderating effects of gender on user satisfaction. To have a deep observation and enable managers to perform efficiently and productively the evaluation is based on gender differences. Consequently, this research aimed to aid managers to improve their functions in social media based on users' expectations and needs using expectancy disconfirmation theory.

Research Structure

This paper begins with a short review of literatures regarding social media, social media marketing, CRM and satisfaction. The second chapter presents a conceptual and theoretical background based on the literature review on previous researches. The following chapter is dedicated to the method used in this study including design, sample, data collection and measurement. Data analysis will be conducted by help of IBM SPSS Statistic Data Editor which is the basis for the discussion part. The descriptive analysis used in this study presented the demographic information about the respondents, such as age, gender, marital status, nationality, occupation, the living location and education. In second part of descriptive part questions regarding social media usage will be answered which give more information about the habits and routines. In discussion part summarizes of key findings, interpretations discussing the result will be provided. Based on the results in previous section research implication and managerial implication, also the conclusion of the study will be presented.

Literature Review

Social Media

Definition

Technology has been embedded in our daily life and it is due to fast pace of its development (Fyall, Legohérel, Frochot, & Wang, 2019).Social media is considered as one of the most important outcome technological development .Although, this phenomenon emerged in quite recent years (approximately 20 years) and several authors have attempted to define social media , still there is no accepted definition for that (Carr & Hayes, 2015). To explain social media, scholars have looked at it from different perspectives namely "public relations ,information science and mass media"(Carr & Hayes, 2015,P.47).As a result, many definitions have been made for social media stressing different fields especially networking and communities (Charlesworth, 2017).

Over time, numerous studies have developed their models and theories based on the definition proposed by Kaplan and Haenlein. Kaplan and Haenlein defined social media in terms of determining the relation of web 2.0 as: "a group of Internet based applications that built on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content."(Kaplan & Haenlein, 2010,P.61).As it is obvious, proposed definition is based on two phenomena: 'web2.0 and user generated content'. Although Web 2.0 and user generated content take major part in defining social media in most of the explanations , these are separate items while used interchangeably (Kaplan & Haenlein, 2010).

Web2.0 which is based on O'Reilly works and emerged in late 2004 ,does not have any unique definition (Fyall et al., 2019). One of the most accepted definition is that "web 2.0 is a new generation of Internet-based technology that allows people to collaborate and share information in ways that were previously unimaginable"(Fyall et al., 2019,P.107). Web 2.0 has provided considerable opportunities for users in organizational and individual levels(Tiago & Veríssimo, 2014). Furthermore, Web2.0 has lowered cost of organizations for implementing their strategies (Tiago & Veríssimo, 2014).

Another item which constitutes an essential part in comprehension of social media is consumer-generated content. Consumer generated content is the "materials that are created and uploaded to any internet sites by non-professionals" (Moriuchi, 2016,P.2). Regarding consumers "professional writers, journalists and publishers" are excluded from this group (Moriuchi, 2016,P.7).

Types

In order to cluster social media types, researchers have brought different traits into consideration. For instance, Kaplan applying social presence and media richness theories categorized social media types into six groups (Kaplan & Haenlein, 2010). Short, Williams and Christie presented social media presence theory for the purpose of presenting the influences of telecommunication mediums on communications between communicators (Lowenthal, 2010). They explained social presence as : "degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationships" (Kaplan & Haenlein, 2010,P.65) .In their opinion medium can possess different amount of social presence (Gunawardena & Zittle, 1997). As the level of social presence increase in a telecommunication medium it concludes to present a "real person" (Gunawardena & Zittle, 1997) since the communication can be accompanied by acoustic, visual and physical views (Kaplan & Haenlein, 2010) .

For the purpose of examining social presence dimensions, Short employed "intimacy and immediacy" concepts (Osei-Frimpong & McLean, 2018,P.7). Intimacy which was first introduced by Argyle and Dean on 1965 indicated that the social communications within mediums alongside the ability to convey "facial expressions, direction of gaze, posture, dress and nonverbal cues" enhance social presence (Gunawardena & Zittle, 1997,P.9). Furthermore, by drawing on the concept of immediacy presented by Weiner and Mehrabanian on 1968, the authors have taken into consideration the psychological distance that people consider between themselves while using social medium (Gunawardena & Zittle, 1997) . Feeling more convenience and creating less space "verbally and non-verbally" during social communication, contribute to high level of immediacy (Osei-Frimpong & McLean, 2018).Thus people sense the presence of their counterparty emotionally(Short, Williams, & Christie, 1976).

Richness theory which was proposed first by Daft and Lengel (1984) is based on the notion that conversation takes place between people because of the their tendency to reduce the amount of vagueness and uncertainty(Kaplan & Haenlein, 2010) . In this regard some social media which have the capabilities to transfer more information in less time possess more level of richness (Kaplan & Haenlein, 2010). Furthermore, medias with the capabilities to persuade receivers and enhance their understanding of others' personal and emotional situations contain more richness(Hsieh & Tseng, 2017). Factors such as providing possibilities to transfer immediate feedbacks, using various symbols and languages as well as expressing personal sentiments through visual and physical expressions can advance the social medium richness (Daft & Lengel, 1983).

In the classification proposed by Kaplan ,the text-based social media without the possibility to excite comments such as wiki is considered in the collaborative projects indicating low level for both self-presentation and self-disclosure (Kaplan & Haenlein, 2010). On the other hand medias which afford the capacities for users to bridge the distance through the medium of rich messages are in high level of both dimensions (Kaplan & Haenlein, 2010). Despite of the fact that Kaplan presented six groups of different forms social media, still microblogs, review and ratings websites as well as internet fora are overlooked (Fotis, Buhalis, & Rossides, 2012) .

self-diclosure		Social presence/Media Richness		
		Low	Medium	High
	Low	Blog	Social networks sites (e.g, facebook)	Virtual Social World (e.g, second life)
	High	Collaborative projects	Content Communication (e.g, YouTube)	Virtual Games Worlds (e.g, World of Warcrafts)

Figure 1: Classification of social Media (Kaplan & Haenlein, 2010,P.22)

Blogs contains high level of self- presentation since the bloggers express their personal experiences in a specific field while viewers can communicate with them (N. L. Chan & Guillet,

2011) which contributes to higher immediacy . Similar to blogs, collaborative projects such as Wikipedia involves low level of social presence as well as self-disclosure. In these form of social media users' participation plays a significant role in generating contents (Kaplan & Haenlein, 2010). Since in this platforms people are deprived of expressing their feelings and ideas via different ways, it cannot overcome the psychological barriers between them. YouTube as the most well-known content community site support users for showing their sentiments by sharing and making text, photos, videos and presentation slide (Kaplan & Haenlein, 2010).While content community sites do not require personal profile to use them for being active in social networking, having profile is essential(Kaplan & Haenlein, 2010).

However, in most of the literatures social media and social networking have been used interchangeably, based on the Garridos' claim social networking is one of the social medias' type (Garrido-Moreno, García-Morales, Lockett, & King, 2018). Applying Kaplans' classification, Garrido determined two components: "social networking use and review sites"(Garrido-Moreno et al., 2018,P.97). Basically social networking sites are composed of possibility of high self-presentation and social presence.(Garrido-Moreno et al., 2018) . Social network sites is defined as : "web-based services that allow individuals to 1) construct a public or semi-public profile within a bounded system 2) articulate a list of other users with whom they share a connection, and 3) view and traverse their list of connections and those made by others within the system"(Boyd & Ellison, 2007,P.211) . Using these sites people are mostly searching for connections with people who they already know rather than networking with new people (Ellison, Steinfield, & Lampe, 2007).

Benefits and risks of technological development and social media

One of the most significance benefits of the digital media communication is growth in interactivity(Chaffey & Ellis-Chadwick, 2019). Interactivity addresses customers' ability to start and contact based on their desire about how and when (Todor, 2016). In contract with traditional marketing where messages were sent only from companies to customers ("push media"), social platforms endorse organization while customers are tended to search for more information in companies' digital medias ("pull factors") (Chaffey & Ellis-Chadwick, 2019,P.30)(see Figure 2).This flow contributes to two-way or many to many communication (Daugherty & Hoffman,

2014). Since the online information are mostly available for long-terms (Todor, 2016) , companies are able to attract attention from different types of customers over long period of time. This allows the users to decide whether to utilize the information or not (Todor, 2016)

Furthermore, in comparison to conventional marketing, new technologies supply cost-efficiency ways for customers to collect information which is named Intelligence by McDonald and Wilson on 1999(Chaffey & Ellis-Chadwick, 2019). As a result, providing information by enterprises and seeking for various facts and information while giving evaluation to the information, suppliers develop a two-way feedback(Chaffey & Ellis-Chadwick, 2019). In other words for supporting sustainable development of social media activities, customer responses should be tracked and stored for later strategies (Zahay, 2015) as well as being answered. This process results in meeting digital marketing goal (conversation)which takes place between companies and customers and requires the continuous process of observing and managing the flows in the internet (Zahay, 2015) .Further this procedure aids the companies to assert the customers' needs while having dialogs with them(Chaffey & Smith, 2017).The upcoming opportunity in addition to cost-efficiency of digital marketing make it possible for small and medium businesses to upgrade to a wider market (Dholakia & Kshetri, 2004).

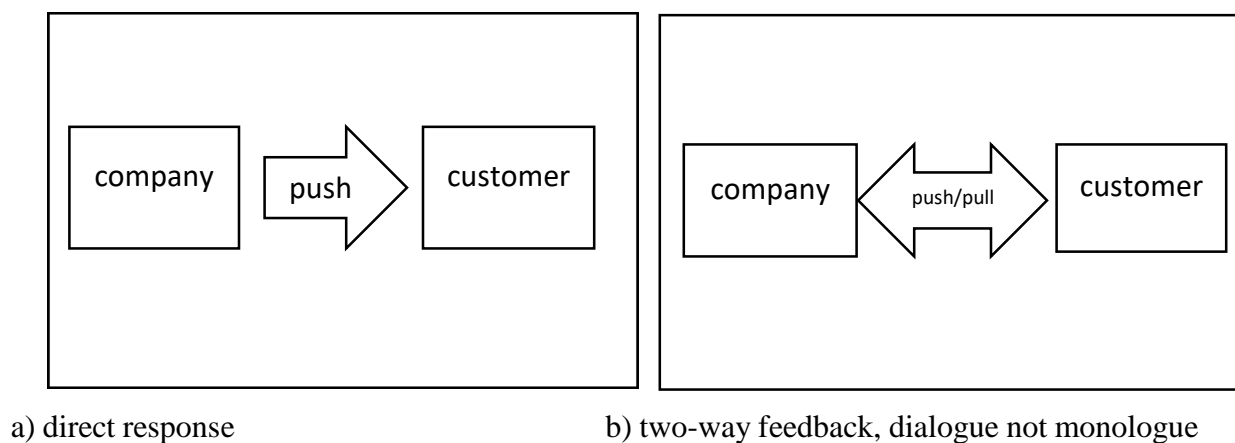a) direct response   b) two-way feedback, dialogue not monologue

Figure 2: communication models for (a) traditional media (b) new media(Chaffey & Ellis-Chadwick, 2019,P.30)

In addition to offering low-cost possibilities for contacting customers, emerging technologies contribute to individualized messages tailored by companies(Chaffey & Ellis-Chadwick, 2019).While by using social media, there is no need for presence of users or creators (Tajvidi & Karami, 2017) building relationship with customers result in loyalty and long-term relationship which is an essential commitment for companies (Chaffey & Ellis-Chadwick, 2019). Nowadays by analyzing users' previous information which is stored in databases , particular and personalized messages can be sent to individuals (Chaffey & Ellis-Chadwick, 2019). One of the most successful sites in personalization is Amazon, in which products are proposed to customers based on their previous purchase and via email (Chaffey & Ellis-Chadwick, 2019) . Moreover, it is suggested to organizations to extend their boundaries for reaching and expanding services offered before, during or after the purchasing process. For reaching their customers, organizations are compelled to increase out-band digital communication such as notifications via mobile as well as inbound digital marketing by which customers can impose their demands(Chaffey & Ellis-Chadwick, 2019).

However by having access to social media platforms , organizations can reach international target audience rather than being limited to national market (Chaffey & Ellis-Chadwick, 2019) , managers should take into consideration the fact that people do not appreciate to be distracted by advertising messages (Smith, 2011) . To make sure about the results of the established digital procedures ,not only long time is required (Safko, 2010), but also testing opportunities of planned projects can support the marketing plans accomplishments (Chaffey & Ellis-Chadwick, 2019).

On the other hand, whereas the internet is widespread, still some people do not use it such as elderlies (Todor, 2016) and in this way the population of target audience decrease in number (Patrutiu-Baltes, 2016) . Since it takes time for technology to develop, at some points the lack of enough support of high-tech technologies leads to the failure of the market requirement fulfillment. Furthermore, as the strategies and approaches are available for the competitors, the possibility of replicating the same plan greatly increase (Todor, 2016). The complex nature of social media platforms compared with traditional marketing makes strategies much more entangled(Patrutiu-Baltes, 2016) and specialist expertise is necessitated(Chaffey & Ellis-Chadwick, 2019).

Because of the "dynamic nature" of social media managers who employ new technologies are confronting serious and novel challenges (Keegan & Rowley, 2017). Although according to possibilities provided by digital marketing managers are able to formulate and pursue more successful strategies (Ramaj & Ukaj, 2018), firms should take the breathtaking pace of the technologies progress into account(Saravanakumar & SuganthaLakshmi, 2012) with the intention of competing with other firms . Furthermore type of products and size of enterprise significantly affect the implemented social media approach (Vinerean, 2017) and its effectiveness (Felix, Rauschnabel, & Hinsch, 2017). In other words the level of competitiveness existing in industry has linear relationship with the effectiveness (Felix et al., 2017).

Social Media Marketing

For deriving maximum benefits ,marketing as a well- constructed science has been consistently adopting and updating its policies and regulation according to advancement in other sciences (Saravanakumar & SuganthaLakshmi, 2012). Social media marketing as a specialized form of digital marketing (Chaffey & Ellis-Chadwick, 2019) has achieved a dominant position in businesses (Keegan & Rowley, 2017). As marketers gained access to Internet, they have been investigating processes to find out the impacts of social media on marketing plans (Labrecque, vor dem Esche, Mathwick, Novak, & Hofacker, 2013).

Acknowledging the growing importance of social media in recent years and considering progress of e-marketing, organizations in different fields are required to employ traditional marketing along with internet –based marketing (N. L. Chan & Guillet, 2011) rather than being limited to offline marketing. Integrating conventional form of attracting and attaining customers with e- marketing capabilities is an attempt to almost ensure firms to accomplish in their marketing strategies (Saravanakumar & SuganthaLakshmi, 2012).

Social media has granted voice to customers by means of authorizing them to create and share their personal beliefs and contents as comments in different platforms. Paying attention to their voice provide an opportunity for companies to be informed about their customers' honest opinions(Patino et al., 2012). Advancement in social media field has altered the balance of power and influence in electronic environment, the "linear and rational" relationship has changed

(Quinton, 2013).In this essence, social media has hybrid influence on marketing. In one hand technology granted power of being informed about customers' opinion a in e-woms while clients are able to exert fundamental impacts on companies' behavior by giving feedbacks(Vinerean, 2017) and via two-way dialog (Alalwan, Rana, Dwivedi, & Algharabat, 2017) . On the other hand, enterprises face new challenge of controlling the content produced by customers which can have more frequencies in recent years due to the opportunities provided by web2(Mangold & Faulds, 2009). These conversations contribute to organizations' successes or failures in market especially when consumer generated content holds higher value on consumers' opinions in comparison to enterprises' advertisement. Consequently, firm are obliged to allocate sufficient funds to support customer relationship management.

Also in social media marketing managers mostly devise strategies concentrating on people and customers rather than products (Moriuchi, 2016). For having more effective strategies ,tools should be accepted by consumers and social media has this quality (Rauniar et al., 2013) . Social media is embedded in consumers' personal life and extending considerable influences on political, social, and etc. aspects of daily life(Alalwan et al., 2017). Besides the mentioned points, having easy and unrestricted access to client, aid organizations to benefit from the opportunities of using social media more effectively. In addition, people fully expect the national and international firms to be highly dynamic in social media and improve their e-marketing(Tiago & Veríssimo, 2014) .

Customer Relationship Management (CRM)

Customer Relationship Management (CRM) as a concept which is mostly based on technology (Chen & Popovich, 2003) has been evolving. CRM has its roots in RM (Relationship Marketing) and is a new area in modern day marketing (Huang, Chou, & Lin, 2010). CRM has appeared because of the marketing companies' goal to improve their customers loyalty(Kumar, 2010). Because of the technological improvement, CRM has matured in different orientations namely conceptually and functionally(Kumar, 2010).Customer Relationship Management aids managers to improve their value .In this essence Payne and Frow presented a comprehensive definition of CRM as : "a strategic approach that is concerned with creating improved shareholder

value through the development of appropriate relationships with key customers and customer segments"(Payne & Frow, 2005,P.168). The companies 'aim to boost their profits in current competitive market in the world compel organizations to be more customer-oriented. As a result, CRM as a concept which concentrate on customers' needs and opinions is mostly followed and applied by companies with customer-oriented strategies (Chen & Popovich, 2003).

With emergence of social media platforms and new technologies, CRM has faced new challenge (Kumar, 2010).Because of the internet based communication, the essence of customers and seller communication has changed (Chen & Popovich, 2003). Nowadays organizations cannot often meet their customers personally and the opportunities to track customers' needs directly is less than before.(Chen & Popovich, 2003).As a result, it is more important to understand their customers' needs and ideas through social media platforms. CRM approach concentrates on building unique relationships with individual customers to secure and manage long-term relationships (Zablah, Bellenger, & Johnston, 2004).

Implementing efficient and powerful CRM strategies assist companies to be provided by tangible and intangible benefits (Rahimi & Kozak, 2017). If CRM is correctly implemented it will help organizations to lower their costs and have more revenue which give them power to compete more efficiently with other companies(Rahimi & Kozak, 2017). On the other hand with effective CRM managers can have more satisfied and loyal customers which decrease the retention rate (Jackson Jr, 1994).While CRM is time consuming, costly, and carry a high possibility of failure(Bose, 2002), it can help organizations to maintain their market share and gain more profit which is because of the long-term relationships that organizations can have by their customers when they apply CRM (Rahimi & Kozak, 2017).This long term relationship can bring customer satisfaction as a result for companies.

Examining a cross-section archival data in US companies confirmed the positive influence of CRM application on customers' satisfaction(Mithas, Krishnan, & Fornell, 2005). Customers' satisfaction can be because of three reasons(Mithas et al., 2005):

- Companies can offer more customized services and products
- CRM contributes to enhance the reliability of the consumption experiences. This means that less time and effort are required for ordering and request process by customers

- CRM helps organizations to manage their communications and relationships with their customers more efficiently and effectively through different stages such as commencing, maintenance and termination. This quality of companies leads to customers' satisfaction.

Social media and tourism

In recent century internet- based social media platforms exert a significant influence on the customers' behavior (Mangold & Faulds, 2009). Tourism industry as one of industries dealing with customers' decision making process and consequent behaviors, is highly influenced by technological development. In conventional ways, hotels and tourism organizations produced brochures and limited magazines therefore tourists had access to information produced by companies. Due to the essence of the tourism and hotel industry in which offered services cannot be experienced by travelers in advance ,social media can play a fundamental role in providing customers with sufficient knowledge and information to make decisions(Fotis et al., 2012).

Applying decision making process proposed by Engel and his colleagues on 1990 ,Cox has presented decision making model for tourism (see figure 3) (Cox, Burgess, Sellitto, & Buultjens, 2009).Tourists being involved in social media have the tendency to share more positive e-wom about their experience (Casaló, Flavián, & Guinalíu, 2010). In post trip phase people use social media to inform others about their experiences during their trips (Fotis et al., 2012) as well as social interacting(Pan, MacLaurin, & Crotts, 2007). Not only social media is considered as a great source for valuable information, but also it can be viewed as a domain in which people can express their feelings.

Furthermore, because fewer financial benefits are identified by users in consumer generated contents, travelers prioritize personal blogs and comments as first hand sources for gaining information (Leung, Law, Van Hoof, & Buhalis, 2013).Possibility of sharing knowledge by internet users worldwide promotes the quality of   data gathering which is not limited to friends in individual social networking anymore (Leung et al., 2013). Social networking exerts crucial influences both on demand and supply sides of tourism industry(Kiráľová & Pavlíčeka, 2015). Since signals and hints perceived in comments have great potential to boost or destroy others'

leisure seekers' opinion about the destination, managers should be aware of its influence (Leung et al., 2013)

Pretrip	Need recognition
	⇩
	Information Search
	⇩
	Evaluation of alternatives (consider alternative destinations)
	⇩
During trip	Purchase decision (take the trip)
	⇩
Posttrip	Post purchase evaluation (including WOM, etc.)
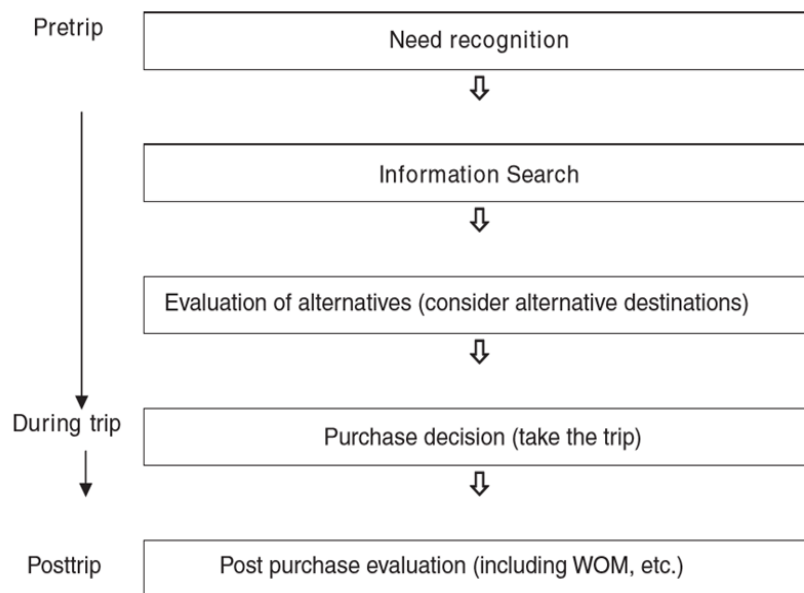
Figure 3: "The travel planning process"(Cox et al., 2009,P.745)

Satisfaction

Definition

Psychology as a branch of science disentangles reasons and intentions of human behaviors provides practical and reliable guides for predicting future performances. For several decades, psychology focuses mostly on individual level for presenting theories and assumptions (Pearce & Packer, 2013).Although, these are individuals who are mostly the subject of observations ,behavior examinations and reactions , social interactions and group phenomena have received more attentions in recent years. Since psychology is engaged in all facets of everyday life as well as using valid methods to develop related theories (American Psychological Association, www.apa.org) ,it can lend its accomplishments to other fields. In recent years, numerous researches have been conducted about topics such as memory, experience, satisfaction, personality, behavioral reactions, leadership skills, different types of personality and etc.

Satisfaction is one of the topics which has been studied for long time. As a concept in social psychology, satisfaction is a sophisticated notion(Laws & Thyne, 2004). Lack of precise and uniform definition poses major challenges to measuring satisfaction validly and analyzing results precisely (Giese & Cote, 2000). This problem originates from the nature of satisfaction which is multidimensional (Frochot & Batat, 2013). Another issue in defining satisfaction is the leading role of cognitive and emotional factors(Frochot & Batat, 2013). Although there are several definitions related to satisfaction all of them contains three items (Giese & Cote, 2000).

First it is a cognitive or affective response to (second) an aspect of the perceived experience which (third) happened in a particular time mostly after encountering (Giese & Cote, 2000). While Giese (2000) claims that satisfaction is response to an evaluation process ,Halstead declared satisfaction as an evaluation per se (cited in (Frochot & Batat, 2013). Although, in some explanations satisfaction is defined as respecting behavioral orientations, in conceptual definitions intellectual processes are insisted (Giese & Cote, 2000). Even adopting appropriate definition as a basis for research is a hard and sensible decision (Giese & Cote, 2000).One of the most important points which should be mentioned here is that satisfaction is mostly a post-experience attitude (Laws & Thyne, 2004; Philip L. Pearce, 2005). On the other hand, there are different perspectives about dissatisfaction. One claims that dissatisfaction is contrary of satisfaction and another views it as the other side of satisfaction (Giese & Cote, 2000). What is obvious is that dissatisfaction composed of three elements and not fulfilling one of them compared to personal standard leads to dissatisfaction (Giese & Cote, 2000).

As mentioned above one of the most important challenges in defining satisfaction is how to determine the extent of emotional and cognitive process in evaluation process (Mill, 2002).These challenge can complicate the process of research. Besides, lacking consensus definition adversely affects the interpretation and analysis of the results achieved in marketing studies (Giese & Cote, 2000). In order to simplify the satisfaction concept, explanation by Rojas and Camarero will be considered: "the evaluation of components and the feelings generated by cognitive and affective aspects of the product or service (Morgan et al., 2010,P.21).

As it is obvious in the mentioned definition, satisfaction process involves cognitive and affective judgments of the overall experience (Ladeira, Santini, Araujo, & Sampaio, 2016). While in cognitive approach people use their logical power to deicide and have opinions about

experience, in affective approach observe their emotional reaction to experiences(Morgan, Lugosi, & Ritchie, 2010). Woodruff, Cadotte and Jenkins suggested that satisfaction can be seen as tie between affective and cognitive process(Woodruff, Cadotte, & Jenkins, 1983) . In other words satisfaction and dissatisfaction are the responses resulted from evaluating emotions and feelings in a cognitive process (Woodruff et al., 1983).

Theory

One of the theories used to examine satisfaction is 'expectancy disconfirmation approach' proposed by Oliver (Yüksel & Yüksel, 2001). During the last decades, 'expectancy-disconfirmation theory' has been applied and confirmed to measure and examine satisfaction (Pizam & Ellis, 1999).In this theory, confirmation is considered as accordance of overall experience evaluation and expectations existing before experiencing (Pizam & Ellis, 1999). Moreover, encountering higher quality compared to customers' expectations bring positive confirmation for them. (Pizam & Ellis, 1999).Here expectations are referred as anticipation about fruits and outcome of the aimed actions (Hsu, Cai, & Li, 2010). Thus, accordance or higher level of expectation with perceived quality provide satisfaction for customers. By proposing expectancy disconfirmation paradigm, Oliver claimed that satisfaction involves emotional responses as well (Laws & Thyne, 2004). This emotional aspect can have overlap with hedonic values. On the other hand, when experience contains less pleasant feelings and meets fewer needs of the users, disconfirmation occurs (Pizam & Ellis, 1999).Disconfirmation occurs when the level of perceived quality is lower than expectations which leads to dissatisfaction.

One of the most significant point which need to be brought into consideration is the difference between expectation and motivation (Yun & Pyo, 2016). While expectation is the believes about characteristic of goods, destinations or etc (Hsu et al., 2010) motivation is the extent of tendency to benefit from these attributes (Yun & Pyo, 2016).On the other hand, expectations have been viewed as root and ground of motivation by which managers can manipulate the future motivations (Hsu et al., 2010) . Expectation can vary based on different experiences. In this essence, for instance while expectation is an important part in acknowledging satisfaction in a particular situation, it can be less important on other circumstances. Furthermore,

since the combination of attitudes explaining satisfaction vary based on different situations, in each circumstances new compounds of attitudes are required (Philip L. Pearce, 2005). In this study, it is assumed that people expect to have high quality of the elements presented in next section while using social media.
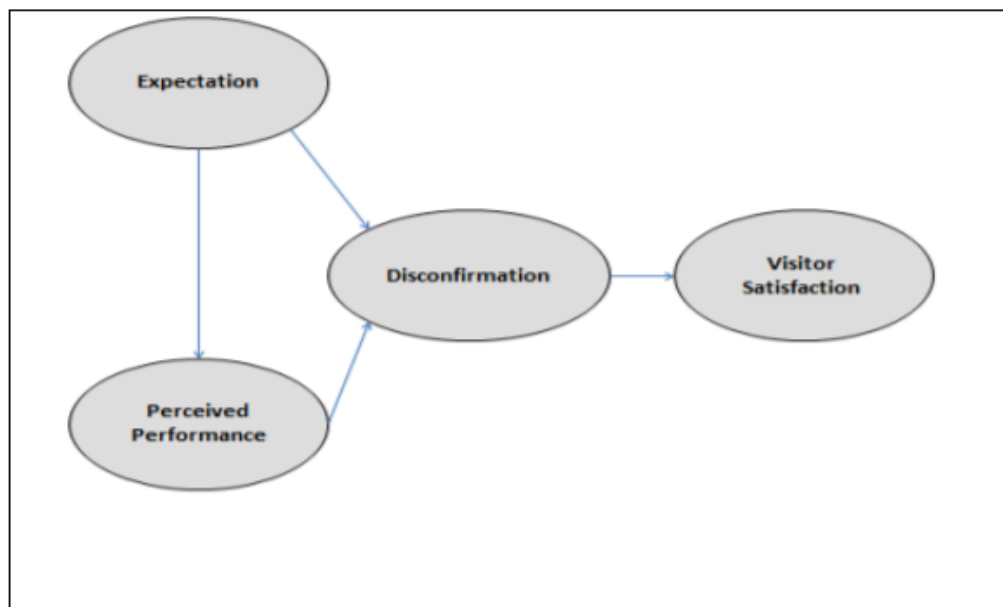
Figure 4: The Expectancy Disconfirmation Model(Y. Wang, 2016,P.7)

Satisfaction components related to social media

Researchers have tried to look at satisfaction from various perspective such as information system and consumer behavior because of its importance in theories and industries (Lim, Al-Aali, Heinrichs, & Lim, 2013). Large number of studies have been conducted to present a unique , general and precious model to measure user satisfaction in technology context(Rauniar et al., 2013).Although there is not any overall accepted model and construct for measuring satisfaction related to social media, Rauniar et al (2013) presented an accepted model which is one of the most agreed one (Rauniar et al., 2013). Rauniar examined different elements such as usefulness, perceived privacy, timeliness, ease of use and format. In order to get more view of satisfaction

elements, we did not limit ourselves to the presented elements by Rauniar and add some more items in this paper.

All items involved in social media satisfaction contribute to create value for companies (Rauniar et al., 2013). Value is defined as : "consumer's overall assessment of the utility of a product, based on what is received and what is given (Zeithaml, 1988,P.14)". Nielsen (1993) claimed that having high values in systems make them achieve their goals(Dhar & Wertenbroch, 2000). This idea leads us to a type of value called utilitarian value. Dhar and Wertenbroch (2000) explained utilitarian values as " goal-oriented values of the social media site which is cognitively driven, instrumental and accomplishes a functional or practical task (cited in (Rauniar et al., 2013,P.200). Furthermore mentioned scholar explained hedonic value as: "relates to the multisensory, fantasy, and emotional aspects of a consumer's experience with products" (Rauniar et al., 2013,P.201). Hedonic value is related psychological aspects of social media(Rauniar et al., 2013).This type of value can reveal the extent of enjoyment and funny moment users savor (Rauniar et al., 2013). However separate definitions are presented for these two types of values, it does not indicate happening at disparate times. For instance, sharing photos with close friends or relatives contributes to both hedonic and utility values which clarifies the complexity and difficulty of these two values distinction (Rauniar et al., 2013).

One of the most important elements contributing to value in social media is usefulness of information (Rauniar et al., 2013). Generally, the content is not limited only to context but image as well since in all the social media platforms for different types of items are required for exchanging concepts (Rauniar et al., 2013). Usefulness indicate the accuracy and correctness of shared information. This element is positively related to social media satisfaction (Rauniar et al., 2013).Another factor influencing users' satisfaction is perceived privacy(Rauniar et al., 2013).Due to the technology improvement and easy access to personal information , security and privacy have been one of the consumers' concern in social media platforms. Salibury et al defined security in internet as " the extent to which one believes that the world-wide web is secure for transmitting sensitive information(Lim et al., 2013,P.2818).Feeling secure while using social media platforms can increase the derived satisfaction .

Moreover, price as one of the elements in users' satisfaction has gain a large amount of attention during the previous studies. Based on Williams and Soutars' notion, one of the values is

monetary values which induces "justice or injustice feelings" about the products and services (Ladeira et al., 2016)(P. Williams & Soutar, 2009,P.980). Offered prices in hotels is one of the components in determining the level of user' satisfaction. Other factors that have the capacity to heighten the value of social media platform are the available translation and the authentically of the provided information. Encountering authentic photos and contexts make people feel getting respect from companies' side and influence overall satisfaction positively(Frochot & Batat, 2013).

Innovation in creating new and entertaining content is another related item. While consumers investigate for high value, they are searching for new ideas and creativeness in posting and sharing information. Innovation in social media tend to answer customers questions and needs in such a ways that add value to systems and make consumers satisfied and pleasant(Mahmoud, Hinson, & Anim, 2018). Furthermore, timeliness of the content has positive influence on satisfaction (Rauniar et al., 2013). Gaining newest information in right time pleased customers. On the other hand, being updating and sharing the last circumstances can impact the users' satisfaction. Since the emergence of web 2.0 and development of social media platforms, one of the identifying factor of users' satisfaction has been being user-friendliness. User-friendly which indicates the time, energy and effort that users put in for reaching their goal of using social media(Rauniar et al., 2013). Finding a platform user-friendly can influence the users' satisfaction. In general, all the presented elements are positively related to level of users' satisfaction from social media.

Hypothesis

An interesting categorization made for analyzing and evaluating topics in social science literatures is based on gender type. Many theoretical models and studies attempt to illustrate differences in behaviors and intentions of males and females (Krasnova, Veltri, Eling, & Buxmann, 2017).Realizing differences between two genders is a fundamental action to understand reasons for continuous usage of social media(Krasnova et al., 2017).Gender differences can shed light on different process of engagement in social media platforms(Krasnova et al., 2017). Observing gender differences can help marketers to customize their CRM strategies efficiently. For this reason, it was decided to evaluate and assess the satisfaction components in social media on the basis of gender differences. Furthermore, to provide valuable and useful perspectives for Norwegian hotels regarding possible existence

between different age groups, we will examine satisfaction components based on the age groups as well. Consequently, hypotheses are presented in the following part. Although in order to summarize the hypothesis part, the null hypotheses are not mentioned, we will take them into discussion and conclusion later.

H1: The importance of 'usefulness of content' is different for male and female.

H2: The importance of 'image usefulness' is different for male and female.

H3: There is difference between genders regarding 'eye-catching images' posted in social media.

H4: There is difference between genders regarding 'interesting content' in social media platforms.

H5: 'Authentic' content and image has different importance for male and females.

H6: There is difference between genders regarding available 'translation' in social media.

H7: 'Perceived privacy' has different importance for two genders.

H8: There is difference between genders regarding 'timeliness' of content.

H9: There is difference between genders regarding 'innovation and creativeness' in posting contents.

H10: The importance of 'perceived price' is different for male and female.

H11: There is difference between genders regarding required time and effort to use social media.

H12: Males and females have different level of 'satisfaction' from Norwegian hotels' social media quality.

Consequences of satisfaction

Users' satisfaction is gained after product usage by customers and based on their evaluation (Pham & Ahammad, 2017). Investigation in different literatures indicates the outcomes of consumers' satisfaction or dissatisfaction as repeating purchase behavior , word of mouth ,less complaint behaviors (Yi, 1990) growth, profits and higher prices (Sheth, 2001). Dissatisfaction in regard to the purchased services and goods can transform to an insuperable problem for companies(Singh, 2006). This issue induces consumers to take different actions such as

substituting the company, making a compliant to a third party, negative word of mouth.(Yi, 1990).

On the other hand one of the indicators for consumers' satisfaction is their tendency to share their overall assessments of experience with others in social medias which shows the use of word of mouth (Mill, 2002).By development of technology online word of mouth appear additionally to offline ones. E-wom is explained as : "peer-generated product evaluations posted on company or third-party websites" (Li et al., 2013,P.786) . Narangajavana Kaosiri et al (2019) draws our attention to distinctive categories of e-wom sources which has two sources. The author claimed ewom has mainly two sources which are weak and strong ties (Narangajavana Kaosiri, Callarisa Fiol, Moliner Tena, Rodriguez Artola, & Sanchez Garcia, 2019). When people know each other as friends , family members or relatives, e-wom originate from strong ties while unknown counterparts take advantage of e-wom rooted in weak ties (Narangajavana Kaosiri et al., 2019) . Although the mentioned classification was present for offline word of mouth scholars believe it can be applied to online user generated content as well (Narangajavana Kaosiri et al., 2019). Both of these sources are trusted by users since there is no personal benefits in sharing experiences with others (Narangajavana Kaosiri et al., 2019). This can help to build trust other part in social interactions (Ladeira et al., 2016).

Another outcome of satisfaction is loyalty(Y. Wang, 2016). Loyalty as "a behavior that signals motivation to maintain a relationship, including willingness to pay more for a product or service" (Ladeira et al., 2016,P.981) . Based on the previous experiences people attempt to make standards for their future expectations (Mill, 2002). If the expectations are met by service providers, loyalty will be gained and maintained(F. Ö. Güzel, 2014). While loyalty contributes to long lasting intention ,repurchase intentions is valid in short period of time (Ladeira et al., 2016).

All the outcomes obtained through satisfaction grant competitive advantages to companies (Sheth, 2001). Consumer satisfaction contributes to companies' growth and profits (Sheth, 2001).Furthermore all the consequences of satisfaction and dissatisfaction are applicable to social media users' satisfaction. While satisfied users tend to generate positive users generated contents, dissatisfied consumers warn others about their negative personal experience which influences level of growth and profit (Y. Wang, 2016). Offering high quality in social media activities develops trust in customers and leads to more loyalty and using the social media again.
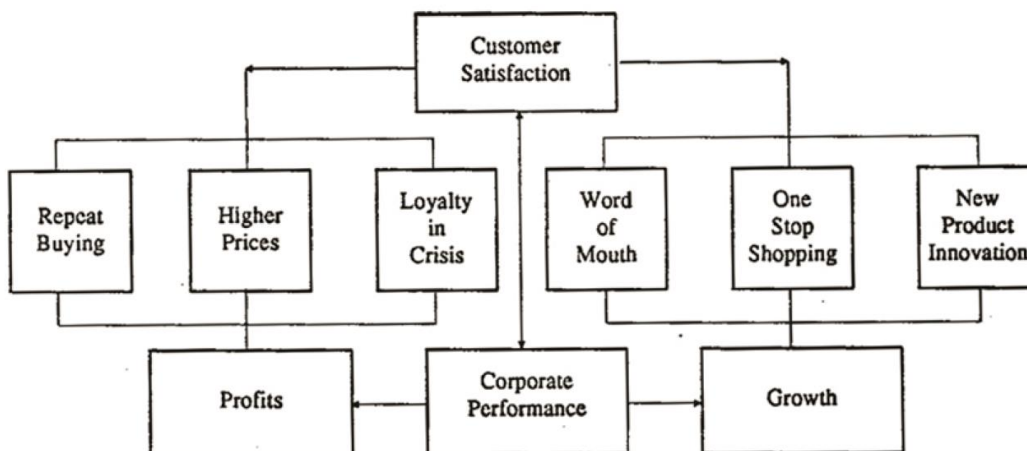
Figure5: Advantages of customers' satisfaction (Sheth, 2001,P.15)

Importance of satisfaction

Enterprises have been attempting to meet and fulfill their customers' needs and expectations which contributes to users' satisfaction and firms' success(Laws & Thyne, 2004). Alternatively stated, the level of uses' satisfaction determines the possibility of firms' subsistence in industries' sectors (Pizam & Ellis, 1999). Significance of satisfaction was specifically denoted by studies which concluded that amount of expended resources for alluring new customers in comparison with retaining the loyal ones is five times more (Pizam & Ellis, 1999). Furthermore, knowledge about service and products' users' satisfaction enable firms to improve quality according to customers' desires (Pizam & Ellis, 1999). In order to accomplish set goals for customers' satisfaction, it is necessary to acknowledge the existing level of satisfaction and take effective actions to improve it (Pizam & Ellis, 1999). Moreover, since satisfaction is a subjective process (Li et al., 2013) and can change over time , for achieving high position in competitive environment it is a necessity to examine users' satisfaction in different phases and continuously (Pizam & Ellis, 1999). Satisfaction as the "cheapest means of promotion" (Pizam & Ellis, 1999,P.326) draws attention of managers in different ways as compared to scholars . Although, in academic fields this concept is viewed as one of the elements of psychological aspects of experience outcome ,managers investigate consumers' gratification for evaluating their

performance in order to gain considerable advantages against their competitors (Philip L Pearce, 2005).

Three challenges affect managers for poorly evaluating and heighten their awareness about users' satisfaction (Mill, 2002). First marketers facilitate effective communications inadequately via different channels (Mill, 2002) . This issue causes major difficulties especially at present by emergence of web 2. Compared to the time before emergence of web 2.0 when people used to solve their problems directly to organizations , nowadays they can voice their complains to global market by social media (Y. Wang, 2016). This leads to unsavory public reputation. Furthermore, in some organizations marketing orientations do not include sufficient activities for gathering information about potential customers (Mill, 2002). Insufficient knowledge about consumers' consent condition can influence consumers' loyalty in negative way inevitably. Lastly various levels of managers prevent the flow of correct data about customers from low level managers to higher one who are in charge of taking actions for facing challenges (Mill, 2002). It is recommended to managers to take mentioned challenges into consideration while developing novel approaches.

Satisfaction in Tourism and Hospitality

At the present time factors such as price, quality or product cannot be merely considered as a reliable approach for maneuvering and competing with other competitors anymore (F. Ö. Güzel, 2014). As a consequence , the competition fields shift from tangible aspects to intangible qualities (Mill, 2002) namely features related to feelings and emotions . Tourism industry as a mix of tangible and intangible aspects (A. Williams & Soutar, 2005) enables managers to delicately manipulate marketing strategies. These industries offer products and services based on the users' emotional needs such as escaping from routines, entertainment and etc. (F. Güzel, 2013). The reasons of traveling and spending money for leisure and recreation activities are grounded in human beings' tendency to be limitless in experiencing new activities related to survival or in other words to the first level of Maslow hierarchy (Philip L. Pearce, 2005). By way of explanation, individuals are inclined to gain experiences in all possible situations and go beyond just existence (Philip L. Pearce, 2005).

These days people are more sensitive to offered products and services. This point takes on outstanding importance especially when people can gain information easily because of the technological development about services offered by other optional choices (Y. Wang, 2016). Therefore , consumers have gained more power in negotiating not only price but other demands as well (Y. Wang, 2016). Additionally, in service industries such as tourism and hospitality because of the uncertainty about offered services, values will be perceived in different ways in comparison to tangible goods(A. Williams & Soutar, 2005).

Satisfaction in tourism involves two separate components including instrument and expressive attributes (Philip L Pearce, 2005). While Instrument attributes are related to tangible aspects of the tourists' experiences such as welfare facilities ,expressive ones are associated with psychological and emotional aspects of experiences (Philip L. Pearce, 2005). Although, many models are following instrumental components of satisfaction (Philip L. Pearce, 2005), these days expressive components are as important as instrument ones . Tourists are highly concerned about experimenting, obtaining new knowledge and being evoked by new feelings at the moment of escape from pressure of modern life (Morgan et al., 2010). Nowadays, by means of various facilities embedded in social medias, tourism organizations and hotels are trying to make tourist ties more timeliness, rich and reliable (Narangajavana Kaosiri et al., 2019).

Methodology

Research Design

Research design is a framework for conducting and carrying out a "technical document" by one or more than one scholar (Blaikie & Priest, 2019,P.14) . Some decisions related to research should be made in advance or in primary phases of research to provide opportunities in order to inform others about reasons behind the research intention as well as providing opportunities to evaluate critically (Blaikie & Priest, 2019). In social research design three types of questions are answered: what, why and how. Although there are other types of questions in literatures, they can be scaled down to these three types(Blaikie & Priest, 2019). Furthermore, research designs can be divided to exploration, description, explanation, community change or action and evaluation (Leavy, 2017).

Explorative research design is useful when topic has not been examined in the past (W Lawrence, 2014). Explorative addresses " what" questions (W Lawrence, 2014).Moreover, in this type of research design researchers use different approaches and insights to a new topic (Leavy, 2017).Neuman defined descriptive research as a type of research in which the primary purpose is to "paint a picture". This is implemented using words or numbers and to present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where, and how" (W Lawrence, 2014,P.38). In this type of research, it is possible to observe " individuals, activities, groups or events" (Leavy, 2017,P.5). Benefiting from descriptive and exploratory research design, explanatory research "explain why events occur and to build, elaborate, extend, or test theory. Community change or action is the type of research design which is needed when there are some changes happening and stakeholders aim to prompt these changes (Leavy, 2017). The last one is the evaluation one which is considered as a subtype explanation and is essential for evaluating the progress and effectiveness in various fields (Leavy, 2017).

Social researches can be divided based on many other factors. One of the most frequently applied one is a type which is called gained information .On this base there are two main category : quantitative and qualitative (W Lawrence, 2014). While qualitative research deals with analyzing images, words and objects to conduct the research, quantitative benefits from statistical programs and expresses results precisely in numbers (W Lawrence, 2014). In both of the

approaches (quantitative and qualitative), independent and dependent variables are used to investigate the answer to posed questions. Independent variables are defined as variables that researcher control and manipulate in order to observe dependent variables (Gravetter, Wallnau, Forzano, & Witnauer, 2020). Based on proposed definitions, this paper is categorized in quantitative social research type since obtained information is in numerical format. Since aim of the research is to investigate and explore difference between genders regarding social media satisfaction elements, this research is categorized in explorative research type.

 Sample

Miller explained sample as "a set of subjects selected from a population" (Miller & Salkind, 2002,P.51) which represents populations' characteristics . To generalize results obtained through studied sample in detail into real population, it is necessary to sample correctly and precisely (W Lawrence, 2014) .In other words, it is recommended to gather data from place or group which has the most similarities with population in order to reduce sampling error(Miller & Salkind, 2002). For choosing target population it is useful to answer this question 'which group are more related to the final results'(Miller & Salkind, 2002).

Bryan (2016) and Neuman (2014) categorized sampling in two groups: probability(random) sampling and non-probability(non-random) sampling. Random sampling includes simple random sampling, systematic sampling, stratified sampling, and cluster sampling; while non-random sampling contains convenience sampling, quota sampling, snowball sampling (Bryman, 2016) and purposive/judgmental sampling (Neuman, 2014). In random sampling all participants have equal probability to be included in the sample (W Lawrence, 2014). Although, in random sampling results can be generalized with more confidence, due to Covid 19 pandemic it was not possible to conduct this research using random sampling. Regarding the upcoming situation, it was acceptable to use convenience sampling since it could help the paper to gather data. The situation was acceptable to use convenience sampling since it could help the paper to gather data which is representative(Bryman, 2016).Although in convenience sampling, sample is gathered in the most convenient and easy way (W Lawrence, 2014), one of the most important complications with this method is that personal judgments can influence the process of gathering data(Bryman, 2016). Since for the convenience sampling is highly recommended to have pilot

test before distribution of questionnaire (Bryman, 2016), the same process was implemented for this study.

Pilot testing is an acceptable means of making sure that a research is conducted with high level of reliability and validity (Pallant, 2013).These high validity of contents contributes to well-designed and standard questionnaire(Creswell & Creswell, 2017). Furthermore, pilot test helps to sure about functionality of questions as well as the whole research (Bryman, 2016). This necessity is more obvious in self-administered questionnaire in which there is no opportunity to clear up the upcoming confusions (Bryman, 2016). In this study, pilot test was conducted first with 10 respondents in June 2020 and second pilot test was conducted by help of 23 respondents on July to be make sure about the qualities of the questions. The first pilot test was implemented by help of Phd students in University of Stavanger and second one with participation of Stavanger citizens. The results obtained through assessment of pilot test contributed to some changes in main questionnaire.

Another factor which to be considered in order to establish a functional research design is sample size. In this paper sample size was determined based on Pallants' suggestion. This author recommend formula (N >50+8m) for determining the minimum sample size (Pallant, 2013). In this formula "m" is as number of independent variables (Pallant, 2013). Using this formula 138 respondents are adequate (50+8*26=138). On the other hand , based on Pallant other researchers allocated the ratio of subjects to items (Pallant, 2013).One of ratio is 10 to 1 ratio and another is 5 to 1 ratio (Pallant, 2013) . Because of self-administered questionnaire low response rate in comparison to other methods, 5 to 1 ration was elected. Since there are 26 questions in total in survey, the recommended sample size is 130 (26*5). Unfortunately, due to unexpected upcoming problems, the valid sample size is 87. In total 98 respondents answered the online questionnaire in which 87 were completely filled out. As a result, the response rate for this study is 88.77%.

Data Collection

The importance of data collection come from this fact that it is raw material for measurement (Marczyk & DeMatteo, 2005). In other words if measurement is done perfectly but the gathered date is not valid or related ,research cannot be considered well-designed (Marczyk &

DeMatteo, 2005). In order to obtain data, self-administered questionnaire approach was considered as an appropriate method for current paper. Design and distribution questionnaire, provide researchers with an opportunity to describe, compare and evaluate gathered data (Plomp & Nieveen, 2013). To have well-structured questionnaire Survey XACT tool was employed. In order to obtain raw data, link of questionnaire was uploaded in Facebook groups especially for people living in Norway or planning to move to Norway in future. pros and cons of self-administered questionnaire method is summarized in the table 1 below (Evans & Mathur, 2005).

Advantage	Disadvantage
Global reach one of the biggest advantage, online questionnaire enables researchers to have access to different countries worldwide and it overcomes distance barrier	**Low response rate** Use of meta-analysis indicated low response rate. Some factors include survey length and wording.
Question diversity Emergence of new applications provide opportunities for new questions format	**Privacy issues** Respondents are concerned about personal information shared online
Large sample easy to obtain With lower cost in comparison to traditional ways of gathering data , large sample is easy to obtain	**Sampling** It is not obvious who is answering questions which leads to low quality of sample election and implementation.
Required completion of answers Skipping questions and sending incomplete surveys are impossible	**Unclear answering structures** Poor designed questionnaire leads to misunderstanding of questions.
Convenience /speed and timelessness access to smartphone and high speed internet facilitate reaching respondents	**Impersonal** While technological advancement brings new insights for impersonal surveys , this progress can increase privacy issues which converts this advantage to disadvantage

Table1: Advantage and Disadvantage of online questionnaire (Evans & Mathur, 2018)

Four types of possible errors to occur in survey research are ; sampling error, sampling-related error, data-collection error and data processing error(Bryman, 2016).Although, the first two types are more related to social sciences researches, there is a sharp difference between them (Bryman, 2016). While sampling error is concerned with representativeness of sample in probability methods (which is quite impossible to have truly representative sample) , sampling-related error focuses on generalizability of findings(Bryman, 2016). The third source of error, data-collection error, is related to quality of questions in self-administered questionnaire. Finally, data-processing error is concerned with procedure of coding and registering gathered data. To prevent last two types of errors questions and coding were confirmed by Mona Olsen as supervisor of this paper.

Measurement

Measurement is defined as "mapping a set of objects onto a set of numbers" (Pedhazur & Schmelkin, 2013). Measurement helps researchers to have a way to illustrate topics related to abstract phenomena with numbers which contributes to more understandable explanations (Pedhazur & Schmelkin, 2013). The reasons that measurement is a necessity to researches are first to clarify the differences between various groups included in sample and population (Bryman, 2016). Second, measurement give opportunities to have "more precise estimates of the degree of relationship between concepts" (Bryman, 2016,P.152).

Mentioned explanation represents the existence of theoretical and empirical consideration in measurement process   (Carmines & Zeller, 1979).One of the challenges hidden in measurement is how to clarify relationships between research constructs' elements and mathematical manipulation (Pedhazur & Schmelkin, 2013). In general, there are four level of measurements: nominal, ordinal, interval and ratio (Pedhazur & Schmelkin, 2013). While in nominal scales, numbers are assigned to objects for categorizing them , there is no basis for comparing them.In interval and ratio scale numbers are assigned to objects in order to compare them (W Lawrence, 2014) (Pedhazur & Schmelkin, 2013).

In quantitative methods different steps of designing and measurements are distinctive(W Lawrence, 2014) . In other words, there is a sequence of designing research and gathering data

which contributes to sequence of conceptualization and operationalization (W Lawrence, 2014). It is important in quantitative studies to find ways for rigorous measurement and evaluation of abstract constructs and ideas (W Lawrence, 2014). Based on raised questions and objects of the research, unit analysis can vary from nations and groups to communities and individuals(Bohrnstedt & Knoke, 1982). In this study unit of analysis is individuals since questionnaire is distributed online and people answered based on their personal opinions.

While there are many ways to gather data, the most important point is accordance of data collection method with the nature of the research (Pallant, 2013).In Likert scale respondents can demonstrate their extent of agreement with presented items (Miller & Salkind, 2002). This method is appropriate when " it comes to a rough ordering of people with regard to a particular attitudes or attitudes complex" (Miller & Salkind, 2002,P.330) . In case of psychological and socio psychological topics, it is recommended to provide respondents with as many options as possible in order to enable them answer questions more accurately. To achieve this goal, in this survey a seven-point scale ranging from 1 to 7 (1 = not at all important to 7= extremely important) is used.

Ethical view point

Surveys can be conducted in ethical and unethical manner (W Lawrence, 2014). One of the most important points for making a questionnaire is to respect correspondents' right of privacy (W Lawrence, 2014). In order to protect respondents' personal information and opinions it is recommended to make surveys anonymous. Besides this, survey should be conducted based voluntary participation of respondents. (Marczyk & DeMatteo, 2005).Another point is to inform respondents about main aim of the research (Patino et al., 2012) Since there have been many situations in which ethical concerns have risen, ethical codes are presented in different methods such APA (Marczyk & DeMatteo, 2005). These codes ensure that surveys are conducted in compliance with ethical codes. As a result potential risks and conflicts are decreased (Marczyk & DeMatteo, 2005). Three most important and fundamental codes are:

- Consent is available for respondents (especially to make participation voluntary) (W Lawrence, 2014)

- There is no outside pressure on respondents
- Respondents are aware of potential risks and benefits (Marczyk & DeMatteo, 2005,P.235).

Based on NSD (Norsk senter for forskningsdata) suggestion, since questionnaire used in this study does not involve personal data, consent is not required.

Reliability and validity

In order to illustrate the accordance of chosen construct with presented elements for assessment, it is required to pay close attention to reliability and validity of research (Carmines & Zeller, 1979). This notion is more important especially when researchers are choosing appropriate scale for research (Pallant, 2013). Reliability is a factor that indicates consistency of research ,so that by replicating the research in similar circumstances, we will gain same results (Bohrnstedt & Knoke, 1982) . Reliability of scales can be measured in two aspects: internal consistency and test-retest reliability (Pallant, 2013). In order to calculate internal consistency ,which indicate the convergence of different items in measuring identical construct , Cronbach's coefficient alpha index can be applied(Heale & Twycross, 2015). Although it is often said that the most efficient way to measure reliability is test-retest (Bryman, 2016), it is not appropriate to use this approach for measuring construct related to psychological field. The reason is that psychological aspects are influenced by many circumstances. Therefor they can change easily even in short period of time. On the other hand , although it is undeniable that consistency in measurement is a necessity for reliability, measurement can be influenced by social changes which indicates some neutral changes over time (Bryman, 2016).

Moreover, validity is concerned with fitness and accordance of research constructs with real world (W Lawrence, 2014). In this research different types of validity such as face, discriminate and external validity are taken into account. Although there are two more validities in social media named convergent and discriminant. Since the aim of this paper is not to observe relationship between items, these validities are not examined. Face validity as the easiest type of validity refer to judgment and evaluation ideas of experts, members of scientific community and etc. (W Lawrence, 2014).To ensure about the face validity of questionnaire, pre-test was conducted as well as asking for expert judgements. By inquiring respondents' opinions about questions raised in questionnaire, relative assurance was obtained that respondents finished

answering considering same and identical constructs. Furthermore, to make sure about face validity of questionnaire, it was sent to Mona Olsen and Leif Selstad and required revisions where made based on their productive feedbacks.

External validity indicates to which extent the results can be generalized to other conditions, participants, times, and places(Marczyk & DeMatteo, 2005) (Bryman, 2016). Thus when the finding can be referred to other populations as well , the research has high external validity (W Lawrence, 2014). One of the threats to external validity is the sample characteristics (Marczyk & DeMatteo, 2005). While it is not certain if the final results can be applied to different gender, age and other status rather than examined population, this type of threat is perceived (Marczyk & DeMatteo, 2005).

Data Analysis

In order to examine hypothesis in current study, IBM SPSS Statistic Data Editor software was used. This software makes it possible to have precise descriptive and inferential statistics. Descriptive statistics encompass the procedures which are "used to summarize, organize and simplify the data" (Gravetter et al., 2020,P.6). This type of statistics help researchers to describe characteristics of the sample as well as answering to specific research questions (Pallant, 2013). For descriptive analysis the frequency distribution, central tendency (such as mean, mode ad median) and desperation namely standard deviation are recommended(Bohrnstedt & Knoke, 1982).

Another general category for data analysis is inferential statistics which " consist of the techniques that allow us to study samples and then make generalizations about the populations from which they were selected"(Gravetter et al., 2020,P.7).To decide which type of inferential statistics suits this study , the first step was to examine if the data had normal distribution or not. Consequently, the skewness of the raw data was calculated. Skewness is "a measure of asymmetry from the mean as compared to normal distribution"(Naghshpour, 2016,P.10). As

result we found that all variables had negative skewness (see Appendix 2) which made the parametric statistics impossible. Furthermore, as Pallant (2013) recommended before calculating techniques for finding out about relationship between variables, scatterplots were conducted in order to find out if there is linear relationship between variables. For conducting correlation the linear relationship is obligatory (Pallant, 2013). Since the scatterplots illustrated curvilinear, it is not possible to have parametric statistics. Based on Pallant suggestions transforming variables were done. Since the skewness was too high it was decided not to use parametric statistics.

In order to examine the hypothesis of current study non-parametric statistics substituted parametric statistics. Since non-parametric statistics are not as sensitive and powerful as parametric statistics , naturally some existing relationship between variables are neglected (Pallant, 2013).On the other hand, non-parametric statistics have their own advantages which are listed below (Y. Chan & Walmsley, 1997):

- The calculation in this type of statistics are simplified
- Even data in ordinal form can be used and the calculations are not limited to interval and ratio types (or scale in SPSS).
- When parametric statistics cannot find results representing reality (which can be because of data distribution), the non-parametric is able to detect the differences and help to prove or reject the assumptions.

 As result, in order to detect answers of the hypothesis in current paper, Mann-Whitney U Test and Kruskal-Wallis Test were conducted. Mann-Whitney U Test which is "used to test for differences between two independent groups on a continuous measure" (Pallant, 2013,P.291)was chosen to answer the hypothesis if there is difference between two genders in terms of the factors influencing social media satisfaction. This technique is an alternative to t-test for independent samples(Pallant, 2013). Besides, Kruskal-Wallis Test was run to detect the differences between age groups regarding involved elements. Kruskal-Wallis Test is non-parametric form of one-way between-groups analysis of variance (ANOVA) in parametric statistics. In both techniques scores on each item is converted to ranks which makes it possible to answer if there is significant difference between groups(Pallant, 2013).To be sure about factor which impose variances to the

results , exploratory factor analysis was conducted. This method can also illustrate correlations between items by which discriminant validity is examined.

Results

Profile of Respondents

The table illustrates demographic information about 87 respondents as shown in table below. The descriptive analysis of collected data presented in the table 2 is about 4 different categories, including gender, marital status, age, and education. The first part providing details of the gender, illustrates that 50 out of 87 respondents were female which makes up 57.5% compared to 42.5 % male respondents. The majority, representing (approximately 55.2 % were single) while married ones make up 23%. One fifth of them are in relationship and a very small number reported other kinds of marital status. The third category gives information about respondents' age. While the majority of respondents approximately 43.7% were between 25-34 years old, the second position appertain to respondents with ages between 18-24 years which makes up 29.9% of the whole respondents. The third position belongs to 35-44 years old respondents with approximately17.2%. Small number of respondents, less than 10 people, are in groups of 45-54,55-64 and 65-74 years' old which contribute to 9.1% of the respondents.

Regarding the educational level, master's degree holders accounted for more than half of the respondents (approximately 53% and N=46).   Moreover, those with bachelor's degree made up less than a third of respondents with 27 people and 31%. About 9 of respondents had doctorate degree equivalent to 10.3% of whole answerer. People with high school graduate, diploma or the equivalent degree and professional degree were 5 in total and 5.8%.

	N	Percentage (%)
Gender		
Female	50	57.5
Male	37	42.5
Other	0	0
Marital Status		
Single	48	55.2
Married	20	23.0
In a relationship	17	19.5
Other (divorced etc.)	2	2.3
Age		
18-24 years' old	26	29.9
25-34 years' old	38	43.7
35-44 years' old	15	17.2
45-54 years' old	6	6.9
55-64 years' old	1	1.1
65-74 years' old	1	1.1
75 years or older	0	0
Education		
Some high school- no diploma	0	0
High school graduate, diploma or the equivalent	3	3.5
Bachelors' degree	27	31.0
Masters' degree	46	52.9
Professional degree	2	2.3
Doctorate degree	9	10.3

Table2: Demographics of respondents.

Asking about whether respondents live in Norway or not, showed that 58.6% of them do not live in Norway which is equivalent to 51 people. In terms of nationality, the biggest group were European with approximately 47 % of the whole answerers. With slight difference in numbers, the second place belongs to Asian with 36 respondents and 41.4 %. North America and Africa each rank next with 4 respondents. Same as North America and Africa, South America and Australia had the same number of respondents and took 2.2% of the whole sample.

	Total (N=87)	
	N	Percentage (%)
Living in Norway		
Yes	36	41.4
No	51	58.6
Nationality		
Europe	41	47.1
South America	1	1.1
North America	4	4.6
Asia	36	41.4
Africa	4	4.6
Australia	1	1.1

Table 3: Respondents' Nationality

36 out of 41 respondents living in Europe are Norwegian which makes up 88 % of European respondents. In the table below the percentages are calculated based on the number of respondents

living in Norway. Western Norway residents were the most respondents with 52.8%. The second category were Southern Norway residents with 36.1% and N=13. Northern Norway and Central Norway made up approximately 11% of the sample. Unfortunately, there was no respondent from Eastern Norway.

	Total (N=36)	
	N	Percentage (%)
Part of Norway		
Northern Norway	1	2.8
Western Norway	19	52.8
Central Norway	3	8.3
Eastern Norway	0	0
Southern Norway	13	36.1

Table 4: Part of Norway

The second part of the questionnaire was dedicated to questions related to social media. In social media section four topics were highlighted. First the time each respondent spent using social media per day. Second type of social media people surf more daily and third, platforms they prefer to gain information. The fourth question was about the period of time they use social media specifically in trips.

The bar chart below shows the amount of time spent on searching in social media per day in hours. Overall, as it can be seen, a significant proportion of respondents spent about 2 to 4 hours a day on searching social media, which in details, accounts for about 45 % of respondents followed

by 33.3% that spent 0 to 2 hours on searching social media per day. 16 % reported they used 4 to 6 hours a day and only 5.7 % reported spending more than 6 hours a day searching social media.
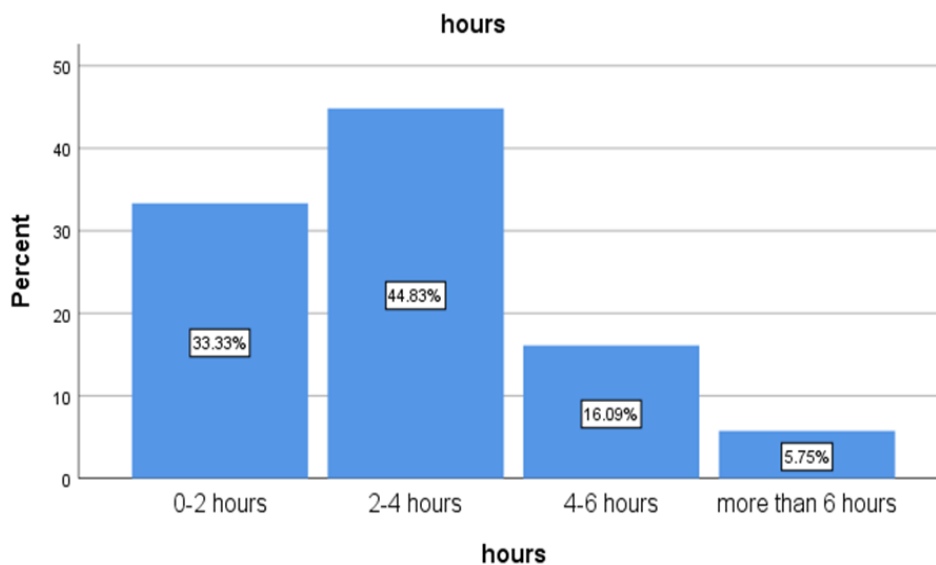
Figure6: Hours using social media per day

Regarding the second question (social media platforms which people surf more), the results are shown in table 5. As it is obvious, Instagram as a trend platform nowadays has attracted users more than other platforms with 65.5%. Facebook as an interesting platform has the second place in respondents' choices with approximately 61%. There is a slight difference between Review sites and Twitter with 18.4% and 17.2%. The last place belongs to Blogs which has lost their attrition in peoples' eyes.

		Total (N=87)	
		N	Percentage (%)
Facebook			
	Yes	53	60.9
	No	34	39.1
Blogs			
	Yes	12	13.8
	No	75	86.2
Review Site			
	Yes	16	18.4
	No	71	81.6
Instagram			
	Yes	57	65.5
	No	30	34.5
Twitter			
	Yes	15	17.2
	No	72	82.8

Table 5: Social media preferences for surfing daily

The pie chart below illustrates the period in which people tend to use social media to gain information about their trip. Just over three quarters of respondents (77%) tend to use social media for obtaining information before traveling and about a fifth of respondents (about 21%) use social media while traveling and a very small number, less than 2 %, use social media to seek information after their trips.
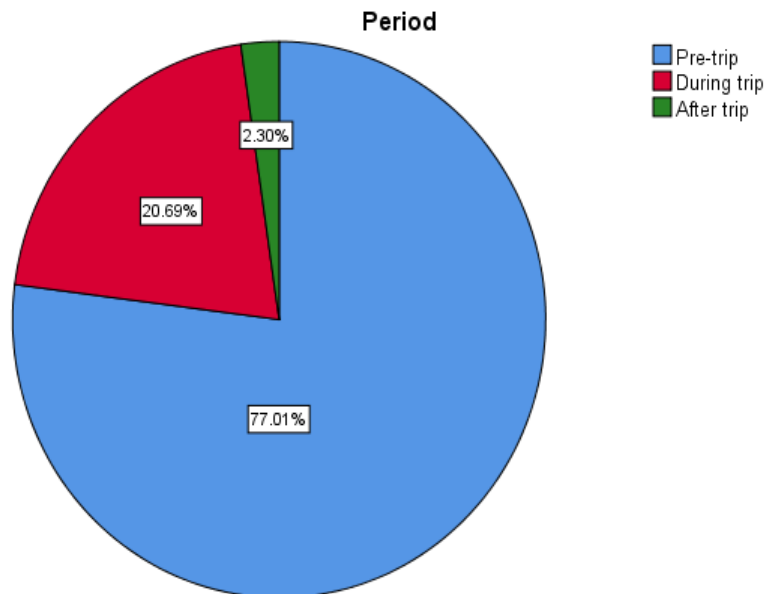
Period

Figure 7: Preferred period for using social media

The bar chart below demonstrates people's preference for source of information online. As illustrated, just over a half of the respondents preferred review Sites (approximately 53%). The next platforms that people gain information from is Instagram. This social media platform with 24% is in second position and is followed by Facebook which could attract about one in ten respondents. Blogs and other kinds of online sources each accounted for almost 7 %.
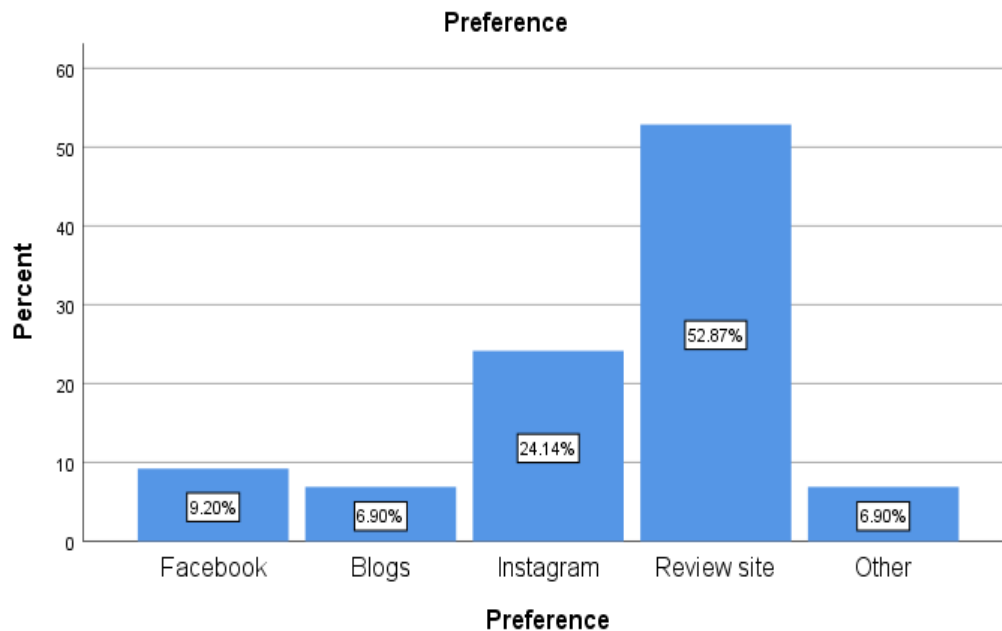
Figure8: Preferred social media for gaining information

Reliability

In order to examine if all the items are consistently measuring total satisfaction, reliability test was conducted. This examination receives more significance since we added more items to ones proposed by Rauniar et al. The results of the reliability test are as below:

Cronbach's Alpha	Cronbach's Alpha based on Standardized items	N
0.851	0.853	11

Table 6: Reliability test result

Cronbach's Alpha has range between 0 to 1. Although, Cronbach's Alpha mostly depends on sample size (Pallant, 2013), the larger sample size the better. For social science it is recommended to have a coefficient consistency level bigger than 0.7 (Pallant, 2013). In this study Cronbach's Alpha is equal to 0.851 which indicates acceptable amount regarding sample size. This level of consistency can ensure the readers that if current study with same situation is conducted almost unaltered result will be concluded.

	Mean	Standard deviation	Corrected Item-total Correlation
Usefulness of content	4.9195	1.49587	0.592
Usefulness of image	5.2989	1.40692	0.725
Eye-catching image	5.1954	1.46144	0.529
Interesting content	4.3448	1.64124	0.435
Authentically	5.4483	1.43672	0.649
Update	5.3793	1.30510	0.523
Translation	5.8391	1.37987	0.351
User-friendly	5.6782	1.27128	0.544
Privacy	5.7931	1.29523	0.537
Innovation	4.8736	1.51584	0.531
Price	5.9310	1.18903	0.546

Table 7: Mean, Standard Deviation and Corrected Item-total Correlation

One of the Pallants' recommendation is to investigate Corrected Item-total for reliability analysis(Pallant, 2013). In this regard if an item contains less than 0.3. it can be concluded that the element is not measuring the construct of the paper(Pallant, 2013). Fortunately, all the items in this paper held values more than 0.3 (see table 7).

Results of Mann-Whitney U Test

We used an established technique, namely Mann –Whitney U Test, to analyze the difference between two gender, male and female, in terms of the importance of satisfaction elements in social media. The data is analyzed from diverse points of view such as Asymp. Sig (2-tailed) and Mean Rank. Asymp. Sig (2-tailed) will be used to determine the significance of difference between two groups. Based on Pallant (2013) if the probability value or Asymp. Sig (2-tailed) is equal or less than 0.05 there is a significant difference between two groups. Consequently, the Mean Rank will be evaluated. The statistics required for the test are constructed from the ranks and shown in the table 8 below.

	Mean Rank	Z	Asymp. Sig
Usefulness of content			
Female	48.70	-2.105	0.035
Male	37.65		
Usefulness of Image			
Female	48.66	-2.082	.037
Male	37.70		
Eye-catching images			
Female	46.68	-1.184	0.236
Male	40.38		
Interesting Content			
Female	45.94	-0.849	0.396
Male	41.38		
Authentically			
Female	47.43	-1.520	0.129
Male	39.36		
Update			
Female	49.81	-2.586	0.01
Male	36.15		

Translation			
Female	45.94	-.877	0.380
Male	41.38		
User-friendly			
Female	45.43	-0.643	0.520
Male	42.07		
Privacy			
Female	46.77	-1.246	0.213
Male	40.26		
Innovation			
Female	48.11	-1.808	0.071
Male	38.45		
Price			
Female	47.08	-1.393	0.163
Male	39.84		
Total Satisfaction			
Female	39.68	-1.963	0.050
Male	49.84		

Table 8: Mann-Whitney U Test result

Based on the results indicated in the table 8 for four items significance level are less than or equal to 0.05. The first item, usefulness of content, with p=0.035 indicated difference between two genders. Here we see that for gender category female sum of ranks is 48.70 and for male is 37.65. As result gender category female has a larger mean rank than gender category male and thus tends to take larger values. The second component with Asymp. Sig less than 0.05 is usefulness of image with p=0.037. In this regard, same as usefulness of content female had more mean rank ,48.66, than male with 37.70. The third element with p<0.05 was update. Similar to two previous females had more mean rank than the counter group (49.81>36.15). Conversely to previous items, in total satisfaction (p=0.050) gender category man gained more mean rank than

female with the value of 49.84. As a result, while for other items with more than $p=0.05$ there is no significant difference between two gender groups, importance of usefulness of content, image and update was higher for female than for male. On the other hand, gender category of male was more satisfied than female totally.

Results of Kruskal-Wallis Test

In order to make a comparison between different groups of respondents' age, Kruskal-Wallis Test which is equal to t-test in parametric approach was conducted (see Appendix). Same as Mann-Whitney U Test the first factor which should be considered is the significance level presented as 'Asymp. Sig'. The accepted amount is less or approximately equal to 0.05(Pallant, 2013). In this essence only one factor namely price with $p=0.019$ met the required condition (see table 9). These results suggest that there is a difference in optimism levels across the different age groups.

	Asymp. Sig
Usefulness of Content	0.397
Usefulness of Image	0.703
Eye-catching Image	0.056
Interesting Content	0.541
Authentically	0.698
Update	0.480
Translation	0.216
User-friendly	0.389
Privacy	0.344
Innovation	0.133
Price	0.019
Total Satisfaction	0.797

Table9: Kruskal-Wallis Test result

To shed light on different amount of mean, table 10 is presented. An inspection to mean ranks for groups suggest that participants with age range between 55-64 and 65-74-year-old had the same mean rank (M=56.60). The second group with approximately same mean rank are 25-34- and 35-44-year-old with M =49.00.

Age	Mean Rank
18-24-year-old	35.44
25-34-year-old	49.80
35-44-year-old	49.00
45-54-year-old	27.67
55-64-year-old	56.50
65-74-year-old	56.50

Table 10: Kruskal-Wallis Test result for price

Discussion

Nowadays customers and organizations experience much more two- way electronic communication and conversation compare to the past. Benefiting from advantages resulted from social media, companies can improve quality of their marketing strategies. Furthermore, social media empowers customers to share their opinions and experiences(Munar & Jacobsen, 2014). Use of social media in different fields and for various functions, proves its capability to penetrate in numerous facets of users' lives. One of the fields heavily influenced by social media is hospitality and tourism.

Tourists benefit from social media in different stages of trips(Cox et al., 2009).The results of questionnaire evaluation found clear support that people tend to use social media in pre-trip stages of their journeys more than other stages. This is confirmed by a sharp difference between pre-trip percentage (77.01%) and percentages related to other stages' named as during and after trip in this study. Based on Cox (2009), leisure seekers mostly search for related information before their trips where they search for hotels' information as well.

Concluded from result, to gain information, tourists use review sites such as Trip Advisor more than other types of social media. In comparison to other types of social media which were assessed in questionnaire, review sites are less productive for transferring concepts which is due to different reasons. The first reason is that these sites does not have high quality regarding social richness. People can express ideas about their experiences in limited ways such as writing which leads to low level of visual or physical expressions. Moreover, when people are using social medias, they perceive a psychological barrier between themselves and social media operators. To bridge this gap, inclusion of more factors representing sentiments and feelings are required which review sites are deprived of.

Surprisingly, Instagram was found in the second place in preferred social media list for gaining information. In comparison to other items such as Facebook which has been popular among users, Instagram received more attention recently(Erkan, 2015).On the other hand based on recent reports depicted on Statista.com (2020) there is an increasing growth in use of Instagram on a daily basis by people. This tendency to be involved in social media on social basis, can be utilized as a great opportunity for managers who devise strategies to improve market share(Erkan, 2015). Instagram as an almost new social media platform enable its account holders to share their videos, pictures and post their opinions anonymously.

There are two main points which need to be mentioned here. First shared videos and photos appeal to people and attract them. Second, accurate and useful information can be transferred quickly and effectively which contributes to high level of social richness. High social richness develops trust in users' mind (Lu, Kim, Dou, & Kumar, 2014) since contents are much more reliable. Instagram has provided users with new opportunities such as filters and different types of videos on order to help them to express their feelings and emotions freely and conveniently.

Expression of feelings and emotions lets result in high level of social. This can be a convincing reason for understanding why people are using Instagram more than before.

Additional point which can be extracted is level of peoples' trust on review sites which are based on user-generated content. Consumer generated content has influenced a large group of travelers during different stages of trip especially pre-trip (Cox et al., 2009).Since users find consumer-generated content more authentic than contents produced by organizations, they use them much more frequently. Many researchers believed that anonymous users can lower the credibility of information (Erkan, 2015) because people have opportunity to share fake experiences and information for any reason. In spite of this act mentioned here this can be a reasonable chance for tourism organizations especially hotels to attract people to authentic content that they make for consumer. This is a key point which sheds light on importance of CRM in marketing as an aspect of business. This discipline can help managers to differentiate their services and products successfully.

Gefen and Straub (2000) claimed that males mostly use social media for entertainment while females use them for communication and educational purpose (Cited in Dedeoğlu, Balıkçıoğlu, & Küçükergin, 2016).Based on findings in current paper there is difference between males and females regarding the purpose of searching in Norwegian hotels' social media. These are women who are mostly interested in usefulness of contents and images in Norwegian hotels' social media. Statistical conclusions showed that these two factors are more importance for females than males. Consequently, findings of this paper has accordance with previous one conducted by Gefen and Straub on 2000. Females are more intrigued with instrumental, goal oriented and functional aspects of social media more than males. On the other hand, Mishra found utilitarian value is a stronger determinant of consumer satisfaction for males and hedonic value is more significant for females(Cited in Dedeoğlu et al., 2016). This claim is not approved in this study since females have higher percentages related to these two items. Usefulness of content and image is an important factor which is concerned about cognitive evaluations that determine utilitarian value. This notion clarifies the evolution and changes of genders' usage and behavior. Consequently, it is recommended that hotels and tourism organizations reform their CRM strategies if this strategy are ignorant of female users' attitudes and opinions especially regarding

usefulness of content and image. This suggestion is supported by the result obtained through study of other elements such as eye-catching image and interesting contents.

Based on the results, for most of the items there is no significant differences between male and females. Since females are more interested in attractive and delicate features of social media in comparison to males (Krasnova et al., 2017),it was expected to observe differences between them regarding items such as eye-catching images and interesting contents. For both groups these items exerted almost same importance in their satisfaction from hotels' social media. This can point out the convergent flow of the males' and females' preferences. Although no differences were found regarding these two elements, the significance of them cannot be overlooked. Since most of the time images can convey meanings and concepts more than pure written texts, hotels should be cautious about using them. Images have power to evoke various types of emotions in users such as joy, pleasure, sadness, humor and etc. Inspiring users with various sentiments influence perceived hedonic values which has positive influence on overall satisfaction. In this essence in order to attract attention of more users and make them follow the hotels 'social media, marketers' management should devise productive strategies for sharing different types of images(L. Chan, 2011)

 Furthermore, another item with slight difference was monetary value. Price as an element which has considerable influence on satisfaction (Matzler, Renzl, & Rothenberger, 2006) illustrated slight difference for both genders in current study. This result was contrary to research result conducted by Dedeoğlu et al on 2016. Dedeoglu and his colleagues found out that males care more about monetary value compared to females who are obsessed with service quality(Dedeoğlu et al., 2016).Many researchers indicated the relationship between price and perceived quality. Comparing offered services and related price makes customer to judge their experience. While reasonable price with high quality services and products keep users satisfied, high prices with low quality make them dissatisfied. In other words, if the perceived quality is lower than expectations generated by price, disconfirmation is resulted. In this regards findings revealed continuous importance of value for money in hotels' customers' satisfaction (Rahimi & Kozak, 2017).

Dissatisfaction can lead to negative emotions in users such as injustice and unfairness regarding price. This issue forces user to react in negative ways such as switching to other

competitors and negative word of mouth which are not beneficial to hotels (Matzler et al., 2006). As a result, benefits and advantages gained through keeping customers satisfied such as loyalty will be endangered. Consequently, in manufacturing industries value has been seen as a trade-off with price and quality while in service industries such as tourism and hospitality it cannot be viewed in that simple way (P. Williams & Soutar, 2000) and it is because of emotions provoked in customers. This issue can be an important point since the result of Kruskal-Wallis Test indicated differences between age groups regarding price importance. Older users tend to have more sensitivity to price than younger age groups especially 18-24 years old. The reason for this sensitivity can be the fact that younger users are capable of substituting hotels with accommodation which offer more reasonable prices, while older prefer to accommodate in hotels. As a result, older users are more considerate about prices.

Another item which had significance level of more than 0.05 was privacy which indicated no difference between male and female. Privacy as a major concern for users can contribute to satisfaction or dissatisfaction. The most important thing in evaluating privacy is to emphasize that privacy is a subjective belief(Rauniar et al., 2013). While a group of users can perceive some features and activities in social media threatening their privacy, others consider the same situation as non-threatening. This point is more important when personal information is required. In this study people were asked about importance of delivering their personal information to a third party by hotels. Although there was not significance difference between genders, it does not mean that privacy is not important for them. Providing users with high level of privacy while using social media platforms evoke emotions such as security which contributes to high level of satisfaction and revisiting the sites again.

One of the elements in which a considerable difference between males and females was observed was timeliness or update of content. This item had more importance in females' satisfaction than males' (49.81>36.15). Timeliness is one of the most important indicators related to quality of social media content. Users choose their social media based on their needs(Krasnova et al., 2017) that in case of hotels' social media it is to get the answers of their questions. Customers expect to find answers of their questions accurately and continually by information presented in social media. If users' expectation about timeliness of information are not met, quality of social media will be low which contributes to dissatisfaction. Based on findings females

are more sensitive about update information. In order to keep their female customers satisfied, Norwegian hotels need to ensure that presented information in their social media is highly reliable. They also need to facilitate process of searching latest news and information.

Authenticity of contents and images had same importance for male and female. Pure and original statements and photos help people make sure about quality of service they are going to receive and type of experience they are going to make. While it is understandable that organization exaggerate or misrepresent their facilities and services in order to attract potential customers, perceiving inauthenticity by customers can negatively affect their trust. Authenticity in social media can be tracked in available translations. Hotels as a type of accommodation mostly used by foreigners should insist on quality of their available translation presented in their social medias. Low quality of translation impact customers in negative ways such as feeling bored and confused or losing their trust on hotels' social media. Furthermore, failure in transferring meanings and concepts in different languages leads to less market share.

Another item with almost equal importance for both genders was innovation. Because of the new facilities in social medias, tourism organizations can employ novel features for marketing. Innovation is a key of success for organizations to meet their customers' needs regarding experiencing modern creativeness in social media which is the goal of CRM. Facing brand new and unique creativeness in social media can contribute to enjoyment and entertainment in users. These resulted hedonic values have positive influences on gratification especially in tourism industry (Ladeira et al., 2016).By insisting on innovation companies should not sacrifice user – friendly characteristics of social media. . New feature and styles in social media must be proportionate with users' tolerance to spend time and effort to learn and use them.Although, there was no evidence based on the difference between different age groups regarding willingness to utilize user-friendly item, it is better to consider more comfortable innovations for elderlies.

In last question it was determined that males are more satisfied with Norwegian hotels' operations than female. This point can be served as a warning for Norwegian hotels regarding their female customers. While usefulness of content, usefulness of images and update characteristics had more significance influence on females' evaluation, male did not have the same opinion. As a result, it can be concluded that Norwegian hotels have weakness related to these items since the total satisfaction of women were lower than men. CRM strategies can aid

hoteliers to improve their functions in social media and customize their messages respecting the finding of this paper.

Research Implication

Communication platforms effect travelers' behaviors in different step of a travel including before, during and after trip (Fotis et al., 2012) particularly before journeys in planning phase while there is no clear perspective about the future experience does not exist (Narangajavana Kaosiri et al., 2019). Based on the findings in this paper, tourists are using review sites more than other type of platforms. Nowadays new platforms with higher capabilities of transforming concepts are available such as social networks sites, content communication and even virtual social world. Tourism industry especially hotels can profit from this development. Norwegian hotels can benefit from this opportunity if they can enrich messages which are mentioned in their social media. There are two points which can be mentioned here. First because of competitive situation in market, those pioneers who used technological tools can win competition with others. Second nowadays people are more interested and open to social medias. This can be seen in the results where people are mostly using social media 2-4 or 4-6 hours per day. Since one of the conditions for success in social media marketing is provided, new tools will bring great benefits to hotels. Most of the people use social media before going on journeys. This time is a crucial point in social media marketing success since people need accurate, fresh and detailed information. Applying social medias with higher capacities in sending and receiving intended messages can turn potential customers to loyal ones.

Same as Krosnava we believe that knowledge about gender differences can improve communications with customers(Krasnova et al., 2017). In this regard, based on the findings of current paper we recommend to Norwegian hotels to embed more customized messages and content in their CRM strategies related to social media. Furthermore, since gender's opinion and preference constantly change over time, it is recommended to observe changes over time. This continuous observation enables managers to adapt to market needs which is a strength.

Limitations and Further research

One of the most important limitation of present paper is sample size. Due to problem posed by Corona virus pandemic, number of respondents were less than planned because of distributing questionnaire online in Facebook groups. This situation led us to experience most of the disadvantages of online questionnaire mentioned in methodology part. The situation posed another challenge and limitation to the study process. The data collection could not be conducted randomly and convenience sampling was replaced by the pre- planned sample collection (random sampling). The convenience sampling reduces the generalizability of results.

Furthermore, there are two barriers to measure satisfaction in hospitality industry: firstly, it is impossible to include all the variables related to satisfaction. Second based on the questionnaires results we cannot prioritize the variable from most important to less ones because all of them are important dependening on different situations (Li et al., 2013). To somehow overcome these problems, it is suggested to have in depth interviews with users to find more elements in regard to users' satisfaction. Interview allows researchers to bring up follow-up questions in order to discover the topic more in details.

We cannot deny the presence of some statistical evaluation biases because of the methods which was used to evaluate raw data. Unfortunately, non-parametric statistics such as Kruskal-Wallis Test and Mann-Whitney U Test are not powerful enough to allow us reject or accept the results certainly (Y. Chan & Walmsley, 1997). Consequently, it is recommended to conduct more researches with various elements and more reliable analysis. Moreover, because of the stressful and unpleasant situation due to Covid 19 pandemic, people were less likely interesting in taking part in this research and answers could be influenced

Conclusion

Characteristics of modern life such as augmented mental pressure on individuals, packed schedules and chaotic daily life, has brought remarkable significance to psychological aspects of business in different industries specially tourism and hospitality. Acknowledging customers' approaches regarding the perceived values and satisfaction is a crucial point (Ladeira et al., 2016) for which social media can be a great help. The growing number of experience sharing platforms and extensive influence of word of mouth on people' decision making process(Y. Wang, 2016) encourage managers to take satisfaction into consideration. For this reason researchers have been considering satisfaction as a dimension in marketing (Ladeira et al., 2016). This is an important fact for the reason that people are tended to share their experiences especially negative ones in order to prevent other users to have same experience which lead to poor reputation for organizations in review platforms (Y. Wang, 2016).

In order to get more tourists in competitive environment, it is necessary for managers to understand visitors' perceptions, values and satisfaction. Following previous experiences , tourists choose their accommodation .As a result ,one of the most critical thing to do in hotel industry is to understand guests' satisfaction elements (Li et al., 2013) . Social media help managers towards this purpose since it helps customers to be more active in establishing communication rather than being passive (Z. Wang & Kim, 2017). Expressing their opinions and ideas directly in virtual environment, informs managers about their weaknesses and strengths in operating services. This opportunity is given to users in both sides (service users and providers) because of emergence of web 2.0. Users are using social medias on a daily basis and they are pleased with its application which make it easier to involve consumers in pioneer marketing strategies (Rauniar et al., 2013) and find out their opinions. Nowadays, hotel businesses face an increasingly competitive market, and there is a greater need to offer a range of differing products and services to a diverse customer base(Rahimi & Kozak, 2017).

Many authors have put great emphasis on hoteliers' responsibility to offer high quality of services to customers (Rahimi & Kozak, 2017).Quality of services can be viewed two different viewpoints : from service providers and customers' views(Rahimi & Kozak, 2017). It is necessary for organizations to evaluate their strategies from customers' view. One of the ways by which organizations can have proper strategies is gathering data across customer interaction(Mithas et

al., 2005).Accumulating information aid organizations to understand their customers' needs and apply them in their future CRM approaches(Mithas et al., 2005). This information can be used to customize strategies to meet more customers' needs.

This study was conducted to help Norwegian hotels to customize and personalize their marketing messages in their social media platforms. Expectancy-disconfirmation theory was applied to discuss and analyze the results. In order to offer better recommendations, females and males were compared regarding their perceived importance toward satisfaction elements in social media. As a result, it was concluded that females are more sensitive to three factors namely usefulness of content, usefulness of image and timeliness of shared information. This can be a great help for hotels especially males are more satisfied than females from Norwegian hotels' activities in social media platforms. Also It can be viewed as warning that Norwegian hotels should customize their messages more properly for females. Furthermore, price for older customers had more importance. As a result, it is recommended to take their opinions and sensitivity into consideration tin order to have more successful CRM and social media marketing.

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Appendices

Appendix 1: Questionnaire

With heartfelt and kind favor, the researcher would like to respectfully ask for your participation in answering this survey. This research is conducted by a master student in International Hospitality Management of the Norwegian Hotel School in University of Stavanger, Norway. It aims to gather information about Norwegian social media activities and users' satisfaction in the hotel industry. I would like to thank you in advance for answering this questionnaire.

The first part is dedicated to general questions. The second part is about social media and third on is asking about satisfaction from Norwegian hotels' activities in social media. It will take 5-7minutes to answer the questions.

neste: next

forrige: previous

avslutt: finish (save)

ma fylles ut: must be filled in

General Questions

1-Gender:

☐ Male   ☐ Female   ☐ Other

2-Marital status:

☐ Single   ☐ Married   ☐ In a relationship   ☐ Other (divorced,etc)

3-Age:

❑ 18-24-year-old

❑ 25-34-year-old

❑ 35-44-year-old

❑ 45-54-year-old

❑ 55-64-year-old

❑ 65-74-year-old

❑ 75 years or older

4-What is your nationality?

❑ Europe

❑ South America

❑ North America

❑ Asia

❑ Africa

❑ Australia

5- Do you live in Norway?

❑ Yes   ❑ No

6-If you live in Norway in which part do you live?

❑ Northern Norway

❑ Western Norway

❑ Central Norway

❑ Eastern Norway

❑ Southern Norway

❑ I do not live in Norway

7- What is the highest degree or level of school you have completed?

❑ Some high school, no diploma

❑ High school graduate, diploma or the equivalent

❑ Bachelor's degree

❑ Master's degree

❑ Professional degree

❑ Doctorate degree

Social Media

1- How many hours do you spend searching in social media per day (for any reason)?

❑ 0-2 hours   ❑ 2-4 hours   ❑ 4-6 hours   ❑ more than 6 hours

2- In which of the following social media do you surf more?

❑ Facebook

❑ Blogs

❑ Review sites

❑ Instagram

☐ Twitter

3- Which one do you prefer for obtaining information on travel, anything etc.

☐ Facebook   ☐ Blogs   ☐ Instagram   ☐ Review site   ☐ Other

4- In which period do you use social media more for gaining information?

☐ Pre-trip   ☐ During trip   ☐ After trip

Satisfaction

Please complete the following statements.

1- To gain information that I need for booking (usefulness of content) from Norwegian hotels' social media is …………… in my amount of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

2- Showing the area and facilities in the environment in provided images (usefulness of images) in Norwegian hotels' social media is ………………. in my amount of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

3- Eye-catching images in Norwegian hotels' social media have ……………… role in my satisfaction level.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

4-Interesting content (including funny stories and etc.) in Norwegian hotels' social media plays…………. role in my amount of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

5- Text provided truthfully and accurate (authentically) by Norwegian hotels' in social media has ………………. role in my amount of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

6-Timeliness of posts (being update) is ……………. important in my satisfaction level from Norwegian hotels' social media.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

7- The quality of available translation to English plays…………. role in my amount of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

8- Being easy to surf in Norwegian hotels' social media (being user-friendly) plays ……………
role in my level of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

9- Feeling that you have privacy while using Norwegian hotels' social media plays………… role
in my level of satisfaction (privacy: feeling secure about sharing your personal information with
tourism organizations).

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

10- Innovation and creativeness in posting message and images plays …………… role in my level of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

11- Offered prices for provided services plays ……………. role in my level of satisfaction.

Not Important at all	Not Important	Slightly Not Important	Neutral	Slightly Important	Important	Extremely Important

12- I am ……………… about Norwegian Hotels' social media actives.

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neutral	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied

Thank you for completing this survey.

If you would like to be informed about the result of this survey, please contact this email:

golisheikhi93@gmail.com

Appendix 2 : Skewness

usefuleness of contents

Mean = 4.92
Std. Dev. = 1.496
N = 87

usefulness of image

Mean = 5.30
Std. Dev. = 1.407
N = 87

eye_catching images

Mean = 5.20
Std. Dev. = 1.461
N = 87

eye_catching images

interesting content

Mean = 4.34
Std. Dev. = 1.641
N = 87

interesting content

authentically

Mean = 5.45
Std. Dev. = 1.437
N = 87

update

Mean = 5.38
Std. Dev. = 1.305
N = 87

translation

Mean = 5.84
Std. Dev. = 1.38
N = 87

user-friendly

Mean = 5.68
Std. Dev. = 1.271
N = 87

privacy

Mean = 5.79
Std. Dev. = 1.295
N = 87

Innovation and creativeness

Mean = 4.87
Std. Dev. = 1.516
N = 87

price

Appendix 3: Descriptive statistics result

General

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	37.8	42.5	42.5
	Female	50	51.0	57.5	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	48	49.0	55.2	55.2
	married	20	20.4	23.0	78.2
	In a relationship	17	17.3	19.5	97.7
	other	2	2.0	2.3	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	26	26.5	29.9	29.9
	25-34 years old	38	38.8	43.7	73.6
	35-44 years old	15	15.3	17.2	90.8
	45-54 years old	6	6.1	6.9	97.7
	55-64 years old	1	1.0	1.1	98.9
	65-74 years old	1	1.0	1.1	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school graduate, diploma or the equivalent	3	3.1	3.4	3.4
	bachelors' degree	27	27.6	31.0	34.5
	masters' degree	46	46.9	52.9	87.4
	professional degree	2	2.0	2.3	89.7
	doctorate degree	9	9.2	10.3	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Europe	41	41.8	47.1	47.1
	South America	1	1.0	1.1	48.3
	North America	4	4.1	4.6	52.9
	Asia	36	36.7	41.4	94.3
	Africa	4	4.1	4.6	98.9
	Australia	1	1.0	1.1	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

living in Norway

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	36.7	41.4	41.4
	No	51	52.0	58.6	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

Part in Norway

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northen Norway	1	1.0	1.1	1.1
	Western Norway	19	19.4	21.8	23.0
	Central Norway	3	3.1	3.4	26.4
	Southern Norway	13	13.3	14.9	41.4
	I do not live in Norway	51	52.0	58.6	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

Social Media

hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 hours	29	29.6	33.3	33.3
	2-4 hours	39	39.8	44.8	78.2
	4-6 hours	14	14.3	16.1	94.3
	more than 6 hours	5	5.1	5.7	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

Facebook

Blogs

Review site

Instagram

Twitter

Twitter
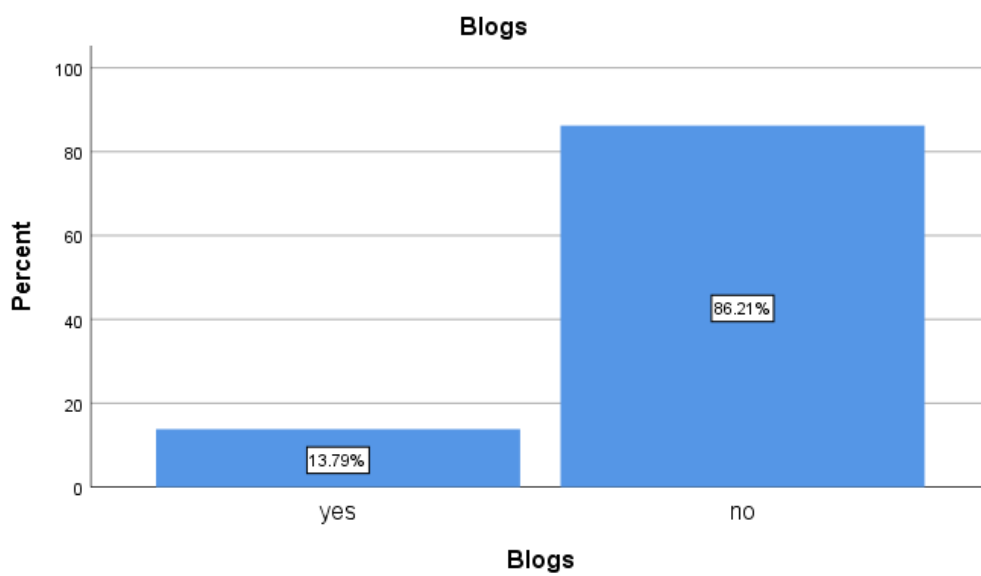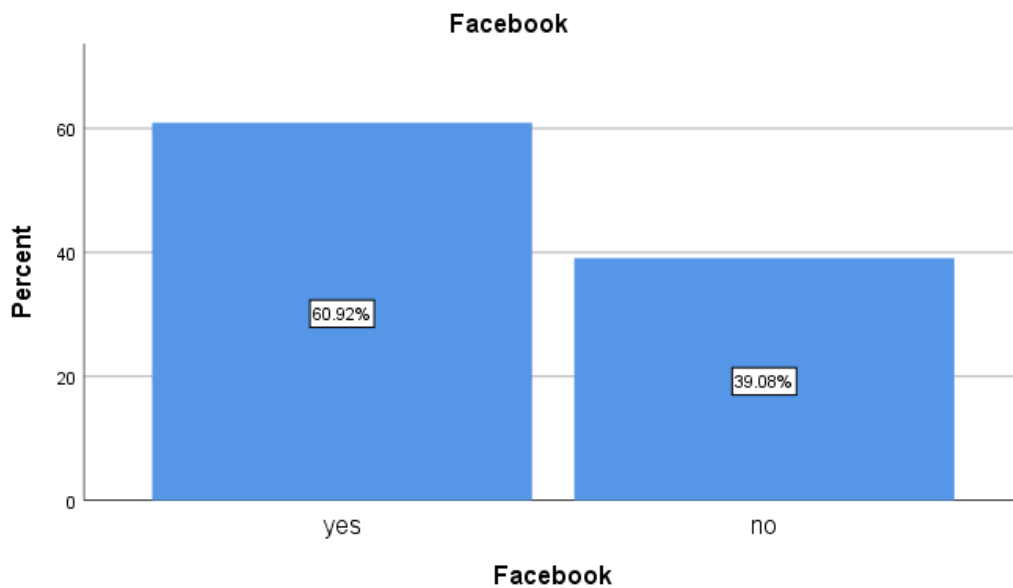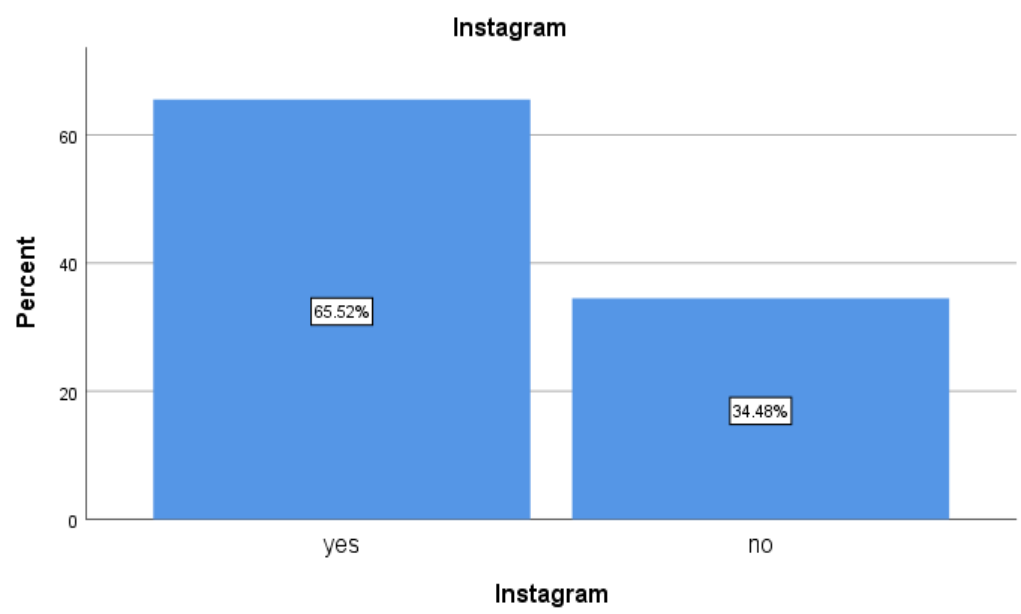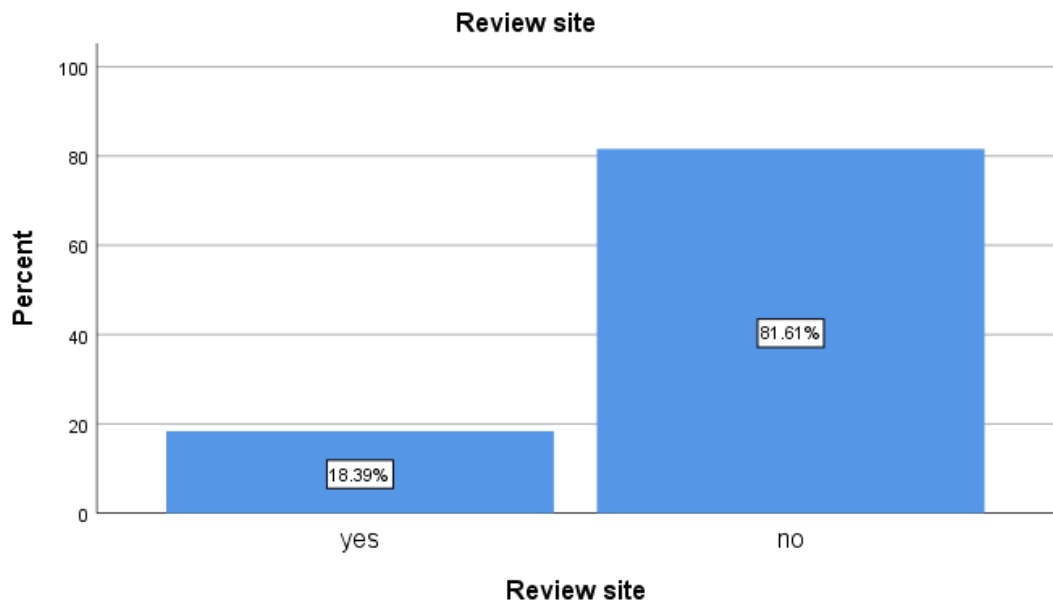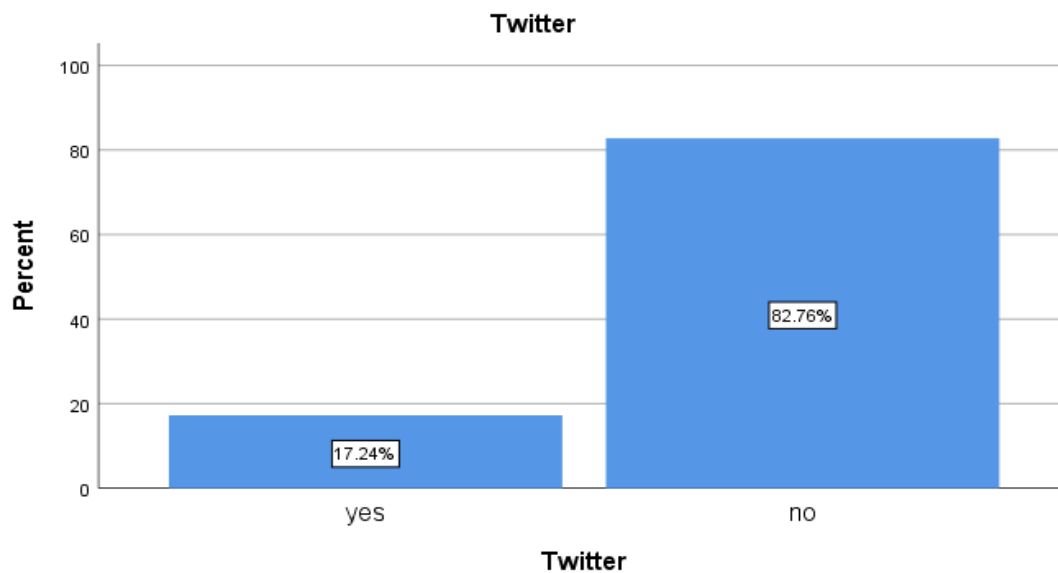
Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	8	8.2	9.2	9.2
	Blogs	6	6.1	6.9	16.1
	Instagram	21	21.4	24.1	40.2
	Review site	46	46.9	52.9	93.1
	Other	6	6.1	6.9	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

Period

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pre-trip	67	68.4	77.0	77.0
	During trip	18	18.4	20.7	97.7
	After trip	2	2.0	2.3	100.0
	Total	87	88.8	100.0	
Missing	System	11	11.2		
Total		98	100.0		

Appendix 4: Reliability test

Case Processing Summary

		N	%
Cases	Valid	87	88.8
	Excluded[a]	11	11.2
	Total	98	100.0

a. Listwise deletion based on all
variables in the procedure.

Item Statistics

	Mean	Std. Deviation	N
usefuleness of contents	4.9195	1.49587	87
usefulness of image	5.2989	1.40692	87
eye_catching images	5.1954	1.46144	87
interesting content	4.3448	1.64124	87
authentically	5.4483	1.43672	87
update	5.3793	1.30510	87
translation	5.8391	1.37987	87
user-friendly	5.6782	1.27128	87
privacy	5.7931	1.29523	87
Innovation and creativeness	4.8736	1.51584	87
price	5.9310	1.18903	87
TOTAL SATISFACTION	5.0345	.90795	87

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
usefuleness of contents	58.8161	80.919	.592	.824
usefulness of image	58.4368	78.970	.725	.813
eye_catching images	58.5402	82.879	.529	.829
interesting content	59.3908	83.357	.435	.838
authentically	58.2874	80.300	.649	.819
update	58.3563	84.813	.523	.830
translation	57.8966	88.094	.351	.842
user-friendly	58.0575	84.729	.544	.828
privacy	57.9425	84.613	.537	.829
Innovation and creativeness	58.8621	82.190	.531	.829
price	57.8046	85.647	.546	.829
TOTAL SATISFACTION	58.7011	96.840	.079	.853

Appendix 5: *Mann Whitney U Test result*

Question 1: Usefulness of content

Ranks

	Gender	N	Mean Rank	Sum of Ranks
usefulness of contents	Male	37	37.65	1393.00
	Female	50	48.70	2435.00
	Total	87		

Test Statistics

	usefulness of contents
Mann-Whitney U	690.000
Wilcoxon W	1393.000
Z	-2.105

Asymp. Sig. (2-tailed)	.035

a. Grouping Variable: Gender

Question 2: Usefulness of image

Ranks

	Gender	N	Mean Rank	Sum of Ranks
usefulness of image	Male	37	37.70	1395.00
	Female	50	48.66	2433.00
	Total	87		

Test Statistics

	usefulness of image
Mann-Whitney U	692.000
Wilcoxon W	1395.000
Z	-2.082
Asymp. Sig. (2-tailed)	.037

a. Grouping Variable: Gender

Question 3: eye-catching image

Ranks

	Gender	N	Mean Rank	Sum of Ranks
eye-catching images	Male	37	40.38	1494.00
	Female	50	46.68	2334.00
	Total	87		

Test Statistics

	eye-catching images
Mann-Whitney U	791.000
Wilcoxon W	1494.000
Z	-1.184
Asymp. Sig. (2-tailed)	.236

a. Grouping Variable: Gender

Question4: Interesting content

Ranks

	Gender	N	Mean Rank	Sum of Ranks
interesting content	Male	37	41.38	1531.00
	Female	50	45.94	2297.00
	Total	87		

Test Statistics

	interesting content
Mann-Whitney U	828.000
Wilcoxon W	1531.000
Z	-.849
Asymp. Sig. (2-tailed)	.396

a. Grouping Variable: Gender

Question5: authentically

Ranks

	Gender	N	Mean Rank	Sum of Ranks
authentically	Male	37	39.36	1456.50
	Female	50	47.43	2371.50
	Total	87		

Test Statistics^a

	authentically
Mann-Whitney U	753.500
Wilcoxon W	1456.500
Z	-1.520
Asymp. Sig. (2-tailed)	.129

a. Grouping Variable: Gender

Question6: Update

Ranks

	Gender	N	Mean Rank	Sum of Ranks
update	Male	37	36.15	1337.50
	Female	50	49.81	2490.50
	Total	87		

Test Statistics^a

	update
Mann-Whitney U	634.500
Wilcoxon W	1337.500
Z	-2.586
Asymp. Sig. (2-tailed)	.010

a. Grouping Variable: Gender

Question7: Translation

Ranks

	Gender	N	Mean Rank	Sum of Ranks
translation	Male	37	41.38	1531.00
	Female	50	45.94	2297.00
	Total	87		

Test Statistics

	translation
Mann-Whitney U	828.000
Wilcoxon W	1531.000
Z	-.877
Asymp. Sig. (2-tailed)	.380

a. Grouping Variable: Gender

Question8: User-friendly

Ranks

	Gender	N	Mean Rank	Sum of Ranks
user-friendly	Male	37	42.07	1556.50
	Female	50	45.43	2271.50
	Total	87		

Test Statistics[a]

	user-friendly
Mann-Whitney U	853.500
Wilcoxon W	1556.500
Z	-.643
Asymp. Sig. (2-tailed)	.520

a. Grouping Variable: Gender

Question 9: Privacy

Ranks

	Gender	N	Mean Rank	Sum of Ranks
privacy	Male	37	40.26	1489.50
	Female	50	46.77	2338.50
	Total	87		

Test Statistics[a]

	privacy
Mann-Whitney U	786.500
Wilcoxon W	1489.500
Z	-1.246
Asymp. Sig. (2-tailed)	.213

a. Grouping Variable: Gender

Question 10: Innovation

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Innovation and creativeness	Male	37	38.45	1422.50
	Female	50	48.11	2405.50
	Total	87		

test Statistics

	Innovation and creativeness
Mann-Whitney U	719.500
Wilcoxon W	1422.500
Z	-1.808
Asymp. Sig. (2-tailed)	.071

a. Grouping Variable: Gender

Question 11: Price

Ranks

	Gender	N	Mean Rank	Sum of Ranks
price	Male	37	39.84	1474.00
	Female	50	47.08	2354.00
	Total	87		

Test Statistics[a]

	price
Mann-Whitney U	771.000
Wilcoxon W	1474.000
Z	-1.393
Asymp. Sig. (2-tailed)	.163

a. Grouping Variable: Gender

Question12: Total Satisfaction

Ranks

	Gender	N	Mean Rank	Sum of Ranks
TOTAL SATISFACTION	Male	37	49.84	1844.00
	Female	50	39.68	1984.00
	Total	87		

Test Statistics[a]

	TOTAL SATISFACTION
Mann-Whitney U	709.000
Wilcoxon W	1984.000
Z	-1.963
Asymp. Sig. (2-tailed)	.050

a. Grouping Variable: Gender

Appendix 6: Results of Kruskal-Wallis Test result

Question 1: Usefulness of Content

Ranks

	age	N	Mean Rank
usefulness of content	18-24 years old	26	48.81
	25-34 years old	38	40.68
	35-44 years old	15	44.00
	45-54 years old	6	51.67
	55-64 years old	1	5.00
	65-74 years old	1	38.00
	Total	87	

Test Statistics[a,b]

	usefulness of content
Kruskal-Wallis H	5.159
df	5
Asymp. Sig.	.397

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 2: Usefulness of image

Ranks

	age	N	Mean Rank
usefulness of image	18-24 years old	26	44.25
	25-34 years old	38	42.88
	35-44 years old	15	48.43
	45-54 years old	6	46.58
	55-64 years old	1	12.50
	65-74 years old	1	29.50
	Total	87	

Test Statistics^{a,b}

	usefulness of image
Kruskal-Wallis H	2.982
df	5
Asymp. Sig.	.703

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 3: Eye-catching image

Ranks

	age	N	Mean Rank
eye-catching	18-24 years old	26	49.08
	25-34 years old	38	43.08
	35-44 years old	15	47.87
	45-54 years old	6	19.08
	55-64 years old	1	16.00
	65-74 years old	1	66.50
	Total	87	

Test Statistics^{a,b}

	eye-catching
Kruskal-Wallis H	10.754
df	5
Asymp. Sig.	.056

a. Kruskal Wallis Test

b. Grouping Variable: age

Question4: Interesting content

Ranks

	age	N	Mean Rank
interesting	18-24 years old	26	45.65
	25-34 years old	38	42.54
	35-44 years old	15	45.80
	45-54 years old	6	42.50
	55-64 years old	1	8.00
	65-74 years old	1	74.50
	Total	87	

Test Statistics[a,b]

	interesting
Kruskal-Wallis H	4.059
df	5
Asymp. Sig.	.541

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 5: Authentically

Ranks

	age	N	Mean Rank
authentic	18-24 years old	26	42.54
	25-34 years old	38	44.29
	35-44 years old	15	48.00
	45-54 years old	6	46.33
	55-64 years old	1	13.00
	65-74 years old	1	28.00
	Total	87	

Test Statistics[a,b]

	authentic
Kruskal-Wallis H	3.011
df	5
Asymp. Sig.	.698

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 6: Update

Ranks

	age	N	Mean Rank
update	18-24 years old	26	40.25
	25-34 years old	38	44.50
	35-44 years old	15	51.03
	45-54 years old	6	47.17
	55-64 years old	1	12.50
	65-74 years old	1	29.50
	Total	87	

Test Statistics[a,b]

	updatee
Kruskal-Wallis H	4.496
df	5
Asymp. Sig.	.480

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 7: Translation

Ranks

	age	N	Mean Rank
translationn	18-24 years old	26	43.23
	25-34 years old	38	45.14
	35-44 years old	15	49.90
	45-54 years old	6	26.75
	55-64 years old	1	58.00
	65-74 years old	1	21.50
	Total	87	

Test Statistics^{a,b}

	translationn
Kruskal-Wallis H	7.062
df	5
Asymp. Sig.	.216

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 8: User-friendly

Ranks

	age	N	Mean Rank
friendly	18-24 years old	26	42.44
	25-34 years old	38	44.39
	35-44 years old	15	48.37
	45-54 years old	6	41.83
	55-64 years old	1	58.50
	65-74 years old	1	2.50
	Total	87	

Test Statistics^{a,b}

	friendly
Kruskal-Wallis H	5.226
df	5
Asymp. Sig.	.389

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 9: Privacy

Ranks

	age	N	Mean Rank
security	18-24 years old	26	40.38
	25-34 years old	38	48.22
	35-44 years old	15	41.60
	45-54 years old	6	42.17
	55-64 years old	1	10.50
	65-74 years old	1	58.00
	Total	87	

Test Statistics[a,b]

	security
Kruskal-Wallis H	5.626
df	5
Asymp. Sig.	.344

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 10: Innovation

Ranks

	age	N	Mean Rank
innovation	18-24 years old	26	40.62
	25-34 years old	38	44.93
	35-44 years old	15	54.27
	45-54 years old	6	26.25
	55-64 years old	1	23.00
	65-74 years old	1	70.00
	Total	87	

Test Statistics[a,b]

	innovation
Kruskal-Wallis H	8.458
df	5
Asymp. Sig.	.133

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 11: Price

Ranks

	age	N	Mean Rank
price	18-24 years old	26	35.44
	25-34 years old	38	49.80
	35-44 years old	15	49.00
	45-54 years old	6	27.67
	55-64 years old	1	56.50
	65-74 years old	1	56.50
	Total	87	

Test Statistics[a,b]

	price
Kruskal-Wallis H	13.542
df	5
Asymp. Sig.	.019

a. Kruskal Wallis Test

b. Grouping Variable: age

Question 12: Total Satisfaction

Ranks

	age	N	Mean Rank
total satisfaction	18-24 years old	26	40.13
	25-34 years old	38	46.37
	35-44 years old	15	40.90
	45-54 years old	6	53.83
	55-64 years old	1	43.00
	65-74 years old	1	43.00
	Total	87	

Test Statistics[a,b]

	total satisfaction
Kruskal-Wallis H	2.364
df	5
Asymp. Sig.	.797

a. Kruskal Wallis Test

b. Grouping Variable: age